

MANITOBA GOVERNMENT

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NEWS SERVICE

RIVERS TO GET
BICYCLE PLANT

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To Employ 100 at
Full Production

A plant to assemble bicycles and manufacture bicycle parts is to be established at the Oo-Za-We-Kwun Indian Training Centre, at Rivers, Manitoba.

This was announced Thursday by H. C. Paul of Winnipeg and Frank E. Price, General Manager of the Oo-Za-We-Kwun Centre, in conjunction with the Minister of Industry and Commerce Leonard Evans.

A new company, Sekine Canada Ltd., is being formed by Sekine Industries Co. Ltd., and Nagase & Co. Ltd., both of Japan and H. C. Paul of Winnipeg to produce the world famous Sekine bicycles in Manitoba.

In making the announcement, Mr. Paul and Mr. Price paid tribute to Mr. Evans and officials of his department. The department undertook a \$7,000 feasibility study on which the final decision was based, and worked closely with the Japanese and Canadian group in arranging to establish the plant in Manitoba. As well, Mr. Evans' deputy, Leonard Remis, and assistant deputy, Murray Armstrong, met with the principals of the company in Japan. "It is," Mr. Paul said, "an example of how private business and government can work together to expand the economy of the province."

Sekine Canada Ltd., will be the third plant to locate at the Centre. A fibre glass plant and a building component firm have also selected the Oo-Za-We-Kwun Centre set up at the former Air Force Base at Rivers by the Department of Indian and Northern Affairs as a means of training native people.

When in full production, Sekine will employ over 100 production employees most of whom will be Indian. Sekine Industries Co. Ltd., is a leading Japanese manufacturer and exporter of high quality bicycles. This firm will be responsible for manufacturing operations at the new plant while Nagase, a world-wide Japanese trading firm, will be responsible for marketing and sales in association with H. C. Paul Limited of Winnipeg. The project represents a capital investment of over \$1,000,000.

In a parallel announcement in Ottawa, the Minister of Regional Economic Expansion Donald Jamieson said the new company had accepted a DREE incentive grant totalling \$350,000. Support for the project is in line with the federal government's policy of attracting foreign technology to expand the industrial economy of Western Canada.

Sekine Canada will be the first Japanese bicycle plant to locate in North America and will be the first plant of its kind in Western Canada. The firm expects to market its products throughout Canada, in the United States, in Mexico and in Europe.

Mr. Paul, on behalf of his Japanese associates, expressed appreciation for the assistance received from officials of the Oo-Za-We-Kwun Centre and the Department of Indian and Northern Affairs and for the excellent facilities and services being provided to the new plant at the Oo-Za-We-Kwun Centre. Low cost plant facilities, excellent industrial services and the availability of industrial employees were basic reasons for selection of the Rivers location.

The new plant will be located in a 60,000-square-foot hangar which will be renovated to facilitate assembly line operations and to serve as a distribution point for Sekine's wide range of bicycles including three, five and ten-speed bicycles. Sekine bicycles are noted for advanced design and engineering and for their safety features.

The plant will be in operation in August of this year. A number of Japanese production and engineering technicians will move to the Centre to set up the plant, place it in operation and train production employees. All other employees however, will be Indian trainees, residents at the Centre, or workers drawn from the area.