



HOT OFF THE PRESS: David McHolm (left), President of Datamark Response Group explains the operation of this printing press to Roy Davies, Account Director of MacLaren Advertising during Datamark's opening last Thursday. The company is located on Valleywood Drive and is involved in the direct mail marketing industry.

Korean electronics giant moving to Markham plant

ROBERT DONNELLY
Correspondent

It should come as no surprise that Markham is now home to the world's 10th largest electronics manufacturer.

Samsung Electronics of Canada Ltd., part of a world-wide conglomerate of 30 companies generating more than \$17-billion (US) in sales each year, joins the growing ranks of high technology companies who are deciding to locate head offices here.

The company's new \$2.5-million head office will also function as a service and parts depot as well as a 35,000 square ft. warehouse and distribution centre for a full line of electronic products, including color televisions, VCRs, microwaves and home audio equipment.

During its 10 years in Canada, the Korean company has built up a respectable market share which now accounts for more than 25 per cent of the microwave ovens and 10 per cent of the VCRs sold.

Still, the company has not become a household name, primarily because most of its products have been sold under different brand names through major retailers and manufacturers which include Sears, Eaton's, Simpsons and The Bay, General Electric and Phillips.

After a careful study of the Canadian market, however, Samsung has for the past three months been attempting to sell its products under its own name.

"We are aiming at the middle to top-line market, competing with the popular Japanese and American products," says company president Seong-Jae Lee. These products are currently being sold locally through Crazy Kelly's, Base Electronics and on the west coast through Futuresshop outlets.

So far, the products have been well-received by dealers and consumers alike, says Lee. The company also plans to introduce an inexpensive microwave/convection oven early this summer which is expected to retail for under \$600.

To further increase consumer awareness for Samsung products in Canada, an aggressive \$1.5 million advertising campaign is also



MPP Gino Matrondola speaks at the opening of Samsung Electronics Canada Inc. in Markham. Listening is Y. Chueng of the company's U.S. operation, Seong-Jae Lee, president of Samsung Canada and Geoff Murray, national sales manager for the firm.

planned to promote a new product and a new slogan, he said.

The ads, which will be seen in major Canadian publications such as Maclean's and Time magazines, will feature the company's new slogan, Play it again Sam — borrowed, of course, from Humphrey Bogart's famous line in the movie Casablanca.

Currently, there are 25 people employed at the Markham facility which could, depending on sales, reach 100 employees in a couple of years, says Lee.

In fiscal 1987, sales in Canada totalled \$70-million. This year Samsung projects sales to increase to between \$80 and \$90-million, he added.

Furthermore, the president indicated that Samsung may follow in the footsteps of another Korean company — notably car-maker Hyundai — in building a Canadian manufacturing operation for its products.

"It's not impossible," he said,

"but we'll have to look down the road a year from now and see what happens."

Markham firm lands big deal

ROBERT DONNELLY
Correspondent

Andover Telecommunications Inc. of Markham recently announced the conclusion of its first major contract — a deal reputed to be worth well in excess of one million dollars.

The company was formed in the fall of 1986 out of its predecessor, Meditech Engineering — a research and development firm specializing in sophisticated telephone systems designed for use by the hearing impaired.

Currently the company claims it is the only manufacturer of such systems in Canada. However, Andover has since branched into other markets as well, especially in the so-called third world countries.

The most recent contract involves the sale of 3,000 Communicator units and 300 Mark IV units to a government-run company in

India called Hindustan Teleprinters Inc.

These products are telex-based devices which allow for the communication of data over long distances via satellite when ordinary telephone line transmission is either inadequate or simply unavailable.

For these reasons, says marketing vice-president Leonard Burke, the telex technology which is currently out of vogue in North America (in favor of the more sophisticated computer-to-computer electronic mail telephone linkups), is a very hot item in developing nations.

Burke describes the magnitude of the problem as follows: "In India, there is one telephone for every 800 people, and 524,000 villages who have no communication lines whatsoever."

This situation, explains Burke, has allowed Andover to carve a

niche for itself in servicing to the needs of those developing nations lacking established communications links.

"Developing nations have more requirements for high technology at low prices — we saw that very quickly," he said.

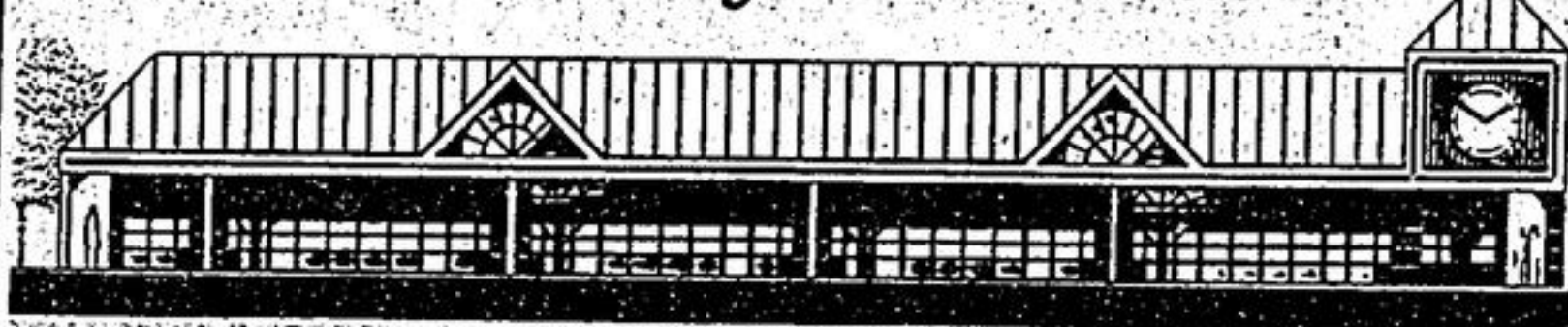
The Andover telex units sell for about \$1,600 — well below the competitors' retail of \$4 to 5,000, he said. And as a result, "we really don't have any competition in this area."

The contract also includes a technology transfer fee of \$150,000 and related royalties. Shipment of the first 30 portable telex units is expected to take place within 30 to 60 days.

The company is also conducting negotiations with other third world countries such as Mexico and Panama which, like India, are in the process of improving their communications networks.

W.J. WARREN & CO. LTD. PRESENT NEW PLAZA'S NOW LEASING

The Gateway to Unionville



- Units from 450 to 1250 sq. ft.
- June 1st occupancy
- Call Ray or Brad Warren

477-8188

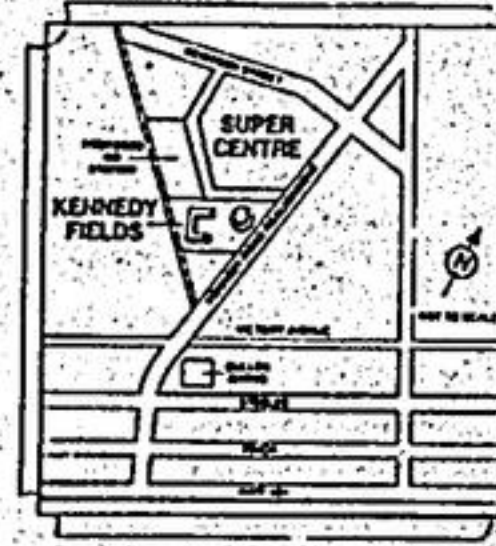


KENNEDY FIELDS



- Triple A Location
- Retail space beside Milliken SuperCentre
- Units from 600 sq. ft. up to 8,000 sq. ft.
- Call Tom Balkos

477-8188



B.I.A. Merchants

Welcome

BLOSSOMS & BUNNIES

TREND SETTER

FINE WOMEN'S APPAREL
93 Main St. N. Markham
294-0966

Dimaje Interiors

106 Main St. N.,
Markham
471-4494

15% OFF* WITH THIS AD
All Ladies' Fashions & Accessories
One Day Only - Sat. Apr. 2
(*regular ticket price)

15% OFF* WITH THIS AD
All Silk Flowers
Free chick or rabbit with purchase of \$150. or over.
One Day Only - Sat. Apr. 2 (*regular ticket price)



Happy Easter

from

Main Street, Markham

Stores are closed Friday, April 1st and Sunday, April 3rd



IS REAL ESTATE THE CAREER FOR YOU? WOULD YOU LIKE TO ASK:

- HOW DO I BEGIN?
- WHAT EXPERIENCE DO I NEED?
- HOW MUCH TIME IS INVOLVED?
- HOW SOON CAN I EARN?
- AM I SUITED TO A REAL ESTATE CAREER?
- WHEN CAN I START?

CALL A LEADER IN REAL ESTATE TRAINING
FAMILY TRUST CORPORATION

- UNIONVILLE—LINDA KILLACKY—477-1270
- MARKHAM—BETTY WEBBER—294-1372
- MILLIKEN—LESLIE CAVERDER—297-1335
- STOUFFVILLE—KATHY CLULOW—640-2082
- UXBRIDGE—GERRY MICHAEL—652-3443



JOANNE McNEILL BRIAN MEHARG

ARE YOU READY TO EARN WHAT YOU'RE WORTH?

We're looking for people who are ambitious enough to go for the gold... and get it. You'll be backed by the resources of the largest real estate organization in the world, including an international V.I.P. referral system and on-going training through our exclusive Career Trak system.

Find out what over 5,800 CENTURY 21 neighbourhood professionals across Canada have going for them.

CALL TODAY:

- JOANNE McNEILL 852-6106/640-2600
- BRIAN MEHARG 640-3131/473-1979



GERRY MEHARG LTD.
MEMBER BROKER



KAREN GERRARD
If you're ready to work you should consider a career in real estate!
Call Karen Gerrard
477-2533



ARMOUR REAL ESTATE INC.
Member Broker