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ONTARIO

Three Reasons

Belleville Wins Plum Sought by Many

By DONALD MACKENZIE
(Staff Reporter)

Why Belleville?

After having options on land in communities as far away as Owen Sound and as close to Belleville as Trenton and Cobourg, Allied Chemical decided to build its new plastics manufacturing plant here.

Before examining why the company came to Belleville it's necessary to examine why it came to Canada or even Ontario. The American-based corporation has simi-

lar operations throughout the world.

According to M. M. Hendrick, president of Allied Chemical Canada, Ltd., "each level of government provided a reason for locating in Belleville."

By providing a "moderate tariff protection" for the product against imports, Mr. Hendrick stated the Federal government is enabling the company "to neutralize the inherently higher costs of a smaller plant."

"Without this protection the plant most probably

would not have been built."

Ontario was chosen because the "market for our product is centred in Toronto and the closer to the market — naturally the better," stated the president.

Now — Why Belleville.

According to Mr. Hendrick: "We are in Belleville due to the planning and assistance of the Ontario Development Corporation and the invaluable aid from the city of Belleville and its industrial commission."

Allied Chemical has applied for financial assistance under

the provincial incentive program. In Belleville the assistance should amount to \$500,000.

One reason for choosing Belleville over Cobourg could be the fact the grant would be cut in half (to \$250,000) if the company wished to locate in Cobourg.

But what's \$250,000?

"There's a lot more to consider," pointed out general manager Robert Aitken. "When you are talking about a capital investment of over \$2,000,000 it really does not make that much difference."

"Of all the locations we saw, the concessions and business approach of Belleville was by far the best. People here have gone out of their way and I can't emphasize it enough. The whole approach of Belleville to business is exhilarating to people like ourselves."

Of the circumstances that led to Allied Chemical locating in Canada, in Ontario and in Belleville the one that counted the most, according to the company, was Belleville itself.

Allied Chemical Canada Ltd.