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Venezuela

markets  
for Canadian  
exporters

**VENEZUELA**

AND NETHERLANDS ANTILLES



ARUBA

CURAÇAO

BONAIRE

MARACAIBO ●

PUERTO CABELLO ●

VALENCIA ●

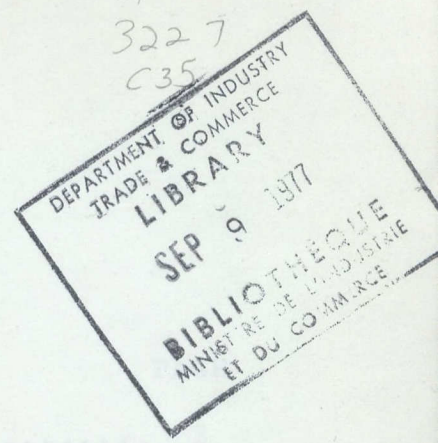
LA GUAIRA ●

CARACAS ●

CIUDAD BOLÍVAR ●

● PUERTO ORDAZ

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## VENEZUELA

### I. GENERAL

#### Area and Geography

Located at the northern tip of South America, Venezuela is 352,150 square miles in area with 1,750 miles of northern coastline along the Caribbean Sea. The country shares borders with Colombia on the west, Brazil on the south and Guyana on the east.

Venezuela is characterized by four geographical areas: the Guyana Highlands in the south-southeastern half of the country are hot and humid; the Llanos, or central plains, are hot and dry except during the torrential rainy season; the Andean Highlands in the west have a moderate climate; the Lake Maracaibo Basin in the northwest is hot and humid.

#### Climate

Climatic zones correspond to the topographical divisions: hot and humid on the coast, cool in the mountains and tropical in the central plains and jungle.

#### Local Time

Venezuelan time is one hour ahead of eastern standard time. Therefore, when it is 9:00 a.m. (EST) in Ottawa, it is 10:00 a.m. in Caracas.

#### Population

The population is estimated at about 12.0 million.

#### Language

The official language is Spanish, however many businessmen speak English. Interpreters and translation services are available.

#### Religion

Venezuela's official religion is Roman Catholicism, but there is complete religious freedom.

### Principal Cities

Caracas, the capital, is the commercial and political centre of the country with a population of 2.5 million. Other major cities include:

City	Population
Maracaibo	780,000
Barquisimeto	390,000
Valencia	325,000
Maracay	225,000
San Cristobal	200,000
Cabimas	181,000

### Seaports

Principal seaports include La Guaira (near Caracas), Puerto Cabello, Maracaibo, Puerto La Cruz, Puerto Cardon, Puerto Ordaz, Carupano, Guanta and Ciudad Bolivar.

### Weights, Measures and Electricity

Venezuela uses the metric system. Electricity is supplied at 110 volts, 60 cycles AC.

### Holidays

Official Venezuelan holidays are as follows:

New Year's Day	January 1
Carnival	Monday and Tuesday preceding Ash Wednesday
Holy Thursday	variable
Good Friday	variable
Independence Day	April 19
Labour Day	May 1
Battle of Carabobo	June 24
Independence Day	July 5
Bolivar's Birthday	July 24
Columbus Day	October 12
Christmas Day	December 25

### Business Hours

Offices:	8:00 a.m. to 12:00 noon 1:00 p.m. to 5:00 p.m.
Stores:	8:30 a.m. to 12:30 p.m. 3:00 p.m. to 7:00 p.m.
Banks:	8:30 a.m. to 11:30 a.m. 2:00 p.m. to 4:30 p.m.



## Government

Venezuela is a federal republic. It is a representative democracy and the president is head of state.

## Historical Background

In 1498, Columbus sailed along the Venezuelan shore. His reports of finding pearls and gold influenced the Spaniards to further explore this area. Soon after, the first Spanish settlement was established and Venezuela became a Spanish crown colony. Caracas was founded in 1567 and ten years later became the capital.

The liberation movement had its origins in the eighteenth century. On July 5, 1811, a new self-governing congress declared independence from Spain and later adopted a federal constitution. Royalist forces soon regained control of the country, but were decisively defeated at Carabobo in 1821. The Venezuelan Republic became part of Great Colombia, which also included what are now Colombia, Panama and Ecuador, under the presidency of Simon Bolivar. In 1830, Venezuela seceded from Great Colombia and adopted its own constitution as a federal republic.

## II. ECONOMY AND FOREIGN TRADE

Venezuela is rich in both the variety and quantity of its natural resources -- petroleum, gold, iron, diamonds and copper. Moreover, it ranks among the world's leading exporters of oil and the country's iron deposits reportedly have the highest mineral content in the world.

Market development costs are high in Venezuela, but the rewards are substantial. Therefore, only exporters willing to commit personnel and significant financial resources can expect to establish a lucrative, long-term market position.

### Agriculture

In recent years, agricultural exports have accounted for only about five or six per cent of total agricultural production. This is largely due to the high cost structure of the country's economy. At the same time, the general buoyancy of Venezuela's economy will likely result in an increase of important agricultural products including milk powder, wheat, seed potatoes, oats, rye, malt, canned salmon and cereal products. In addition, increased production of traditional export products -- coffee and cocoa -- and new products such as rice, sugar, tropical fruits and vegetables, indicates good export potential.

### Aircraft

Opportunities for the sale of STOL aircraft for both civilian and military use are good in this mountainous, jungle-covered country. The possibilities for increased sales of aircraft parts are also encouraging. The United States sells more than U.S.\$3.5 million worth of nonmilitary aircraft to Venezuela each year.

### Industrial Chemicals

Because of the steady growth of Venezuelan industry, good potential exists for increased chemical sales. Canadian representatives are advised to call on Venezuelan companies and quote prices competitive with those of United States and European manufacturers. (Organic acids, both anhydrides and derivatives, are an important export.)

### Wood Products

Newsprint, pulp and paper and veneer sales are expected to rise steadily during the next three years. All other wood products are restricted.

### Textiles and Clothing

The market for fur is good, but Canada has only six per cent of it. Sales opportunities also exist for high fashion women's wear, but many other lines are restricted.

### Construction

During the next few years, Venezuela will experience major construction of highways, dams, airports and harbours. The Canadian objective is to secure a growing share of the market for equipment and services.

### Electrical-Electronic Equipment

Sales opportunities are unlimited but more direct sales promotion is necessary. Each year Venezuela imports million of dollars worth of electrical-electronic equipment from all parts of the world.

### Machinery

As a result of Venezuela's industrial growth, opportunities for the sale of machinery and capital equipment are excellent.

### Industrial Materials

As industry expands, there will be an increasing demand for asbestos, aluminum, copper, zinc and other industrial materials.

### Petroleum

One of the world's leading producers of oil, Venezuela is a major oil exporter. In 1969, production totalled 3.4 million barrels per day. Moreover, Lake Maracaibo is the largest oil field in South America. Concessions are held by foreign interests, but 81 per cent of the revenue goes to the government.

Oil exports ensure a favourable balance of trade for Venezuela, especially with Canada (4:1).

### Mining

Important minerals include iron, gold, copper, coal, salt, tin, manganese, asbestos and diamonds. More than 23 million tons of iron ore are produced annually. During the past 15 years, however, an ultraconservationist policy maintained by the political parties in office has held back mining development.

### Automotive Parts

Car and truck assembly parts account for 53 per cent of all Canadian exports to Venezuela. These parts are supplied to the local plants of major United States car manufacturers from their subsidiaries in Canada. The Venezuelan government has posed a major threat to these exports, however, by requiring an annual increase in the national content of domestically produced vehicles. And since "national content" also includes parts from other LAFTA (Latin America Free Trade Association) countries, there is considerable pressure on local car manufacturers to divert their purchasers from Canada to other trading partners.

### Purchasing Power

The 1974 personal disposable income was estimated at Can.\$1,400 per capita, but the great disparity between upper and lower class incomes lessens the significance of this figure.

### Cost of Living

The cost of living is one of the highest in the world. Prices are stable, however, and the rate of inflation is low compared with other developed or developing countries. Personal income tax is also low.

### Foreign Trade Statistics

#### VENEZUELAN IMPORTS AND EXPORTS (U.S.\$Millions)

	<u>Imports</u>	<u>Exports</u>
1973	3,374	5,160
1974	4,998	12,081
1975	7,084	9,349

Major imports include: raw materials; machinery, accessories and tools; transport materials; construction materials; food products and liquor. Principal exports include: petroleum and derivatives; raw materials; food products; some manufactured items.

MAJOR CANADIAN EXPORTS TO VENEZUELA  
(Can.\$Thousands)

	<u>1974</u>	<u>1975</u>	<u>1976</u>
Passenger automobiles and chassis	91,654	105,782	123,009
Trucks, truck tractors and chasis	44,272	79,850	108,294
Motor vehicle parts, except engines	11,795	23,892	22,398
Wood pulp and similar pulp	8,025	7,346	6,551
Newsprint paper	16,993	18,303	13,788
Plate sheet and strip steel	5,755	9,868	3,251
Bar and rods, steel	221	583	258
Zinc, including alloys	2,154	3,047	4,239
Asbestos unmanufactured	1,711	2,447	4,817
Synthetic rubber and plastic materials	3,141	1,908	1,565
Wheat	5,825	4,074	512
Dairy produce, eggs and honey	1,859	935	383
Malt	1,061	1,105	406
Potatoes, seed	2,422	2,734	3,275
	<u>196,888</u>	<u>261,874</u>	<u>292,746</u>
TOTAL	196,888	261,874	292,746

MAJOR CANADIAN IMPORTS FROM VENEZUELA  
(Can.\$Thousands)

	<u>1974</u>	<u>1975</u>	<u>1976</u>
Crude Petroleum	1,190,924	1,059,469	1,243,538
Fuel oil	96,707	43,149	43,570
Coffee	1,058	263	2,032
Other petroleum and coal products	418	1,438	3,066
Motor vehicle parts, except engines	84	769	896
	<u>1,289,191</u>	<u>1,105,088</u>	<u>1,293,102</u>
	1,289,191	1,105,088	1,293,102

### III. DOING BUSINESS WITH VENEZUELA

#### Wholesale and Retail Trade

Venezuela's wholesale and retail trade is characterized by a large number of small companies. In general, wholesalers carry many lines, some of which are imported, and supply large geographic areas -- sometimes the entire country. Retailers usually specialize in a few products and operate with small sales staffs.

In recent years, chains of modern department stores and supermarkets have appeared in the major cities. This, however, has not altered traditional low-volume, high-price merchandising (with the partial exception of food chains), and the country remains a high-cost market. The prices of some commodities are controlled, such as certain drugs and basic foods.

#### Distribution

Distribution methods could be more efficient. The prices of many products are inflated as a result of extra intermediaries between manufacturers or distributors and retailers. With the exception of Caracas and Maracaibo, cities and towns are relatively small marketing areas.

#### Advertising and Promotion

TV, newspapers and magazines are the most effective publicity media. In addition, radio is good for advertising in areas where TV is yet unavailable. Caracas has a number of Spanish language dailies and one English daily.

Advertising material should be printed in Spanish with metric weights and measures. The Canadian company's name and address should be clearly marked on all catalogues and promotional literature.

#### Agents and Representatives

Commission agents should be selected carefully. Good agents are not only skillful salesmen, they are able to select solvent customers. In some cases, distributors should be given preference (check credit status). Canadian technical products or services companies can best be represented by Venezuelan engineering firms. In any event, it is advisable to consult the Trade Commissioner before appointing agents or representatives.

When doing business with the government, representation by a local agent or engineering-contractor firm is a necessity.

### Business Etiquette

Business etiquette in Venezuela is similar to that in Canada. When making calls, businessmen should be punctual and dressed in a suit. In addition, a supply of business cards should be on hand at all times.

### Correspondence and Trade Gifts

All correspondence to Venezuela should be sent airmail, and letters containing cheques or important information should also be registered. Trade gifts are not expected but often given by local firms at Christmas.

### Price Quotations

Prices should be quoted FOB Canadian maritime port and where possible, CIF Venezuelan port, in United States or Canadian dollars.

### Terms of Payment

Venezuelan importers expect low export quotations as well as the most liberal payment terms -- up to 180 days and more. Only cattle and a few perishable items are still sold on letters of credit.

### Debt Collection

The best protection against bad debts is a reliable and experienced local agent. In addition, credit information on new customers should be secured. Legal action is slow, expensive and of doubtful outcome.

Commercial information on local firms is available through the embassy. If desired, a credit report can be obtained on your behalf and billed to your company through the Department of Industry, Trade and Commerce in Ottawa.

SHIPPING SERVICES FROM CANADA TO VENEZUELA  
AND NETHERLANDS ANTILLES

From Pacific Coast Ports

Barber Lines

Agents: Johnson Walton S.S. Ltd., Vancouver  
Accommodation: Monthly refrigerated and dry cargo service from  
Vancouver to La Guaira, Puerto Cabello, Maracaibo

Prudential-Grace Lines

Agents: C. Gardner Johnson Limited, Vancouver  
Accommodation: Monthly refrigerated and dry cargo service from  
Vancouver to La Guaira, Curaçao

Westfal Larsen Line

Agents: Empire Shipping Co. Ltd., Vancouver  
Accommodation: Monthly refrigerated and dry cargo service from  
Vancouver to Puerto Cabello

From St. Lawrence River and Atlantic Ports

Great Lakes Transcaribbean Line

Agents: Protos Shipping Ltd., Toronto, Montreal  
Lake Head Shipping Co., Thunder Bay  
Accommodation: Approximately one sailing per month during season  
of open navigation, dry cargo only, from Thunder  
Bay, Hamilton (Valleyfield if sufficient  
inducement) to La Guaira and Puerto Cabello

Saguenay Shipping Limited

Agents: Clarke Traffic Services Ltd., Toronto, Hamilton  
R. C. Elkin Ltd., Saint John  
Accommodation: Sailings approximately every three weeks,  
refrigerated and dry cargo space, from Port  
Alfred, Montreal and Halifax to La Guaira,  
Maracaibo, Puerto Cabello. During the season of  
closed navigation on the St. Lawrence River,  
sailings are scheduled from Halifax and Saint John



Internal Transportation

Trucking service is relatively expensive. Where convenient, air transport is preferred.

Postal Rates

The following is an abbreviated list of postal rates from Canada to Venezuela and the Netherlands Antilles. When using postal service, consult the postal guide for complete information.

Air Letter and Surface Letter - As shown in the table below:

All-up Service - Up to 8 Ounces\*

Weight Steps

<u>Over</u>	<u>Up to</u>	<u>Charge</u>
0 oz.	1 oz.	\$ .25
1 oz.	2 oz.	.45
2 oz.	4 oz.	.60
4 oz.	8 oz.	1.20
8 oz.	1 lb.	2.35

(\*All letter mail weighing up to 8 ounces will be automatically conveyed by air to all countries except the United States. An airmail sticker must be affixed or the word "airmail" marked on the envelope.)

Printed papers (Air and Surface) Up to 4 Pounds (Maximum)

Weight Steps		<u>Priority (Airmail)</u>	<u>Non-priority* (Surface/Airlift)</u>
<u>Over</u>	<u>Up to</u>		
0 oz.	1 oz.	\$ .18	\$ .12
1 oz.	2 oz.	.32	.20
2 oz.	4 oz.	.48	.28
4 oz.	8 oz.	.90	.50
8 oz.	1 lb.	1.62	.90
1 lb.	2 lb.	2.90	2.50
2 lb.	3 lb.	4.30	3.25
3 lb.	4 lb.	5.80	3.85

(\*This mail may travel by surface but will be air lifted part way or through to destination wherever possible).

More than 4 Pounds (Maximum 10 Pounds) - Books only

Weight Steps		<u>Priority (Airmail)</u>	<u>Non-priority* (Surface/Airlift)</u>
<u>Over</u>	<u>Up to</u>		
4 lb.	5 lb.	\$7.30	\$4.40

(\*This mail may travel by surface but will be airlifted part way or through to destination wherever possible.)

Air Parcel: For postal rates, enquire at post office.  
Surface Parcel: As shown in the following table.

Parcel Post (Surface) (Maximum 22 pounds)

<u>Weight Steps</u>	<u>Charge</u>
2 lb.	\$2.50
3 lb.	3.25
4 lb.	3.85
5 lb.	4.40

Additional information can be obtained from your local post office.

Telephone Rates

Person to person

Weekdays: \$9.00 first three minutes,  
\$3.00 each additional minute  
Weeknights and Sundays: \$7.50 first three minutes,  
\$2.50 each additional minute

Station to station

Weekdays: \$7.50 first three minutes,  
\$2.50 each additional minute  
Weeknights and Sundays: \$6.00 first three minutes,  
\$2.00 each additional minute

Cable Rates

Day rate: \$0.36 per word; each word counts  
Night rate: \$3.96 for 21 words, \$0.18 each additional word, plus tax; each word counts

Banking

The following banks have Canadian affiliates:  
Banco Royal Venezolano (Royal Bank of Canada)  
First National City Bank (Mercantile Bank of Canada)

### Buying Season

A large segment of Venezuela's retail trade does most of its purchasing in the summer and insists on receiving the merchandise well ahead of the Christmas season. Few purchases take place during December, January and February.

### Patents and Trademarks

Venezuela is not a member of the International Agreement on Patents and Trademarks. Therefore, whenever an invention or trademark needs protection, it is essential to take out a separate registration in Venezuela through one of the International, Canadian or United States patent or trademark attorneys.

#### IV. CUSTOMS AND EXCHANGE REGULATIONS

##### Currency

The Venezuelan unit of currency is the bolivar (Bs.), roughly equivalent to Can.\$0.23, and each bolivar is divided into 100 centimos. Currency is issued in the following denominations:

Coins -- 5, 10, 25 and 50 centimos; 1, 2 and 5 bolivars  
Notes -- 5, 10, 20, 50, 100 and 500 bolivars

##### Currency Exchange

Venezuelan currency is freely convertible.

##### Customs Tariffs

The Brussels Nomenclature was introduced in 1973. Ad valorem duties are assessed in bolivars on CIF value. A few items are also assessed on gross weight in kilograms. Venezuelan rates of duty are high, except for industrial raw materials, on which duties are often partially or totally waived.

##### Consular Fees

The consular fee has been abolished and replaced by a customs fee of 3½ per cent ad valorem on CIF value.

##### Import Licensing

The number of items requiring import licensing has been substantially reduced. Items that are subject to this requirement, however, are indicated in the customs tariff.

##### Documentation

The following documents are required for freight shipments to Venezuelan ports, whether shipped direct or transshipped to another port and then forwarded to Venezuela.

1. Commercial invoice

The former consular invoices are no longer used, nor is it still necessary to submit commercial invoices to the Venezuelan Consul at the port of shipment. However, commercial invoices should be prepared in Spanish to avoid fines or translation fees on arrival in Venezuela.

Commercial invoices should contain the following data:

- a. Name and address of seller
- b. Name and address of purchaser
- c. Quantity of goods in commercial weight, size or other units (e.g. dozens, grams, gallons, kilograms, metric tons, litres, etc.)
- d. Detailed description of goods by trade denominations
- e. Indication of unitary price by commercial unit or weight
- f. Total price of shipment
- g. Terms and site of delivery
- h. Terms of payment

In addition, to expedite customs clearance on arrival, it is advisable to indicate corresponding items of the Venezuelan tariff on the commercial invoice.

2. Bill of lading

One of the three original bills of lading issued by the carrier must be stamped by the Venezuelan Consul at the port of export. The bill must contain the following data:

- a. Name of consignee
- b. Port of loading and unloading
- c. Marks, numbers, types of packages and their number, weight and contents
- d. Freight rate and total amount of freight plus surcharges, if any. The bill must be signed by both shipper and carrier or their respective legal representatives.

Name or seal of carrier must appear on the bill. No "to order" bills are permitted under Venezuelan law, nor can a bill be consigned to the carrier or his agent except when the carrier company is represented in Venezuela under the same style.

Delays or Loss of Documents

1. Commercial invoice

A copy of the order in writing or its confirmation by the shipper may be used as a substitute for the commercial invoice in case of delays or loss of same in order to clear the shipment through customs.

2. Bill of lading

Should the original bill stamped by the Venezuelan Consul get lost or be delayed, the following substitutions are permitted to enable the importer to clear shipments through customs:

- a. Where payments are channelled through local banks (letters of credit, drafts, etc.), the collecting bank should provide an affidavit certifying receipt of payment for the shipment.

- b. Where no bank is involved, the shipper or seller should send an affidavit to the customs administration at the port of destination certifying receipt of payment. Such affidavits should be visaed by the Venezuelan Consul.

#### Special Regulations and Procedures

There are detailed regulations concerning food and drug imports and exporters should obtain instructions for procedures from their consignees or from the Commercial Counsellor, Canadian Embassy, Caracas.

For further information on documentation, contact the Latin America Division, Western Hemisphere Bureau, Department of Industry, Trade and Commerce, Ottawa, Ontario K1A 0H5, tel: (613) 996-5546.

## V. VISITING VENEZUELA

### Advise and Consult the Trade Commissioner

When planning a trip to Venezuela, advise the Commercial Counsellor in Caracas well in advance of your departure. Indicate the purpose of your visit, arrival time and any contacts you may have already established with Venezuelan businessmen.

### When to Go

The dry season, December to May, is the best time to visit. However, try to avoid going during Carnival, Easter or the few weeks prior to Christmas.

### How to Get There

There are no direct flights from Canada to Venezuela, but there are several daily flights from New York and Miami to Maiquetia Airport in Caracas.

### Internal Transportation

The taxi fare from Maiquetia Airport to the city centre is Bs.40, or \$9.25. It is important to know at least a few words of Spanish since taxi drivers do not speak English. In addition, addresses should be written out for drivers, or bilingual hotel doormen or desk clerks can provide instructions on your behalf. Tips are not expected, but a clear understanding of the fare should be arrived at before the trip.

### Car Rental Services

Cars may be rented in Caracas at reasonable prices. Small European models rent for about \$6.00 per day plus six cents per kilometre. However, rentals are impractical unless visitors are familiar with the city and language.

### Hotels

Businessmen will probably find the Tamanaco Hotel, Holiday Inn (both near the Embassy) or the Caracas Hilton the most convenient.

### Passports

You will need a valid passport and Venezuelan tourist card, the latter available through a travel agent or airline. For those not intending to sign any contracts or who do not carry a large quantity of samples or sales literature, a tourist card or tourist visa is advisable. An ordinary visa is often a waste of time because it involves securing a guaranteed income tax declaration and clearance, payment of a nominal tax on income received in Venezuela, and a Bs.83 exit tax.

### Health Certificate

Proof of a smallpox vaccination is required to enter the country.

### Clothing

Spring or summer clothing is appropriate but slightly heavier suits are recommended for the Andean Mountain region. During the evening, dark suits are worn.



## VI. GOVERNMENT ASSISTANCE TO EXPORTERS

The Canadian Government provides various services directly intended to assist the exporter in his endeavours. The Department of Industry, Trade and Commerce maintains three Trade Commissioners in Caracas; they are at the disposal of Canadian businessmen for preliminary assessment of market possibilities for a given product, contacts and general information on trade for Venezuela and the Netherland Antilles.

Market intelligence and opportunities are compiled monthly and published in the department's magazine, Canada Commerce. Firms interested in exporting can subscribe free of charge by writing to the Editor, Canada Commerce, Department of Industry, Trade and Commerce, Ottawa, Canada K1A 0H5.

Other support is offered by institutions such as the Export Development Corporation and specific programs are administered by the Department of Industry, Trade and Commerce including the Export-Oriented Training Program.

### Export Development Corporation

The Export Development Corporation (EDC) is a Crown Corporation empowered by federal statute to insure Canadian firms against nonpayment when Canadian goods and services are sold abroad; to make loans to foreign purchasers of Canadian capital equipment and technical services; to guarantee financial institutions against loss when they are involved in an export transaction either by financing the Canadian supplier or the foreign buyer; and to insure Canadians against loss of their investments abroad through noncommercial risks.

### Export Credits Insurance

EDC may insure contracts involving consumer goods and miscellaneous general commodities sold on short-term credit up to a maximum of 180 days; and capital goods, such as heavy machinery, on medium-term credit up to a maximum of five years. EDC may also insure earnings from the rendering of services to foreign customers.

In the case of goods and services sold on short-term credit, a comprehensive policy is issued which covers an exporter's entire export sales for one year. For goods and services sold on medium-term credit, specific policies are issued for each transaction.

The main risks covered under a policy are the insolvency of a foreign buyer or his failure to pay, within six months after the due date, for goods he has duly accepted; blockage of funds or transfer difficulties; war or revolution in the buyer's country; cancellation or nonrenewal of an export or import permit.

EDC does not cover trade disputes or risks that can be and normally are insured with commercial insurers.

To obtain spread of risk, an exporter generally insures his exports to all countries, excluding sales made against irrevocable letters of credit and those paid for in advance. He may also exclude sales to buyers in the United States. EDC normally covers a maximum of 90 per cent of the amount of the loss.

### Export Financing

EDC makes loans to foreign purchasers, or guarantees private loans to foreign purchasers, in support of Canadian exports of capital equipment and related services when extended credit terms are required to meet international competition, and when commercial financing is not available.

In addition, where international competition so requires, EDC may guarantee local cost financing provided by the private sector, or may finance directly, using EDC or government resources, up to a maximum of 20 per cent of the value of the goods and services exported from Canada in respect of a financed project.

Eligible transactions cover the power, transportation, communication and other capital goods industries as well as services related to appraisal and development (but not feasibility studies) of natural resources and projects for public utilities and primary and secondary industry.

It is usually the Canadian exporter and not the foreign borrower who submits the loan application to EDC. The Canadian exporter, or the one acting as prime contractor for the project if more than one exporter is involved, should approach EDC for an opinion as to the eligibility of an export sale for financing before a commercial agreement is signed.

The borrower need not be the importer in the transaction, as for example, when a government might borrow on behalf of one of its agencies, or a bank on behalf of one of its clients.

### Foreign Investment Insurance

To open new markets to Canadian businessmen by bringing the manufacture or assembly of goods nearer potential markets and to contribute to the advancement of less developed nations, EDC offers insurance against certain political risks of loss of Canadian investment abroad.

The program offers facilities covering three broad political risks:

- (1) expropriation
- (2) inconvertibility, or inability to repatriate earnings or capital
- (3) insurrection, revolution or war

The investor can elect to take out a policy covering any, or all, or any combination of the three political risks.

The program calls for the investor to carry a percentage of the liability; the remainder is borne by EDC. This co-insurance requirement is extended to all contracts regardless of investor or country. The normal co-insurance to be carried by the investor is 15 per cent.

The above outlines the activities of the EDC. Not all aspects will necessarily apply to every country. For more detailed information, businessmen should consult the EDC directly.

#### Export-Oriented Training Program

The Department of Industry, Trade and Commerce will pay the economy return air fare for a foreign trainee to follow in Canada, with a Canadian company training of a scientific or technical nature. Each application from a Canadian firm (or trade association) is accepted and judged according to the following criteria:

- it should demonstrate how the training might result in enhanced export business
- the trainee must be an employee of a potential customer or a person in a position to influence sales (he cannot be on the payroll of the Canadian applicant)
- he should be of a calibre or in a position to influence buying decisions
- the training should be a minimum of two weeks

Applications should be submitted to the Office of Export Programs and Services, Department of Industry, Trade and Commerce, Ottawa, Ontario K1A 0H5.

## New Program for Export Market Development

In April, 1971, the Department of Industry, Trade and Commerce introduced a new program of incentives for export market development.

Four main principles fall under the new program. First, the intention of the program is to help companies help themselves. Second, the program aims to bring out company initiatives that would not have been taken without the program. Third, the program is intended to assist a company through a barrier, not to offer a prop (that is, the company involved must be proposing a project that makes good business sense); finally, the potential effectiveness is measured in terms of the dollars of new exports obtained for each dollar spent.

The above-mentioned principles have led to a program of the following general form:

- a) The expenses eligible for sharing with the government will be those necessarily and actually incurred in the precontractual phases: costs of exploratory visits and studies, and of preparing proposals and bids. The government contribution will normally be 50 per cent of the costs actually incurred on defined work. A contribution of greater than 50 per cent may be made in exceptional circumstances if demonstrated essential and justified.
- b) The government's contribution is repayable if the company is successful in obtaining the additional business sought.
- c) The program is composed of a number of sections, each tailored to product sectors, export regions or kinds of marketing action.

The objective of section A, "Incentives for Participation in Capital Projects Abroad," is to increase Canadian participation in foreign capital projects by sharing with companies expenses incurred when competing during the precontractual phases of approved projects. The objective of Section B, "Market Identification" and "Marketing Adjustment," is to bring about a sustained increment in the export of Canadian products, especially manufactured goods.

Section C of the program, "Incentive for Participation in Trade Fairs Abroad," is intended to bring about a sustained increment in the export of Canadian goods and services by increasing the level of participation by Canadian companies in trade fairs outside Canada. The purpose of Section D, "Incoming Buyers," is to bring about a sustained increment in the export of Canadian products, especially manufactured goods, by aiding companies financially in projects that bring potential buyers to the plant(s) of the Canadian firm(s) involved.

- d) A company applies in advance, against published criteria. Each proposal gets the best advice available from specialists in the department, and, in some cases, outside agencies. In approved cases, a legal agreement is made.

Applications should be sent to, and further information may be obtained from:

Program For Export Market Development  
Enterprise Development Branch  
Department of Industry, Trade and Commerce  
Ottawa, Ontario K1A 0H5  
Tel: (613) 993-6466

VII. USEFUL ADDRESSES

In Canada

Venezuelan Embassy  
Suite 101  
151 Sparks Street  
Ottawa, Ontario K1P 5E3  
Tel: (613) 235-5151

Venezuelan Consulate  
Suite 850  
1980 Sherbrooke Street West  
Montreal, Quebec H3H 1E8  
Tel: (514) 932-4382

Venezuelan Consulate  
Suite 101-102  
525 Seymour Street  
Vancouver, British Columbia  
V6B 3H7  
Tel: (604) 685-0561

For further information:  
Latin America Division  
Western Hemisphere Bureau  
Department of Industry, Trade  
and Commerce  
Ottawa, Ontario K1A 0H5  
Tel: (613) 996-5546

In Venezuela

Canadian Embassy  
Apartado 62302  
Avenida La Estancia No. 10  
Ciudad Commercial Tamanaco  
Caracas  
Tel: 91.32.77, 91.33.59  
91.34.59, 91.35.59

Banco Royal Venezolano  
Main Branch  
Sociedad a Camejo  
Caracas  
Tel: 45.85.55

Banco Royal Venezolano  
Eastern Branch  
Edificio Galipan  
Chacaito  
Caracas  
Tel: 32.49.51

Hotel Tamanaco  
Las Mercedes  
Caracas  
Tel: 91.45.55

Caracas Hilton  
El Conde  
Caracas  
Tel: 54.70.01

## NETHERLANDS ANTILLES

### I. GENERAL

#### Area and Geography

The area of these two widely separated groups of islands is about 400 square miles. An autonomous part of the Kingdom of The Netherlands, they consist of the islands of Aruba, Bonaire, Curaçao -- three of the Leeward Islands -- and Saba, St. Eustatius and half of St. Martin (the other half is French) -- three of the Windward Islands. The former, the three largest of the Leeward Islands, lie east of the Gulf of Maracaibo, 38 miles north of Venezuela's coast. The latter are about 500 miles northeast of Curaçao.

The port and capital of Curaçao is Willemstad, an important trading centre with a population of 70,000. Aruba has 60,000 inhabitants and its chief port and principal city is Oranjestad with a population of 12,000.

#### Climate

Situated in the tropical zone, the islands are balmy and dry about 340 days a year with little change in temperature. Year-round temperatures average about 81° F (27° C) in the ABC islands (Aruba, Bonaire, Curaçao).

#### Local Time

Eastern Standard Time.

#### Population

The population of the islands is approximately 230,000, of which nearly 149,000 live on Curaçao; 61,000 on Aruba; 8,000 on Bonaire; and a total of 11,000 on the three northern islands.

#### Language

Dutch, English and Spanish are spoken fluently at hotels, restaurants, offices and shops; Italian, French, German and Hebrew are also frequently heard. A large proportion of the people speak the local polyglot, "Papiamentu," which is derived from Spanish.

## Weights, Measures and Electricity

The Netherlands Antilles uses the metric system. Electricity in Curaçao is supplied at 127/220 volts, 50 cycles AC, while in Aruba it is supplied at 127/220 volts, 60 cycles AC.

## Holidays

Fixed:	New Year's Day	January 1
	Queen Juliana's Birthday	April 30
	Labour Day	May 1
	Kingdom Day	December 15
	Christmas Day	December 25 and 26

Variable: Good Friday  
Easter Sunday  
Easter Monday  
Ascension Day  
Whit Monday

## Business Hours

Shops: 8:00 a.m. to 12:00 noon; 2:00 p.m. to 6:00 p.m.  
(weekdays)  
Banks: 8:30 a.m. to 12:00 noon; 2:00 p.m. to 4:30 p.m. (Monday  
to Friday)  
Offices: 8:00 a.m. to 12:00 noon; 1:30 p.m. to 5:00 p.m. (Monday  
to Friday)

## Government

Formerly a Dutch colony, the Netherlands Antilles has been autonomous since 1954. It is an integral part of the Kingdom of The Netherlands with complete freedom in its internal affairs. Foreign affairs and defence are looked after by The Netherlands.

## Historical Background

The islands have undergone wide swings in economic fortune since the colonial periods when Curaçao enjoyed economic prosperity as a transshipment centre for goods destined for Latin America. In the nineteenth century it went into economic eclipse as the newly independent nations of South America established their own commercial ties with Europe. After World War I, the oil companies brought unprecedented prosperity, at least to Aruba and Curaçao, when petroleum was carried the short distance from Venezuela to be refined. The neighbouring island of Bonaire and the northern islands remained depressed but their population found employment in the booming oil-based economies of the more fortunate islands.



## II. ECONOMY AND FOREIGN TRADE

The Netherlands Antilles has almost no natural resources and the ever-growing tourist trade has a deciding influence on the economic life of the islands. Substantial effort is being made to build up the hotel industry to produce income for the increasing population.

The islands have no consumer goods industry and depend completely on imports.

### Agriculture

The sparseness of fertile soil and lack of inexpensive sources of water make farming unprofitable. Efforts to expand the tourist industry have further reduced agricultural production. The government has encouraged research in expanded cultivation of aloes and has subsidized private initiatives in dairy farming looking toward the development of domestic reconstituted milk production.

### Fisheries, Industry and Mining

There are no fisheries in the southern part of the Netherlands Antilles and the islands depend on imports of fresh fish from Venezuela and canned fish from other sources. Certain import substitution industries have been moderately successful. These include chemical, paint and clothing manufacturing, flour milling and seafood canning, but the high cost of labour is hampering industrial growth. Curaçao's rock phosphate, which is mined by a Dutch corporation, is the only important resource currently exploited in the islands. Salt pans in Bonaire are being redeveloped for domestic and regional markets.

### Investments and Projects

Despite government encouragement of foreign investment, results in terms of job-creating investments have been disappointing, particularly in Curaçao where unemployment is high. On the other hand, new hotel investment continues at a high rate in Aruba and is expected to increase in Bonaire. Problems affecting industrial investments include the small domestic market, the need to import virtually all raw materials and high labour costs relative to surrounding nations in the Caribbean, Central and South America. Nonetheless, the islands are ideally situated on world shipping lanes and Caracas is a major potential port for interport trade.

Imports in 1970, excluding crude petroleum destined for local refineries and subsequent export, totalled Can.\$245 million, of which the Canadian share was \$3.1 million or 1¼ per cent. Prospects for vastly increasing this share would be excellent if it were possible for Canadian exporters to respond rapidly to the market.

CANADIAN IMPORTS FROM THE NETHERLANDS ANTILLES  
(Can.\$Thousands)

	<u>1974</u>	<u>1975</u>	<u>1976</u>
Fuel oil	65,285	23,158	2,875
Aluminum ores, concentrates and scrap	-	-	2,489
Other petroleum and coal products	626	874	1,155
Phosphate rock	280	226	210
Unexposed photographic film and plates	-	-	127
Synthetic and reclaimed rubber	-	-	63
Special transactions, trade	20	25	51
Coffee	127	-	43
Total of main items	66,338	24,283	7,013
Total of all items	67,414	24,458	7,087

CANADIAN EXPORTS TO THE NETHERLANDS ANTILLES  
(Can.\$Thousands)

	<u>1974</u>	<u>1975</u>	<u>1976</u>
Newsprint paper	151	180	493
Other personal and household goods	288	269	350
Fish, canned	398	327	319
Vegetables and vegetable preparations	72	177	252
Wheat flour	186	195	248
Medicinal and pharmaceutical products	263	265	244
Other meat and meat preparations	286	229	212
Other transportation equipment	190	155	211
Total of main items	1,834	1,797	2,329
Total of all items	4,833	3,582	4,151

### III. DOING BUSINESS WITH THE NETHERLANDS ANTILLES

#### Opportunities for Canadian Products and Services

Because the islands have few manufacturing plants, nearly everything has to be imported. Gradually more and more importers are looking to other suppliers than those in the United States and Europe. Canada is a favoured source because businessmen in the islands believe that Canadian manufacturers really care about smaller markets and will support their agents by delivering quality products at the right price, on time, followed up with advertising and regular visits by company representatives. On the other hand, there are no direct shipping services, thus placing Canada at a severe competitive disadvantage in terms of deliveries.

#### Merchandising and Distribution

Almost any item will sell. Quite naturally there has been an emotional tie with The Netherlands as well as considerable financial support from that country and the EEC.

Most business is handled through agents. The Commercial Division of the Embassy will be pleased to assist you in locating a suitable representative.

#### Advertising and Promotion

There is a variety of media available in the Netherlands Antilles for marketing goods. Three daily newspapers are published in Curaçao -- two in Dutch and one in English. Aruba has a morning tabloid printed in Papiamento and one in English. In addition, Curaçao and Aruba each have TV stations to which United States companies supply large quantities of professionally filmed commercials.

#### Agents and Representatives

Agents should be selected carefully. It is advisable to consult the Commercial Division of the Embassy before appointing agents or representatives.

#### Credit Information

Credit information can be obtained through the Commercial Division of the Embassy, but may involve delays due to mail service.

Correspondence and Trade Gifts

Correspondence should be sent airmail. Trade gifts are not expected.

Price Quotations

Price should be quoted CIF Netherlands Antilles port.

Terms of Payment

This market is highly competitive and prices and credit terms of importing suppliers will have to be met to obtain business.

Debt Collection

The careful selection of an agent and your insistence that he sell only to reliable accounts are the best protection against bad debts. Legal action should be avoided, if at all possible.

Shipping Services

Curaçao and Aruba are major ports of call and transshipment for most major shipping lines. St. Martin is served directly from Florida and Puerto Rico. (See shipping services in section on Venezuela.)

Principal Banks

Aruba:	Aruba Bank, Aruba Commercial Bank, Banco Popular Antiliano, Caribbean Mercantile Bank (affiliate Bank of Nova Scotia), Antilliane Bank Unie
Bonaire:	Bonaire Commercial
Curaçao:	Banco Popular Antiliano, Antilliane Bank Unie, Maduro and Curiel's Bank N.V. (affiliate Bank of Nova Scotia), Algemene Bank Nederland

Telephone Rates

Only person-to-person calls can be made to Aruba, Curaçao and Bonaire.

Weekdays:	\$9.00 first three minutes, \$3.00 each additional minute
Weeknights and Sundays:	\$7.50 first three minutes, \$2.50 each additional minute

Cable Rates

Rates to Aruba, Bonaire and Curaçao are as follows.

Day rate:	\$0.46 per word, each word counts	
Night rate:	\$5.06 for 21 words, \$0.23 each	
	additional word, plus tax	

TWX messages can be sent through Bell Canada.

#### IV. CUSTOMS AND EXCHANGE REGULATIONS

##### Currency

The Netherlands Antilles unit of currency is the guilder or florin (fl.) which is divided into 100 cents and is worth approximately Can.\$0.57. Currency is issued in the following denominations:

Coins -- 1, 2½, 5, 10 and 25 cents, 1 and 2½ guilders  
Notes -- 1, 2½, 5, 10, 25, 50, 100, 250 and 500 guilders

##### Customs Documents

1. Consular requirements -- There are no consular requirements.
2. Commercial invoices -- Commercial invoices should be completed in duplicate. There are no special requirements as to form provided the following information is shown: weights, sizes, value and a complete description of goods as well as country of origin. All relative weights should be given in metric terms. The invoices should be signed by a responsible member of the exporting firm. Where package contents are mixed, this should be shown as well. Ad valorem rates are calculated on CIF value of the goods. It should be stated whether prices are FOB or CIF, and for customs purposes, the proper value -- i.e. value of goods including costs of outer packing, transport, insurance and commission -- should be given separately. Four copies of the bill of lading are required, but there are no special requirements affecting their preparation.
3. Certificate of origin -- Certificates of origin are not required.
4. General -- Shipping documents may be filled out in any language, currency and system of weights and measures, but the metric system is preferable.
5. Special certificates -- no special sanitary certificates or the like are required. In the case of food products, however, it is advisable to supply certificates.

### Samples and Advertising

Samples of no commercial value are admitted into the Netherlands Antilles free of duty. For samples having a commercial value, a bond may be placed at the time of entry equal to the amount of the duty. This is refundable on the re-export of the merchandise if carried out within two months from the date of customs clearance. No import licence is required for bona fide samples if no payment has been or will be made.

Catalogues, price lists and advertisements are admitted free of duty. No import licence is required for bona fide advertising matter if no payment has been or will be made.

### Import Restrictions

No prior import licence is required. There is a form of foreign exchange control and invoices of goods must be submitted to the local Foreign Exchange Control Board before the goods are released. Permission is seldom refused and the procedure is really a method of keeping a check on dollars spent for imports.

### Customs Tariff

The Netherlands Antilles Customs Tariff only applies to Aruba, Bonaire and Curaçao since the other islands are free ports. Specific duties are levied on a small number of items and are assessed on gross or net weight or other unit of measure as indicated in the tariff. Ad valorem duties are based on the CIF value of the goods. Under the customs tariff introduced on November 1, 1970, preferences are granted to certain imports of EEC origin.

V. VISITING THE NETHERLANDS ANTILLES

FROM	TO	AIRLINES	INFORMATION
Caracas	Aruba	ALM, KLM, Aerpostal	daily flights, approximately Can.\$74.00 economy return
Caracas	Curaçao	ALM, KLM, VIASA, Aerpostal	as above
Caracas	Bonaire	ALM	one flight weekly, Friday, approximately Can.\$74.00 economy return
Canada	Aruba/ Curaçao (via Miami or New York)	ALM, KLM American, Eastern	

Passports

Passports are not absolutely essential, but highly recommended. Although valid proof of Canadian citizenship (birth certificate) or a driver's licence is acceptable, there may be innumerable questions asked by customs officials. Proof of a smallpox vaccination, within the past three years, is required.

Clothing

Slacks and sports shirts are appropriate during the day. For business, social engagements and evenings, light linen, palm beach and gabardine suits are appropriate. Shorts are not recommended for wear in town.

Tipping

A 10 per cent service charge is usually added to the hotel bill. In some restaurants, it is included in the bill. Taxi drivers do not require tips. For extra service, a tip of one guilder (Can. \$0.57) is usually sufficient.



Principal Hotels

Aruba:	Holiday Inn, Aruba Caribbean, Manchebo Beach Hotel, Aruba Sheraton Hotel, Divi Divi Beach Hotel, Talk of the Town
Curaçao	Curaçao Intercontinental, Curaçao Hilton, Flamboyant Beach Hotel, Holiday Inn
Bonaire:	Hotel Bonaire

## VI. USEFUL ADDRESSES

All the offices of The Netherlands throughout Canada can answer queries about the Antilles. The Netherlands maintain consulates or representatives in the following cities: Vancouver, Edmonton, Calgary, Saskatoon, Regina, Winnipeg, Toronto, Ottawa, Hamilton, London, Chatham, Thunder Bay, Kingston, Montreal, Saint John, Halifax and St. John's.

For further information:

Caribbean Division  
Western Hemisphere Bureau  
Department of Industry, Trade and Commerce  
Ottawa, Ontario  
K1A OH5

Canada's Trade Commissioner responsible for Venezuela and Curaçao, Aruba and Bonaire:

<u>Postal Address:</u>	<u>Office Address</u>
Commercial Counsellor	Canadian Embassy
Canadian Embassy	Avenida La Estancia No. 10
Apartado 62302	Ciudad Comercial Tamanaco
Caracas, Venezuela	Caracas, Venezuela

Cable: CANADIAN  
Phone: 91.32.77  
Telex: 23377 DOMCANVE  
Territory: Venezuela  
Netherlands Antilles

Canada's Trade Commissioner responsible for St. Martin:

<u>Postal Address</u>	<u>Office Address</u>
Commercial Counsellor	Canadian High Commission
Canadian High Commission	Colonial Building
P.O. Box 1246	72 South Quay
Port-of-Spain, Trinidad	Port-of-Spain, Trinidad

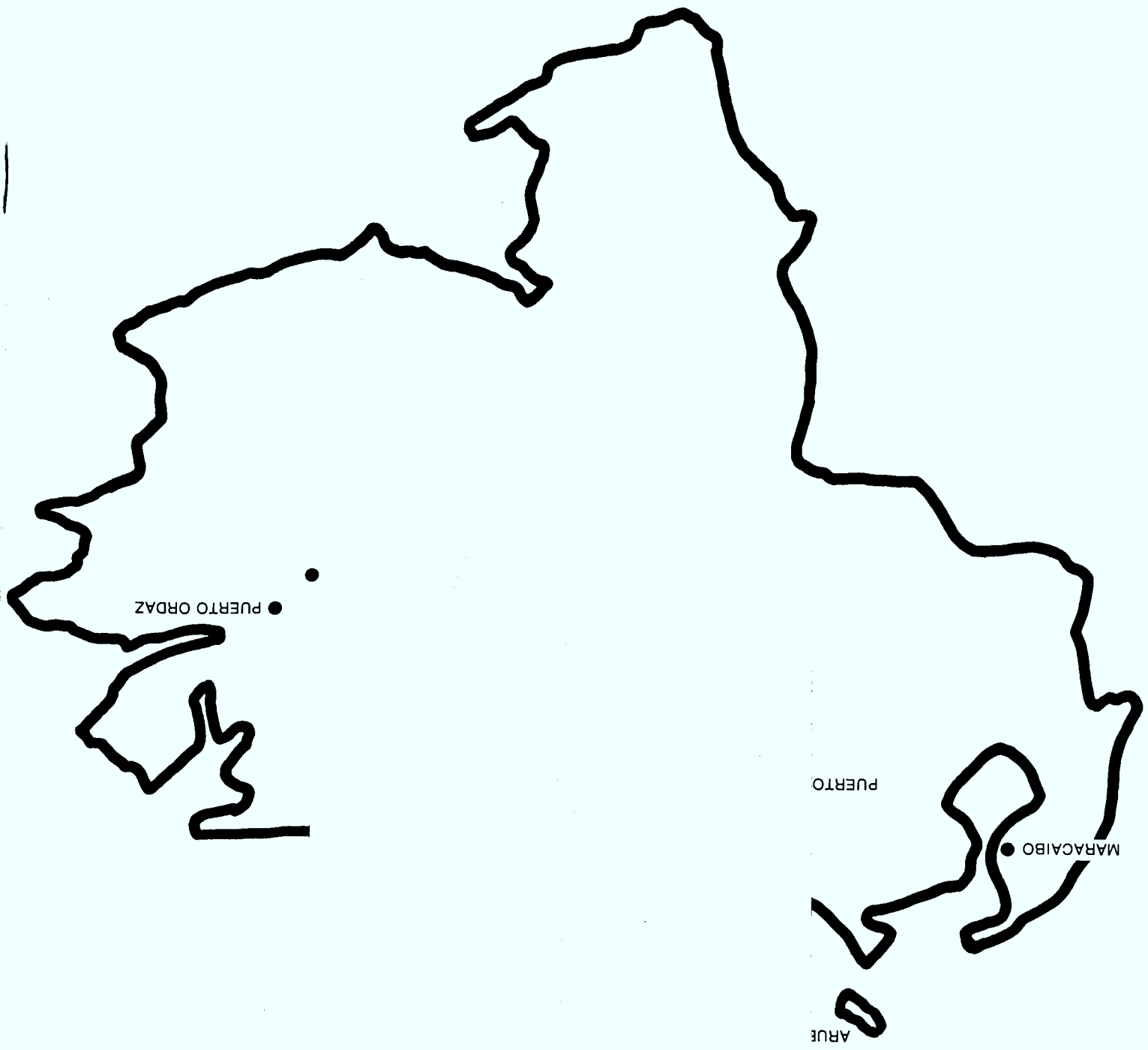
Cable: CANADIAN  
Phone: 62-37254  
Telex: 226 (DOMCAN WG 226)  
Territory: Barbados, French Guiana,  
Guadeloupe, Guyana, Leeward  
and Windward Islands,  
Martinique, Montserrat,  
St. Martin, Surinam

REGIONAL OFFICES

IF YOU HAVE NOT PREVIOUSLY MARKETED ABROAD, CONTACT THE NEAREST REGIONAL OFFICE OF THE DEPARTMENT OF INDUSTRY, TRADE AND COMMERCE IN YOUR AREA.

NEWFOUNDLAND LABRADOR	Director 210 Water Street St. John's, Newfoundland A1C 1A9	Tel: (709) 737-5511 Telex: 016-4749
NOVA SCOTIA	Director Suite 1124, Duke Tower 5251 Duke Street, Scotia Square Halifax, Nova Scotia B3J 1N9	Tel: (902) 426-7540 Telex: 019-21829
NEW BRUNSWICK	Director Suite 642, 440 King Street Fredericton, New Brunswick E3B 5H8	Tel: (506) 454-9707 Telex: 014-46140
PRINCE EDWARD ISLAND	Director P.O. Box 2289 Dominion Building 97 Queen Street Charlottetown, Prince Edward Island C1A 8C1	Tel: (902) 892-1211 Telex: 014-44129
QUEBEC	Le directeur Bureau 2124, Place Victoria C.P. 257, Tour de la Bourse Montréal, (Québec) H4Z 1J5	Tél: (514) 283- 6254 Télex: 055-60768
	Le directeur Suite 620, 2, Place Québec Québec, (Québec) G1R 2B5	Tél: (418) 694-4726 Télex: 051-3312
ONTARIO	Director Commerce Court West 51st Floor P.O. Box 325 Toronto, Ontario M5L 1G1	Tel: (416) 369-3711 Telex: 065-24378
	Regional Officer Room 1538, Tower B 112 Kent Street Ottawa, Ontario K1A 0H5	Tel: (613) 996-1216 Telex: 053-4124

MANITOBA	Director Suite 1104, Royal Bank Building 220 Portage Avenue Winnipeg, Manitoba R3C 0A5	Tel: (204) 985-2381 Telex: 075-7624
SASKATCHEWAN	Director Room 980 2002 Victoria Avenue Regina, Saskatchewan S4P 0R7	Tel: (306) 569-5020 Telex: 071-2745
ALBERTA NORTHWEST TERRITORIES	Director 500 Macdonald Place 9939 Jasper Avenue Edmonton, Alberta T5J 2W8	Tel: (403) 425-6330 Telex: 037-2762
BRITISH COLUMBIA YUKON	Director P.O. Box 49178, Suite 2743 Bentall Centre, Tower III 595 Burrard Street Vancouver, British Columbia V7X 1K8	Tel: (604) 666-1434 Telex: 04-51191



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