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NIGERIA



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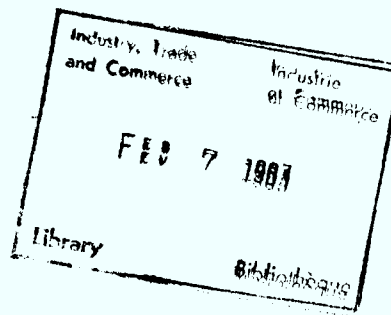
Industry, Trade
and Commerce

Industrie
et Commerce



MARKETS FOR CANADIAN EXPORTERS

NIGERIA



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Cat. No. C2-39/1978-22

ISBN 0-662-50148-9

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I. GENERAL

Historical Background

Archaeological evidence indicates that Nigeria has been inhabited by man since ancient times. In the absence of written records, however, little is known of Nigeria's history until the arrival of Portuguese explorers and traders in the fifteenth century.

Early European contact with Nigeria was based principally on agricultural trade, notably vegetable oil and palm kernels. Nigeria was also a major slave centre for North and South America and the Caribbean.

The country came under British influence in the nineteenth century and Lagos became a crown colony in 1862. In 1914, Lagos and the Protectorates of Northern and Southern Nigeria merged and became the Colony and Protectorate of Nigeria. Forty years later, the 1954 constitution made provision for a federal government in Lagos and separate governments in three regions, each of which attained internal self-government by 1959.

Nigeria achieved independence and became a member of the British Commonwealth on October 1, 1960. Three years later the country became a republic, still within the Commonwealth.

In the mid-1960s, Nigeria experienced a great deal of political unrest. Two military coups d'état ensued in 1966 and civil war broke out in mid-1967. The civil war, which lasted for 30 months, resulted in extensive loss of life, damage to property, and disruption of communications and commerce. The war ended in January 1970, and because of the magnanimous attitude of the federal government to the former secessionists, harmonious relationships have been restored.

Area and Geography

Nigeria is situated on the west coast of Africa between 4 and 14 north latitudes. Roughly the size of British Columbia, the country is 923,769 square kilometres (356,669 square miles) in area and spans 1,046 kilometres (650 miles) from north to south and 1,126 kilometres (700 miles) from east to west. Nigeria has common borders with Benin (formerly Dahomey) on the west, Niger on the north, Chad on the northeast, and Cameroon on the east. Two major rivers, the Niger and the Benue, meet in the centre of the country, at which point the Niger changes its course southward to the Gulf of Guinea.

Wide variations in topography are found throughout the country. The southern coastal area comprises swampy, tropical rain forest. Savanna and open woodland are found in the central areas. The central Jos Plateau covers an area of about 7,770 square kilometres (3,000 square miles), with elevations as high as 1,830 metres (6,000 feet) above sea level. The extreme north, which borders on the Sahara Desert, is arid.

Climate

The climate is tropical and conditions correspond to topographical divisions. The coast is hot and humid throughout the year with temperatures between 21° C (70° F) and 32° C (90° F). The north is generally much drier with greater extremes in temperature. A more temperate climate is found in the higher plateau regions.

During the dry season (November to May), weather conditions are largely a result of the northeasterly Harmattan, a hot, dry, dust-filled wind from the Sahara. The Harmattan has its greatest effect in the northern states where the thick haze and impaired visibility often disrupt air traffic, particularly during December and January. The wet season (May to November) is influenced by the wet southwesterly winds from the Atlantic. Annual coastal rainfall varies between 200 to 300 cm (80 to 120 inches), while the northern regions experience between 50 and 140 cm (20 and 55 inches) per year.

Population

Nigeria is by far the most populous country in Africa with an estimated 80 to 100 million people. Population density is about 97 per square kilometre (250 per square mile). There are only about 65,000 Europeans in the country, nearly half of whom live in Lagos.

Principal Cities

The Federal Capital of Lagos and surrounding metropolitan area, including Apapa, Mushin, Surulere, Yaba and Ikeja, is currently estimated to have a population of about 3.5 million.

The population of Ibadan, an industrial city located 145 kilometres (90 miles) north of Lagos, is estimated at two million. It is situated in the heart of the cocoa-producing area of Oyo State and is Nigeria's leading university town.

Kano, an important commercial centre in the north, has a population of nearly 500,000. Industries include textiles, tanning, groundnut oil extraction, meat processing and soap manufacturing.

Kaduna is a well-planned city of 250,000 and is noted for its many textile mills. Benin City, also with a population of 250,000, is becoming increasingly industrialized and is a significant timber centre.

Warri, located about 95 kilometres (60 miles) from Benin City, and Port Harcourt are important centres for the petroleum industry. Enugu is now regaining importance following severe destruction during the civil war.

Language

English is the official and commercial language of Nigeria. There are, however, a number of widely-used indigenous tongues -- about 200 in all. Hausa and Fulani are common in the north while Yoruba is widely spoken in the west and Ibo in the east. Other major languages are Tiv, Kanuri, Edo, Urhobo, Itsekiri, Ijaw and Efik.

Religion

Nigeria practises freedom of religion. An estimated 44 per cent of the people are Moslems, particularly dominant in the north. A diverse range of Christian denominations make up 22 per cent of the population. The remaining one-third adhere to ancient cults and faiths and are found mostly in remote areas of the country.

Currency

A decimalized system of currency has been in effect since January 1973. The unit of currency is the naira (N) which is further divided into 100 kobo. As of June 1978, N1.00 was equivalent to C\$1.833.

Weights and Measures

In 1973, the Nigerian government implemented a metrification program, superseding the country's system of imperial weights and measures. On January 1, 1974, after a one-year transition period during which both imperial and metric units were used, imperial units ceased being legal. All equipment and products imported into Nigeria should show metric weights and measures only.

Electricity

Industrial electricity is supplied at 380/400 volts, three phase, 50 cycles AC, while electricity for domestic use is supplied at 230/240 volts, single phase, 50 cycles AC. A wide variety of plugs and sockets is in use.

Public Holidays

Both Moslem and Christian holidays are observed nationally. Public holidays are as follows:

New Year's Day	January 1
Good Friday	Variable
Easter Monday	Variable
National Day	October 1
Christmas Day	December 25
Boxing Day	December 26
Id El Kabir (two days)	Variable
Id El Maulud (one day)	Variable
Id El Fitr (two days)	Variable

Because the Moslem lunar calendar has only 354 or 355 days, Moslem holidays vary year to year on the Gregorian calendar. In addition, Moslem holidays are dependent on physical sightings of the moon and can therefore vary slightly from anticipated dates.

Local Time

Nigerian time is one hour ahead of Greenwich Mean Time; six hours ahead of eastern standard time; and five hours ahead of eastern daylight saving time.

Hours of Business

Government offices are usually open from 0730 - 1530 (7.30 a.m. - 3.30 p.m.), Monday to Friday. As a rule, government offices are also open Saturday mornings, but there is a trend in some states toward working alternate Saturdays or no Saturdays at all.

Banks are open to the public from 0800 - 1300 (8 a.m. - 1 p.m.) five days a week. Commercial offices are generally open from 0800 - 1230 (8 a.m. to 12.30 p.m.) and from 1400 - 1630 (2 p.m. to 4.30 p.m.), five days a week. Stores remain open Saturday mornings.

In the north where the Moslem religion predominates, government and commercial offices usually close at 1300 (1 p.m.) on Friday.

Government System

Nigeria is a federal republic and member of the Commonwealth. Originally, the country was divided into three and then four regions. In 1967, however, Nigeria was divided into 12 states, this number being increased to 19 in 1976.

THE STATES OF NIGERIA

State	Capital City	Estimated Population (1963)	Budgets 1977-78 (Nigerian million)
Federal Republic of Nigeria	Lagos	56,189,843	--
Anambra	Eunugu	2,943,674	308.6
Bauchi	Bauchi	2,193,674	224.8
Bendel	Benin	2,435,839	466.3
Benue	Makurdi	3,041,194	302.0
Borno	Maiduguri	2,990,526	472.3
Cross River	Calabar	3,600,000	282.7
Gongola	Yola	3,002,808	274.9
Imo	Owerri	3,280,340	417.8
Kano	Kano	5,774,842	456.1
Kaduna	Kaduna	4,098,304	370.0
Kwara	Ilorin	2,309,338	339.3
Lagos	Ikeja	1,443,567	474.5
Niger	Minna	1,271,767	197.6
Ogun	Abeokuta	1,551,946	262.4
Ondo	Akure	2,727,675	321.5
Oyo	Ibadan	5,158,884	422.5
Plateau	Jos	2,026,657	318.1
Rivers	Port Harcourt	1,800,000	293.1
Sokoto	Sokoto	4,538,808	291.8

The government is led by the head of state, who is also commander-in-chief of the armed forces, president of the supreme military council and president of the federal executive council. Each state has as its head a military governor. Federal and state ministries are led by commissioners, most of whom are appointed civilians. The senior civil servant in each ministry is the permanent secretary.

The current military government is committed to a return to elected civilian rule by 1979. Preparatory to this, a new constitution and system of political parties are to be formulated.

II. ECONOMY AND FOREIGN TRADE

Nigeria is the world's seventh largest producer of crude oil, and joined OPEC in 1971. The economy has been completely transformed since the 1973 price increases. In particular, greatly increased revenue has enabled the economy to largely overcome the effects of the 1967-70 civil war as reflected in the various plans drawn up for national economic development.

Petroleum

Over the past few years, Nigeria's economic development has been increasingly dominated by the oil sector, which by 1976/77 accounted for 31 per cent of GNP, 93 per cent of export earnings, and 75 per cent of total government revenues, surpassing the agriculture sector in all measures of importance except employment.

With the 1977/78 budget, the Ministry of Petroleum Resources and the Nigerian National Oil Corporation were merged into the Nigerian National Petroleum Corporation, a statutory entity designed to handle Nigerian participation in production, refining and export of crude, as well as domestic distribution of refined products. Serious efforts are being made to implement associated gas, fertilizer, refinery, pipeline and other petrochemical projects.

Agriculture

Nigeria recognizes the deficiency of a single-item economy and is attempting to diversify. Agriculture, which engages about 70 per cent of the population, contributes less than 10 per cent of GDP and has continued to experience a relative decline in recent years, reflecting both slow recovery from the adverse impact of the Sahelian drought and problems in raising productivity and retaining labour in the rural sector.

To boost agriculture production, the government has set up 10 river basin development authorities and other statutory institutions such as the Agricultural Bank, a price fixing authority and commodity boards for key crops. Import duty relief on agricultural machinery and food processing equipment, the distribution of fertilizer and high-yield seedlings, the development of large-scale mechanized farms are all part of a program to accelerate rural development.

Mining

Nigeria produces relatively small quantities of cassiterite, columbite, marble, gold, coal and limestone in addition to more substantial quantities of tin. Since the early 1970s, output (except coal) has been on the decline. In an effort to reverse this trend, the government has established the Nigerian Mining Company (NMC) to oversee all resource production except petroleum (Nigerian National Petroleum Corporation), coal (Nigerian Coal Corporation), and iron (Nigerian Steel Development Authority). The NMC is responsible for establishing mineral policies and stimulating output. In 1976, an initial country-wide survey was completed; further surveys, prospecting, research and training facilities are planned.

Manufacturing

This sector comprises mainly the production of cotton textiles, apparel, soft drinks, beer, tobacco products, light metal products, and limited local assembly of vehicles and machinery. Industry is highly concentrated geographically (in Lagos and Ibadan, and to a lesser extent Kano, Kaduna, Benin City). Ownership is largely indigenized through direct acquisition or equity participation in line with government policy since the issuance of the Nigerian Enterprises Promotion Decree 1972, and its redrafting in 1977. Following an initial period of uncertainty surrounding indigenization, industrial output has resumed its fast growth, increasing by 27 per cent in 1975/76 and by 13 per cent in 1976/77. Continued buoyancy has been in response to strong domestic demand (beer, soaps and detergents, pharmaceuticals, vehicles) and a turnaround in business confidence reflected in substantially increased capital investment. The manufacturing sector, at five per cent of GDP, will see its share substantially increased with the implementation of pending integrated iron and steel projects, petrochemical projects, and agro-allied and other industrial projects.

Building and Construction

The building and construction industry generates about six per cent of GDP and continues to maintain the leading annual average growth rate of more than 20 per cent.

Constraints to Development

The sustained high level of economic activity and growth in Nigeria is not bereft of strains and bottlenecks which will take some time to overcome. Noteworthy among these are:

- serious port congestion in Lagos, Port Harcourt and other ports;
- inflationary pressures of more than 20 per cent;
- inadequacy and unreliability of electricity supply;
- poor communications facilities, particularly telephones and roads;
- inadequate executive capacity;
- shortages in infrastructural amenities like housing, water and sewerage.

Third National Development Plan, 1975-80

There are a large number of development projects underway in all parts of Nigeria in an effort to implement the Five Year Development Plan. The Third Plan 1975-80 sets forth as its objectives: the expansion and diversification of the economy; the restoration of price stability; and the more equitable distribution of national income. Capital expenditures of N43.3 billion (\$80 billion) are called for, although a shortfall in oil revenue in addition to the constraints listed above make it likely the plan will be underspent by at least one-third.

Infrastructural projects benefit especially under the plan. In late 1975, the transportation network, ports foremost, was seriously overloaded, holding up essential supplies and exacerbating commodity shortages, and posing the greatest potential obstacle to development progress. Consequently, about one-fifth of the capital outlay of the plan was devoted to the transport sector in an effort to accelerate the rehabilitation and expansion of ports, airports, railways and roads.

The entire communications sector is undergoing rapid and revolutionary growth, ranging from the purchase of telephones to the building of earth satellite stations, to expand and improve domestic and international communications facilities.

A major development project now underway is the integrated iron and steel industry in Ajaokuta. Direct reduction steel plants are being set up in Warri and Port Harcourt. Six assembly plants are being built or expanded for car and commercial vehicle production. The broad scatter of new industries throughout Nigeria includes cement factories, pulp and paper mills, breweries, sugar refineries and so on.

Foreign Trade

The value of Nigeria's external merchandise trade stood at \$25 billion in 1976, up 23 per cent from 1975. Imports were up 25 per cent, exports up 21 per cent. The visible trade surplus was approximately \$2.2 billion, down slightly from 1975.

Petroleum now constitutes 93 per cent of exports by value as all major non-oil exports (except cocoa) have declined since 1974, both in terms of value and volume. Palm kernels, tin, and rubber have all slumped, while groundnut export has been virtually discontinued. The United States and EEC remain Nigeria's most important markets for both petroleum and non-petroleum shipments.

Imports have quadrupled since 1974, reflecting both conversion of oil revenues for development purposes and also government policy of liberalizing imports to moderate inflation. Consumer goods, including foodstuffs, account for some 35 per cent of imports (although the 1978/79 budget and import licensing and prohibition measures will serve to severely restrict growth in this sector); capital equipment 41 per cent; transport equipment 10 per cent; and raw materials nine per cent. Nigeria's major suppliers have not altered substantially in recent years: Britain (24.3 per cent); West Germany (16.1 per cent); U.S. (9.9 per cent); Japan (9.5 per cent); France and Italy. Nigeria continues to represent a most attractive market for overseas suppliers of finished goods and infrastructure development technology.

Canadian Trade with Nigeria

Nigeria is by far Canada's most significant market in Black Africa. With a population of more 80 million, Nigeria is not a wealthy nation on a per capita basis. However, as the seventh largest petroleum exporter in the world, and funded by oil revenues in excess of \$10 billion annually, Nigeria has embarked upon a massive development program with excellent prospects for Canadian participation. The revised Third National Development Plan 1975-80 places emphasis on several areas where there is internationally-recognized Canadian expertise, such as transportation, communications, education and resource development.

Unfortunately, Canada's share of this frenzy of activity is, although impressive in relation to our exports to the rest of Black Africa, most disappointing considering the magnitude of the market. Canadian exports to Nigeria remained static at \$31.5 million in 1977, an almost equal mix of raw materials and secondary manufactures, plus roughly \$15 million for services. Crude petroleum accounts for almost all of Canadian imports from Nigeria. The bilateral balance of trade has traditionally been heavily in Nigeria's favour.

Canada's trade relations with Nigeria are governed by the General Agreement on Tariffs and Trade (GATT). Canada unilaterally accords British Preferential Treatment to Nigeria as well as the Generalized System on Tariff Preferences (GSP). Nigeria extends most-favoured-nation (MFN) treatment to Canada. There is no bilateral trade agreement between the two, although an agreement on economic and technical co-operation, including provision for the establishment of a Joint Economic Committee, is at present at the negotiation stage.

Nigeria's Foreign Trade
(Nigerian (N) million)

	<u>1972</u>	<u>1973</u>	<u>1974</u>	<u>1975</u>	<u>1976</u>	<u>1977</u>
Exports	1437	2370	6106	5116	6343	8000
Imports	959	1203	1666	3629	5041	6300
Total	<u>2396</u>	<u>3573</u>	<u>7772</u>	<u>8745</u>	<u>11,384</u>	<u>14,300</u>

Canadian Exports to Nigeria
(Cdn. \$'000)

	<u>1976</u>	<u>1977</u>
Aluminum	4,990	7,144
Asbestos	5,174	4,907
Construction machinery equipment and parts n.e.s.	4,504	3,331
Wheat	1,342	2,045
Railway locomotives, rolling stock and parts n.e.s.	1,477	702
Commercial telecommunications equipment n.e.s.	746	854
Air conditioning and refrigeration equipment and parts n.e.s.	601	944
Wheel tractors and parts	888	462
Crushing and milling machinery and parts	1,331	-
Newsprint	324	978
Aircraft, engines, equipment and parts	95	951
Other	10,807	9,225
Total	<u>\$32,279</u>	<u>\$31,543</u>

Canadian Imports from Nigeria
(Cdn. \$'000)

	<u>1976</u>	<u>1977</u>
Petroleum	153,113	37,390
Cocoa beans	2,229	59
Other	518	114
Total	<u>\$155,860</u>	<u>\$37,563</u>
TOTAL TRADE	<u>\$188,130</u>	<u>\$69,106</u>

III. DOING BUSINESS IN NIGERIA

With annual imports approaching \$10 billion and a population in excess of 80 million, Nigeria must be considered Black Africa's most important market. It is an expensive, time-consuming and often frustrating place to do business. Considerable attention should be given to market conditions, methods of importation, buying patterns, channels of distribution and business practices. There is a significant level of imports, and good potential for services; but competition from other suppliers is strong.

Price is frequently the overriding consideration in marketing. Delivery time, very often dependent on the availability of shipping space, is also important. There is as well a great need to build confidence of clients and agents. Approaches by mail accomplish little on their own. A substantial commitment to the Nigerian market is needed, likely including periodic visits.

Given the British colonial experience and proximity to Europe, the market shows a definite orientation toward European sources. There is, however, a receptive attitude toward other suppliers of competitively-priced quality merchandise who are prepared to develop a sustained and aggressive marketing program. Suppliers from the Far East and the United States have been particularly successful of late at penetrating this market.

Agents are not mandatory, but are in most cases essential in developing worthwhile sales. As in many countries, most of the best agents are heavily committed to a wide range of proven and known products, thereby making it difficult to locate good distributors.

Government Purchasing

The public sector -- federal and state ministries and public corporations -- frequently offers the best opportunities for overseas suppliers.

Many significant purchases are publicly tendered either through tenders boards or by the institution itself. It is important to take the initiative to identify likely needs as in some cases tenders are not published. As well, if they are advertised, very often insufficient lead time is provided for a foreign supplier. An alert representative can usually be aware of up-coming projects well before the formal announcement. Specifications are commonly British, though a strong advance marketing effort can make officials receptive to suitable changes.

Most major government purchases are on a supply and install basis, design normally having been undertaken by independent consultants or the government entity itself. The "turnkey" approach has been used but is more frequently viewed with caution. Maintenance and training for one or more years is commonly required. A spares package of five to 10 per cent is often purchased with the original order. Non-price factors such as delivery standardization and reliability can also be important.

The British Crown Agents are still extensively used by state governments and by some public corporations. Of late there has been a trend towards the specifying of manufacturers by Nigerian clients, so initiative can be important. Canadian suppliers seriously pursuing business where the Crown Agents could be a factor in purchasing should assure that they are registered as suppliers.

The Nigerian National Supply Company (NNSC) was created in 1972 by the Nigerian government to act as a national bulk purchasing organization. It supplements the activities of private traders by importing items in short supply -- such as flour, salt, evaporated milk, stockfish, rice, cement, and other building materials -- and by distributing them at fixed prices. There are no formal procedures for registration but potential suppliers are advised to express their interest to NNSC in writing, providing current prices and, where practical, samples. When a need is perceived, the NNSC will request bids from those prequalified. Tenders are rarely published.

Consulting Services

Canadian consulting firms are solidly established in the Nigerian market, and more than half a dozen have set up local offices, generally in partnership with indigenous interests. Shortages of technical manpower in Nigeria will likely continue for some time and excellent opportunities exist in many sectors (electrical, transportation, petroleum, urban planning, resource studies, water and sewerage, forestry and agriculture).

Anticipating the needs of potential clients is particularly important and it is advisable to submit prequalification documents in advance. Most often, only selective invitations to bid are made, based on the information at hand.

Industrial Equipment

A concerted effort has been made to increase Nigeria's industrial base and there is significant potential for further expansion. At present, the dominant areas of manufacturing are textiles, cement, petroleum products, soap and detergents, beer, soft drinks, vehicle assembly and confectionery. Heavy industry is still almost non-existent, although two planned steel mills could be the basis for future development.

Purchasing decisions with respect to specialized industrial equipment are almost invariably made in conjunction with the technical and management partner in a given venture, usually a foreign firm. Wholly government-owned projects in which turnkey supply was practised have had poor records. Now, a technical partner prepared to show good faith and commitment by investing in a percentage of the equity is commonly sought.

Simple industrial ventures such as sawmilling and animal feed mills may not require a technical partner. Instead, Nigerian firms will look to equipment and raw material suppliers for advice, including design assistance.

General Purpose Industrial and Technical Equipment

With significant public sector projects planned or underway, plus growing industrialization, there is an excellent market in Nigeria for general purpose industrial and technical equipment. Of particular interest are construction, communications, transportation, educational, hospital, electrical and agricultural equipment.

The market is price-competitive but places a high emphasis on proven reliability and adequate servicing. It is particularly important to select a good distributor and provide the latter with extensive support through regular visits and the training of service personnel.

Raw Materials

The growth of local manufacturing and processing plus a significant upturn in construction activities has created an interesting market for raw materials. Price is the main marketing factor. A large proportion of raw materials is bought through intra-company relationships, though some of the trade is through Nigerian affiliates of major European trading houses or brokers.

There is an active wholesale trade in higher volume building materials including structural steel and cement. Many building materials wholesalers import direct.

Consumer Goods

Significant import replacement has occurred in high volume consumer goods. There are, however, a number of items imported.

Extensive protection, through tariffs, licensing and a growing list of banned imports, is given to local food and consumer goods industries. Notable examples include textiles and garment manufacture, furniture, fruit and vegetables, meat, poultry, beer and soft drinks.

The bulk of the market is for basic merchandise in which price and brand loyalty are the main determinants. A smaller prestige market exists for better quality imported merchandise, though high tariffs are generally an inhibiting factor.

Imported consumer goods are usually handled through an exclusive agent who carries stocks and also takes large indent orders from wholesalers. Higher quality merchandise is retailed through supermarkets, department stores, or specialized retail outlets in major cities. The greatest volume of goods, however, is sold through the market trade which is dominated by women. Specialty items are on occasion imported directly by retailers.

Agents and Distributors

Successful marketing in Nigeria often depends on the appointment of a reputable well-established representative. Good agents and distributors invest time and money in a serious marketing effort and therefore normally seek an exclusive arrangement for all of Nigeria. Alternatively, where one local firm is not sufficiently well established, a number of franchisees could be appointed covering different parts of the country.

The companies handling the greatest volume of imports have generally been foreign-owned trading companies long established in Nigeria. The retail trade, except for larger outlets, is locally controlled. Under the terms of the Nigerian Enterprises Promotion Decree 1977, most businesses in the distributive trade are required to be 100 per cent Nigerian-owned by December 31, 1978. The exceptions are companies handling machinery and technical equipment and large supermarkets and department stores which will be required to have 60 per cent Nigerian participation. Canadian exporters should ensure that the potential representative is of good standing by checking in detail through bank and trade references. The Commercial Division of the Canadian High Commission can provide assistance in this matter.

Use of Export Agents

Medium and small-size Nigerian wholesalers and distributors of building materials, raw materials, foodstuffs, pharmaceuticals and other products often prefer to deal with a single supplier. Preferred suppliers are diversified, international manufacturers capable of offering a broad range of merchandise, provided, of course, that prices and delivery are competitive.

For this reason, smaller Canadian exporters supplying a limited range of products can find it advantageous to work through export agents who know the market well. Some export agents visit Nigeria frequently and deal directly with Nigerian wholesalers, effectively eliminating the need for a local agent.

Investment

With only four specific exceptions, any company carrying on a business in Nigeria must be locally incorporated. The formalities of incorporation are time-consuming and the use of a Nigerian lawyer and accountant is advisable.

Nigeria welcomes most foreign investment but requires varying degrees of local participation. Under the Nigerian Enterprises Promotion Decree 1977, all business ventures are enumerated in three separate schedules. Schedule I reserves certain businesses exclusively to Nigerian citizens, while Schedules II and III require joint ventures with either 60 or 40 per cent Nigerian equity participation. The decree also has provisions to prevent the concentration of Nigerian ownership in a few hands. The deadline for full implementation is December 31, 1978.

Advertising and Promotion

Significant advertising is normally undertaken only for consumer goods and is most effective when direct, forceful and continuous. Specialized technical products are best promoted with end users or in trade journals.

Advertising and promotion are usually handled by an exporter's exclusive Nigerian agent or distributor, though the exporter frequently contributes to agreed costs.

Newspapers and magazines, principally in English, are widely read and therefore are frequently used. Radio provides the greatest coverage and does not depend on the literacy of the potential customer. Television, also government-owned, is used for selective advertising to the most affluent Nigerian. Billboards, posters and cinema advertising also provide good exposure. Merchandising vans with loudspeakers are widely used in market areas and are an effective means of promoting consumer items such as soap, pharmaceuticals or foods. Such vans normally carry stocks for direct sales.

A major international trade fair was held in Lagos in 1977 and will likely be staged every two years. Attendance is principally by the public, though some arrangements are made for trade visitors. More specialized exhibitions will also be held on the same site. The principal Nigerian newspapers often organize smaller trade fairs with specific themes such as telecommunications or office equipment.

Give-away items are very popular but are frequently dutiable. The advice of the local agent or distributor should be obtained.

There are a number of active advertising agencies in Nigeria, all of which must now be 100 per cent locally-owned.

Price Quotations

Prices should be quoted FOB or preferably C&F Lagos/Apapa (or an alternative port if requested) in Canadian dollars, U.S. dollars or pounds sterling. Inland freight, in almost all cases, will be arranged locally.

Insurance coverage must be obtained from Nigerian sources.

Financing

Until recently Nigeria was able to finance its development needs without relying on foreign capital. International loans have been negotiated of late and supplier credits are becoming more common. Soft credit terms may again give a competitive advantage.

The Canadian International Development Agency at one time operated a significant program in Nigeria. The Export Development Corporation is interested in considering possible commercial financing.

Unsolicited Enquiries from Nigerian Firms

Canadian firms should exercise caution in dealing with unsolicited enquiries and orders from Nigeria.

Quite apart from any unscrupulous operators, there are also a large number of smaller traders who, despite their good intentions, are not always fully capable of handling imports directly due to their lack of experience and their limited financial resources.

The Trade Commissioner for Canada in Lagos is eager to assist Canadian exporters in finding information on Nigerian firms. Frequently, because extensive lists of firms are maintained, immediate information can be supplied simply on the basis of the Nigerian firm's name and address. However, where information is not readily available, the name of the Nigerian firm's banker is normally required.

With the large number of enquiries, a population in Nigeria of more than 80 million, and more than a dozen major banks, enquiries are often time-consuming without such a bank reference. Therefore, if the firm's bankers are not known and if an immediate check with the Trade Commissioner in Lagos draws a blank, Canadian exporters should query the Nigerian firm about its bankers.

Addressing Correspondence

All correspondence with Nigerian organizations, government or private, should be addressed to the entity, to the attention of an individual. If addressed to the individual it will often be assumed to be personal mail. For example:

USE: General Manager
 Nigerian Electric Power Authority
 Marina
 P.M.B. xxxx
 Lagos, Nigeria

Attention: Mr. Bolaji Olowu

NOT: Mr. Bolaji Olowu
 General Manager
 Nigerian Electric Power Authority
 Marina
 P.M.B. xxxx
 Lagos, Nigeria

Internal Transportation Services

Because of the complexities of handling cargo from ports and the need to effect customs clearance at ports of first entry, internal transportation of cargo is almost always undertaken by the purchaser, either directly or through an agent.

Road transportation is most commonly used. It is relatively unregulated and rates are negotiable. The government-owned Nigerian Railway Corporation offers rail services from Lagos and Port Harcourt on the coast to the north as far as Kano and Maiduguri. Internal Nigeria Airways flights and charter companies carry air cargo. River cargo transport offers potential but is relatively undeveloped.

Ports and Harbours

During the current Development Plan period, 1975-80, Nigeria's port facilities are being substantially upgraded with new equipment, increased warehousing facilities and an expansion of from 28 to 54 berths. This will hopefully ease the very serious port congestion of the recent past.

The principal port, handling more than 75 per cent of Nigeria's cargo, is Apapa, located in the Lagos metropolitan area. The Apapa wharf has been expanded to 19 berths, with facilities for containers, and the adjacent newly-completed Tin Can Island complex has 10 berths, including two equipped for roll-on roll-off.

The other major ports, Port Harcourt, Calabar, and those in the Delta (Warri and Sapele), are being expanded as well. The Nigerian Ports Authority estimates these ports will handle 17.5 million tonnes of cargo in 1978, an increase of 50 per cent over 1976.

All Nigerian ports suffer draft limitation. Exports of crude oil are handled from offshore buoys to allow loading of large tankers.

IV. TERMS OF PAYMENT AND CUSTOMS/EXCHANGE REGULATIONS

Import Duties

Nigeria has a single-column tariff based on the Brussels Tariff Nomenclature (BNT), and nearly all imported goods are subject to duty. Duty rates are either ad valorem or specific and apply equally to imports from all countries. There are no preferential duty rates extended to Commonwealth countries. Advertising matter which has commercial value is subject to import duty. It is necessary to stress that many items which we, in Canada, would regard as being of "no commercial value" are sometimes of value to the Nigerian Customs Authority. This regulation is strictly enforced and Canadian firms are strongly advised to keep it well in mind.

The ad valorem duty rates on most imported commodities range from five per cent to 200 per cent. Some items essential for economic development or for human welfare are either duty-free or attract a five per cent duty rate. Goods that are considered luxury items by the Nigerians or that are in direct competition with local manufactured articles can attract duty rates of up to 200 per cent, except for cars of more than 2500 cc, which attract a duty of 500 per cent.

Value for Duty

Ad valorem duties are assessed on the C&F value with trade, quantity and cash discounts being allowed as deductions from the value. No deductions are allowed for such things as buying commissions, sample deductions or unspecified discounts.

Import Licences

Goods which are imported without licence should be accompanied by the combined certificate of value and origin and the invoice prescribed by the Nigerian authorities. A number of items require individual import licences and may be imported under special conditions. Exporters should make sure that, where it is required, a licence is held or the conditions have been fulfilled by the importer before the goods are despatched. Following the latest budget introduced on April 1, 1978, a number of goods have either been prohibited or placed under licence. This latest Import Prohibition Order 1978 -- Legal Notice 16, Federal Gazette Extraordinary No. 16 -- of which details follow, is by no means firm and may be amended at any time without any warning from the Nigerian government. Therefore, the Canadian exporter should check with the nearest Regional Office of the Department of Industry, Trade and Commerce, or with the Pacific, Asia and Africa Bureau in Ottawa before proceeding with any sales.

Goods Under Licence

The undermentioned items of import have been placed under specific import licence for 1978:

- (i) Unmanufactured tobacco; tobacco refuse
(Tariff No. 24.01)
- (ii) Other manufactured tobacco
(Tariff No. 24.02)
- (iii) Packaging containers excluding those made of glass
(Tariff No. 24.16)
- (iv) Stockfish
(Tariff No. 03.02A)
- (v) Manufactured articles of wood of all types whether or not for domestic or decorative use excluding flush doors
(Tariff Nos. 44.19 to 44.28)
- (vi) Stout imported in tanks for blending by a manufacturer approved by the Commissioner
(Tariff No. 22.03)
- (vii) Duplicating paper
(Tariff No. 48.01)
- (viii) Kraft paper (glazed or unglazed)
(Tariff No. 48.01)
- (ix) Paperboard, including liner and corrugated board
(Tariff Nos. 48.01 to 48.07)
- (x) Bed linen, table linen, toilet linen, kitchen linen, curtains, pillow cases and other furnishing articles, but excluding mosquito nets
(Tariff Nos. 62.02 and 94.04)
- (xi) Bicycle tires and tubes
- (xii) Typewriter ribbons excluding computer ribbons
(Tariff No. 98.08)
- (xiii) Common salt
(Tariff No. 25.01)
- (xiv) All non-alcoholic beverages including all soft drinks and waters
(Tariff Nos. 20.07, 21.07B, 22.01 and 22.02)
- (xv) Cornflakes and similar cereals
(Tariff No. 19.05)

- (xvi) Structural (scaffolding) pipes
- (xvii) Radio receiving sets, record players, tape recorders, video cassette recorders, tape decks and stereo equipment
(Tariff No. 85.15)
- (xviii) Television sets
(Tariff No. 85.15)
- (xiv) Air conditioners and domestic refrigerators
(Tariff No. 84.12 and 84.15)
- (xx) Paints
(Tariff Nos. 32.09 and 32.10)
- (xxi) Cigars and cheroots
(Tariff No. 2402)
- (xxii) Bare and insulated copper or aluminum electric wires
(Tariff Nos. 74.03, 76.02 and 85.23)
- (xxiii) Motorcycles
(Tariff No. 87.09)
- (xxiv) Built-up commercial vehicles (trucks and lorries) and passenger cars of engine capacity of 2500 cc and under
(Tariff 87.02)
- (xxv) Chilled and frozen meat imported from neighbouring countries
- (xxvi) Computers and similar data processing machines

Your Nigerian Importer/Agent

In order to obtain a licence, importers should obtain from the Nigerian Federal Ministry of Trade application forms which should be duly completed and submitted with the following documents:

- (a) evidence of utilization of previous import licence and/or previous importation of the item of import;
- (b) evidence of registration of business name and/or incorporation of company where not previously submitted;
- (c) in case of industrial application, evidence of non-availability locally of the raw materials required; and
- (d) evidence of payment of tax for the immediately preceding three years.

The Federal Ministry of Trade further suggests that, in addition to the above documentary evidence, applicants are enjoined to request their bankers to send directly to the Office for Import Licensing, Federal Ministry of Trade, a report on their credit worthiness and main line of business.

Each applicant must indicate the amount required for each specific item for which application is made.

It is obligatory to obtain an import licence in respect of restricted items of import BEFORE placing orders abroad. Any restricted imports shipped in contravention of the licensing regulations will be subjected to prescribed penalties.

Goods Under Absolute Prohibition

- (1) Basketwork, wickerwork and other articles of plaiting materials, made directly to shape, including coir door mats; articles made up from goods falling within Tariff No. 46.01 or 46.02
- (2) Floor mops
- (3) Bread, ships' biscuits and other ordinary bakers' wares not containing sugar, honey, eggs, fats, cheese or fruits
- (4) Box files, letter trays, storage boxes and similar articles, of paper or paperboard, of a kind commonly used in offices, shops and the like
- (5) Cigarettes
- (6) Fur clothing, that is, fur skins, raw, tanned or dressed (including pieces of cuttings of tanned or dressed fur skin, heads, paws, tails and the like) and articles of fur skins
- (7) Live poultry, that is, fowls, ducks, geese, turkeys and guinea fowls (excluding day-old chicks)
- (8) Stone, sand, gravels, excluding refractory bricks and industrial grinding stone
- (9) Household utensils of wood, excluding ice cream or confectionery sticks
- (10) Vegetable, roots and tubers -- fresh or dried, whole or sliced, cut or powdered; sago pitch
- (11) Wood in the rough, roughly squared or half-squared, but not further manufactured

- (12) Worked monumental or building stone (including road and paving and paving sets, curbs and flagstones) and articles thereof (including articles of agglomerated slate and mosaic cubes), other than goods falling within Chapter 69 of the Customs Tariff
- (13) Eggs in the shell, including those for hatching (Tariff No. 04.05)
- (14) Vegetables, fresh and chilled
- (15) Pastry, biscuits and cakes (Tariff No. 19.08)
- (16) Fresh or dried edible nuts, including coconuts, other than kolanuts and nuts used for extracting oil
- (17) Fresh fruits
- (18) Fruits temporarily preserved
- (19) Fruits, preserved, and fruit preparations and fruit juices, excluding concentrated fruit comminutes and fruit juices unfermented and not containing alcohol imported by a manufacturer approved by the Commissioner (Tariff Nos. 20.01, 20.03, 20.04, 20.06 and 20.07)
- (20) Potatoes, fresh or chilled
- (21) Potatoes, other than fresh or chilled
- (22) Tomatoes, fresh or chilled
- (23) Vegetables, other than fresh or chilled
- (24) Vegetable products, fresh or chilled
- (25) Vegetables, roots, and tubers preserved or prepared, excluding tomato puree and paste
- (26) Sugar confectionery and other sugar preparations, including flavoured or coloured syrups and molasses (Tariff Nos. 17.04 and 17.05)
- (27) Textile fabrics of all types, including woven, knitted, pile, coated, narrow, embroidery, imitation leather with textile backing, elastic or rubberized excluding:

- (a) trimmings and linings;
 - (b) importations for local manufacture of goods by manufacturer approved by the Commissioner (Chapters 50 to 60 and Tariff Nos. 43.04C and 70.20B)
 - (c) tracing cloth
- (28) Woven labels and badges, excluding badges used by approved international organizations
- (29) Towels
(Tariff Nos. 59.03A and 62.02A)
- (30) Other made-up articles of textile
(Tariff Nos. 62.03 and 62.05)
- (31) Travel goods of all kinds, including shopping bags, handbags, briefcases and wallets, but excluding spectacle cases
(Tariff No. 42.02)
- (32) Stoppers and closures of common glass
(Tariff No. 70.10)
- (33) Ornaments and other fancy glassware of a kind used for domestic purposes
(Tariff Nos. 70.19B and 70.21A)
- (34) Other articles of glass
(Tariff No. 70.21)
- (35) Domestic articles and wares made of plastic materials, excluding babies' feeding bottles
(Tariff No. 39.07G)
- (36) Enamelware and galvanized buckets
(Tariff No. 73.38A)
- (37) Bottled beer
(Tariff No. 22.03)
- (38) Bottled stout
(Tariff No. 22.03)
- (39) Furniture made of stone, or of plaster, or of asbestos cement
(Tariff Nos. 68.11 and 68.12)
- (40) Evian and similar waters
(Tariff No. 22.01)
- (41) Carbon papers
- (42) Lace, tulle (excluding tulle grass) and net fabrics
(Tariff Nos. 58.08 and 58.09)

- (43) Real madras cloth ("George")
- (44) Empty beer bottles
- (45) Fresh milk
(Tariff No. 04.01)
- (46) Flavoured or coloured beet sugar
(Tariff No. 17.02)
- (47) Macaroni and spaghetti
(Tariff Nos. 19.03 and 21.07D)
- (48) Beer and stout
(Tariff No. 22.03)
- (49) Vitaminized malt extract drinks
(Tariff No. 22.02B)
- (50) Footwear
(Tariff Chapter 64 and No. 62.5)
- (51) Carpets, carpeting and rugs
(Tariff Nos. 58.01-58.02)
- (52) Furniture, excluding medical, dental, surgical or
veterinary furniture
(Tariff Nos. 94.02 and 94.03)
- (53) Chilled or frozen meat of all kinds (including
poultry) but excluding importations from
neighbouring countries
(Tariff Nos. 02.01 - 02.04)
- (54) Matches
(Tariff No. 36.06)
- (55) Jewellery and imitation jewellery
(Tariff Chapter 71)
- (56) Men's and boys' outer and under garments of all
kinds, women's, girls' and infants' outer and
under garments of all kinds, including head ties
(Tariff Nos. 39.07B, 43.03A, 43.04A, 60.04, 40.13,
60.95, 60.06B (2), 61.03, 61.04, 61.05, 61.06 and
70.20A)
- (57) Household candles
(Tariff No. 34.06)

Countries from which importation of goods is absolutely
prohibited:

- (1) South Africa
- (2) Zimbabwe (Rhodesia)
- (3) Namibia (South-West Africa)

Labelling Regulations

Guideline for Standard Metric Quantities for Pre-packed Goods, Schedule 8 of the Weights and Measures Decree:

All goods coming into Nigeria must now bear metric labelling. Double labelling, i.e. imperial/metric is no longer acceptable since April, 1978.

An up-to-date list is available upon request from the Pacific, Asia, Africa Bureau, Department of Industry, Trade and Commerce, Ottawa.

Guidelines for Food and Drug Exporters:

According to the guidelines, the provisions of the Federal Food and Drug Decree will be deemed to have been complied with if the articles on importation are accompanied by a combined certificate based on the new prescribed form by the ministry. The Food and Drug Decree defines food as "any article manufactured or sold or advertised as food or drink for man, and any ingredient that may be mixed with food for any purpose whatsoever."

The original certificate should accompany the products on first importation by an importer, but for subsequent importations photocopies would be sufficient. The ministry has warned that goods not accompanied by this type of certificate might experience delays on arrival or might even be refused entry into the country. Cosmetics, drugs, foods, pesticides, etc., of all types, are covered by the decree. Copies of the prescribed forms are obtainable from the Nigerian Federal Ministry of Health.

Temporary Importation of Samples by Travellers From Abroad

1. Exemption from Duty: Imported commercial samples and advertising materials either of negligible value or, at the time of importation, rendered useless as merchandise by reason of marking, tearing, perforation or other treatment, but not in such a manner as to destroy their usefulness as samples, may be imported exempt from import duties of customs. Customs must be satisfied at the time of importation that the goods are to be used solely for soliciting orders for goods of a kind represented by the samples.
2. Special conditions where goods are not exempt: Imported commercial samples and advertising materials that do not qualify for exemption from duty under the conditions of the foregoing paragraph may be relieved from duty provided they comply with the conditions set out in the paragraphs below, and are finally exported within a prescribed time after importation.

3. Conditions of temporary importation: The sample must be an article that is representative of a particular category of goods already produced, or must be an example of goods the production of which is contemplated, on condition that each article:
- (a) is owned by a person outside Nigeria and is imported solely for the purpose of being shown or demonstrated in Nigeria for the soliciting of orders for goods to be supplied from outside Nigeria;
 - (b) is not sold or put to normal use (except for purposes of demonstration) or used in any way for hire or reward while in Nigeria;
 - (c) is intended to be re-exported within six months or such longer period as the Board of Customs and Excise may allow; and
 - (d) is capable of identification on re-exportation.

The concession does apply to similar articles imported by the same person, or sent to the same consignee, in such quantity that, taken as a whole, they no longer constitute samples within the ordinary commercial meaning. Commercial travellers will be allowed admission to their samples for the period stated in sub-paragraph (c) above upon duty being deposited or secured by bond.

4. Status of travellers: In order to be eligible for the concession, the traveller must represent a firm established abroad or must himself be a merchant so established, who is travelling with samples of his own wares. In either case he must be making only a temporary visit to Nigeria. Samples sent to a firm or agent permanently established in Nigeria are not admissible as commercial travellers' samples. The traveller need not actually accompany his samples on importation. They may arrive before or after him and may be cleared by an authorized agent.
5. Declaration on importation: Full particulars regarding the traveller and the articles imported must be given in the form Sale 33. The form must be furnished in duplicate. One copy will be returned to the traveller for presentation with the samples on their re-exportation.

6. List of Samples: The traveller or his agent must produce with the samples a list thereof, in duplicate, describing each article in sufficient detail for identification purposes and showing the value of each article separately. The value to be shown on the list is the full C&F price at which similar articles may be sold to independent purchasers in Nigeria, and travellers may be required to produce current price lists or other documentary evidence in support of the values stated.
7. For convenience of examination: The contents of each container should, where possible, be shown separately on the lists, and the traveller should pack the articles in the same way on his return abroad.
8. Marks and seals: Unless the samples bear satisfactory identifying marks, additional marks or seals may be applied to them for identification purposes. If the articles are such that they cannot be positively identified on re-exportation, temporary importation facilities may be withheld.
9. Security for Duty: An amount sufficient to cover the duty on the samples must be paid provisionally on importation. Alternatively, the duty may be secured by bond in the form Sale 30, but it should be noted that bonds for this purpose are accepted only if sureties are persons resident in, or are limited companies registered in Nigeria.

Foreign Exchange Regulations

Remittance of foreign exchange from Nigeria is under restriction and a number of conditions must be met before payments are made. It is, however, normally possible for Nigerian importers and commercial banks (a list of bona fide banks follows) to offer irrevocable letters of credit fully guaranteeing payment in foreign exchange, whether U.S. dollars or pounds sterling. Contracts may, however, be expressed in Canadian dollars; settlement is made by the Central Bank of Nigeria in either U.S. dollars or pounds sterling. Remittance of the foreign exchange is at the discretion of the Nigerian government through the Central Bank of Nigeria, although with proper documentation this process is virtually automatic.

Terms of Payment

There has further been a change in the terms of payment for imports into Nigeria. Quotations must now be on C&F or FOB basis. The "Insurance Decree (No. 59) 1976", published in the Federal Government Gazette (No. 60, Vol.63) of December 9, 1976, stipulates that insurance of imports must be effected with registered insurance companies in Nigeria. The name of the local insurance company providing the insurance for the goods or services concerned, as well as the insurance premium payable locally in naira, must also be stated on the relevant exchange control application Form D. Exporters should, however, be satisfied that the foreign importer has obtained this insurance before the shipment is despatched if the consignment is not covered by a letter of credit. It is also important to mention that insurance companies rarely provide insurance from warehouse to warehouse. Consequently, it should be clear that responsibility for shipment is terminated immediately upon discharge of goods overside of the carrying vessel.

Letters of Credit

Letters of credit established by a commercial bank in Nigeria are on an international basis, i.e. negotiation of document overseas on an FOB or C&F contract. The negotiating bank overseas sends an authenticated cable to the Nigerian commercial bank confirming that the documents presented and negotiated are in accordance with the terms of the credit. The bank in Nigeria then obtains foreign exchange from the Central Bank of Nigeria on presentation of the authenticated cable, copy of the letter of credit, copy of the original Form D, copy of the insurance certificate, details of insurance, i.e. name of insurance company and premium paid, the proforma invoice, and the completed and signed Form B.

Thereafter, the Nigerian bank has 21 days in which to submit the remaining documentation, i.e. invoice, original copies of bill of lading, etc., and again 90 days in which to submit the customs bill of entry. In effect, this means that the documentation requirements for payments for exports are as follows:

- (a) Form B (signed) with use of company's rubber stamp
- (b) Attested Invoice (beneficiaries' full street address must be shown, not only post office box or private mail bag number. Invoice to be attested means signed in original by the supplier and a witness.)
- (c) A copy/original or non-negotiable of the bill of lading (not a photocopy), or a copy of the air way bill (which may be a photocopy). This application must be less than six months after shipment otherwise it will be regarded as "stale" by the authorities and must be supported by the relevant customs bill of entry and passed to the Central Bank for their determination.

(d) Proforma invoices and insurance policy certificates.

Exporters should not include more than six items on any invoice as there is only room for six items on the Nigerian Customs entry form (completed by the importer) and no continuation entries are allowed.

A separate bill of lading is required for each port or interior point in Nigeria. Information on bills of lading must be complete in every detail and trade names must be qualified by a brief description of the goods.

A packing list is not required if all packing details are shown on the invoice. It is recommended that a packing list be included, however, thus leaving the invoice clear for other necessary data.

Deposits on Letters of Credit

As from April 1, 1978, compulsory advance deposits of 100 per cent for letters of credit are now made for all categories of imports other than certain capital goods, raw materials, medicaments and food items. All such deposits are to be kept with the Central Bank.

Sight Letters of Credit

Banks shall approve Exchange Control Forms B (for imports only) on receipt of attested cable/telex from the Canadian overseas correspondent plus supporting documents: copy of Form D, proforma invoice, copy of letter of credit, insurance details, and attested cable.

Deferred Payments Arrangements for Machinery and Equipment

All applications occasioning deferred payment arrangements, instalment payments and prepayments will continue to be referred to the Imports Office of the Exchange Control Department, Central Bank of Nigeria.

With effect from November 15, 1977, all applications for imports involving foreign exchange payment for plant, machinery and/or equipment of the value of N50,000 (per complete unit) and more should, in addition to the usual documents, be supported with the following new documents:

- (a) certified proforma invoice or purchase order or certified agreement between importer and exporter;

- (b) either a guarantee by a recognized bank in the exporter's country that, in the event of nonperformance by the exporter, any foreign exchange already transferred in respect of the plant, machinery or equipment will be refunded to the Central Bank OR Performance Bond issued by a recognized bank or other reputable institution acceptable to the Central Bank guaranteeing performance by the exporter;
- (c) for public sector projects, a certificate from the Federal Ministry of Industries or the responsible ministry that the project has been approved for execution. For non-public sector projects, two copies of a summary of the final project documents or any other satisfactory document showing that the project is viable and that the sponsors are willing and ready to execute it;
- (d) certificate of value and origin in triplicate issued by the importer to the effect that the plant, machinery or equipment conforms with the description and price stated on the relevant documents and invoice. The statement should also show separately the cost of the machinery, freight and insurance, commissions, fees, if any, and the full name and address of the beneficiary of such commissions, etc. If the information regarding the machinery or any other material information given in the certificate is later found to be false, the importer will be liable to prosecution; and
- (e) in the case of a new project, satisfactory evidence of the source of funds to cover the cost of the project including the cost of the plant, machinery or equipment to be imported.

Financial Worthiness

Before entering trade for the first time in Nigeria, it is highly advisable to obtain credit references and bank reports on individuals and/or companies with whom the Canadian exporter is to establish business dealings. A number of publications list bona fide firms in Nigeria and the Canadian High Commission has a list of 5,000 names and credit references in its "Importers' Directory". Other publications from which references are taken include:

- (a) the "Nigerian Industrial Directory"
- (b) the "Times Industrial & Trade Directory"
- (c) the "Directory of Incorporated and (and Registered) Companies in Nigeria"
- (d) the "Handbook of Commerce & Industry in Nigeria".

The Commercial Division of the Canadian High Commission will endeavour to establish credit references of Nigerian firms upon request. This procedure can, however, be very long and much depends on the Nigerian firm's willingness to co-operate in expediting matters. It is highly inadvisable to ship goods or to enter into an agreement with a Nigerian firm unless credit references are verified. In all cases the Canadian exporter should exercise caution until credentials of the Nigerian buyer are firmly established.

Non-payment Complaints

Experience has shown that it is difficult, time-consuming and expensive to initiate procedures against a Nigerian national for outstanding debts. Furthermore, the outcome is doubtful. There are a number of firms and lawyers who are prepared to take on debt collection for a percentage of the money recovered. A list may be obtained from either the Commercial or Consular Section of the High Commission. The Nigerian Federal Ministry of Trade wishes any foreigner facing difficulties arising from such matters to lodge a complaint with the Internal Trade Division, Ministry of Trade, Six Storey Building, Lagos.

Further Details

For further details on tariff, import licensing and foreign exchange regulations covering specific products, contact the Africa and Middle East Division of the Pacific, Asia and Africa Bureau, Department of Industry, Trade and Commerce, Ottawa, Ontario, K1A 0H5.

Authorized Banks

Commercial Banks

- (1) African Continental Bank Limited
- * (2) Arab Bank (Nigeria) Ltd.
- (3) Savannah Bank of Nigeria Limited
(formerly Bank of America (Nig.) Ltd.)
- * (4) Bank of India (Nigeria) Ltd.
- (5) Bank of the North Limited
- * (6) Barclays Bank of Nigeria Limited
- (7) CoOperative Bank of Eastern Nigeria Limited
- (8) CoOperative Bank Limited
- * (9) International Bank for West Africa Limited

- (10) Kaduna State CoOperative Bank Limited
- (11) Mercantile Bank of Nigeria Limited
- (12) New Nigeria Bank Limited
- (13) National Bank of Nigeria Limited
- (14) Pan African Bank Limited
- * (15) Standard Bank Nigeria Limited
- * (16) United Bank for Africa Limited
- (17) WEMA Bank Limited
- * (18) Soci t  G n rale Ilorin
- (19) Kano State CoOperative Bank Limited

Merchant Banks

- (20) Nigerian Acceptances Limited
- * (21) U.D.T. Bank (Nigeria) Limited
- * (22) International Merchant Bank (Nigeria) Limited
- (23) Chase Merchant Bank* Nigeria Limited
- (24) Investment Company of Nigeria (ICON)

Investment Banks

- (25) Nigerian Industrial Development Bank Limited
(NIDB)
- (26) Nigerian Bank for Commerce & Industries
- (27) Nigerian Agricultural Bank Limited
- (28) Federal Mortgage Bank Limited

* (overseas management)

All banks are 60 per cent Nigerian controlled as per Indigenization Decree Phase II October 1976.

V. VISITING NIGERIA

Advise and Consult the Trade Commissioner

A business visit to Nigeria, particularly an initial one, should be planned well in advance and in co-operation with the Canadian Trade Commissioner in Lagos.

Because of limited hotel space, frequent changes in internal airline schedules, poor communications and other similar logistical problems, the office in Lagos is prepared to make various arrangements for visiting businessmen provided sufficient notice is given. Full information on the purpose of your trip, contacts you may have established, detailed product information and your exact time of arrival are, of course, essential. Last minute changes in plans can cause great inconvenience.

When to Go

There are no particularly important seasonal factors to be taken into account for planning a visit to Nigeria. Ideally, businessmen should attempt to avoid Moslem holidays (notably the latter portion of Ramadan prior to Id El Fitr), and July and August, when many businessmen, particularly expatriates, take leave.

How to Get There

Lagos, and to a lesser extent Kano, are well served by major international airlines. Pan American and Nigerian Airways operate direct flights to Lagos from New York via Dakar, Monrovia and Accra.

European connections to Lagos can be made in London (both Heathrow and Gatwick), Amsterdam, Copenhagen, Frankfurt, Zurich, Paris, Rome, Brussels and Madrid on Nigeria Airways, British Caledonian, KLM, SAS, Lufthansa, Swiss Air, UTA, Alitalia and Sabena.

Egypt Air has two flights a week from Cairo. Generally, however, service from North Africa is poor.

Nigerian Airways, Ethiopian Airways and Pan American operate flights to and from East Africa. Pan American has services to and from Kinshasa.

Ghana Airways and Nigeria Airways operate between most West Africa coastal cities. Air Afrique has services to Lome and Cotonou, and Cameroon Airways and UTA to Douala and Libreville. Some difficulties may be encountered in making good connections between French-speaking and English-speaking West African countries. Often it is most convenient to cover one set of countries going and another coming back.

An airport tax of N5 (\$9) is payable on departure from Nigeria.

The road from Lagos to Cotonou (Benin), Lome (Togo) and Accra (Ghana) is serviceable, but it is difficult to find suitable taxis or buses for through travel. Visas for drivers and vehicle insurance are the main reasons. Roads to Niger and Cameroon are poor.

Arrival in Nigeria

Murtala Mohammed airport is a challenging 20 kilometres (12 miles) from the centre of Lagos. Taxi fares range upward from N8 (\$15) and should be negotiated in advance. The Lagos office is able to arrange to have a representative of Mandilas, a local travel agency, meet incoming business visitors and transport them to hotels. The price is competitive with that which even the most experienced bargainers can obtain from airport taxis, should they be available. Normal caution should be observed over unsolicited offers of assistance with transport or other facilities.

Internal Transportation

Although meters are being imposed on Lagos taxi drivers, aggressive bargaining is needed to ensure a reasonable fare. Businessmen usually choose to retain a taxi on a time basis or rent a chauffeur-driven car on days when they have a number of appointments, since it is not always possible to hail a taxi readily. With proper bargaining, a taxi should cost approximately N30 (\$55) per day.

Intercity travel is most convenient by air. Nigeria Airways operates a fleet of 737s and F28s and serves Ibadan, Benin, Enugu, Port Harcourt, Calabar, Kaduna, Jos, Kano, Maiduguri, Yola and Sokoto. It is normally difficult to obtain confirmed reservations from overseas and schedules are occasionally altered on short notice due to the current airport reconstruction program. It is advisable, therefore, to let the trade commissioner in Lagos develop a schedule for you and make your reservations locally. Savings can be gained, however, by including internal Nigerian routings on your international tickets and leaving actual bookings open.

Hire cars with drivers, taxis and buses are usually available for intercity travel in Nigeria, but are used only on shorter trips, such as Lagos to Ibadan.

Hotels

Hotel space is tight in Lagos and other major cities. Canadian travel agents and airlines find it difficult to obtain confirmed hotel reservations that will be honoured. The trade commissioner in Lagos is, therefore, prepared to make hotel bookings on behalf of visiting businessmen. Advance notice is essential.

The principal central hotels in Lagos are the Eko Holiday Inn, the Federal Palace (Victoria Island), the Ikoyi (Ikoyi Island), the Bristol (downtown), and the Mainland (Ebute-Metta). The Airport Hotel (Ikeja) is convenient to travellers staying one night in Lagos or doing business solely in Ikeja. Daily rates in the better hotels are approximately N40 (\$73) single room and N50 (\$92) double.

Entry Permits

Nationals of most countries, including Canadians, must present a valid entry permit to enter Nigeria. Prior to departure from Canada, application must be made to the Nigerian High Commission in Ottawa. It is usually also possible to obtain an entry permit from Nigerian High Commission or Embassies in other countries although this is not advised because of the uncertain length of time this may take. Normally, entry permits valid up to 90 days can be issued without reference to Lagos. Should a letter of invitation or other reference be required in completing the Entry Permit Application Form, business visitors should consult with the Pacific, Asia and Africa Bureau, Department of Industry, Trade and Commerce, Ottawa. It is often possible in such cases to use the Canadian trade commissioner in Lagos as a reference.

Passports bearing evidence of visits to, or residence in, Rhodesia or South Africa will not normally be issued with the necessary Entry Permit.

Health Regulations

Visitors must have valid international certificates against smallpox, yellow fever and cholera both on arrival and departure. The initial yellow fever vaccination does not take effect for 10 days. Similarly, the initial cholera shot requires six days to become effective.

Malaria tablets are strongly recommended. Travellers should ideally begin taking them two weeks prior to arrival and continue the program for six weeks after leaving Nigeria.

Upset stomachs are a common complaint and caution in eating and drinking tap water is advisable. If, however, stomach problems do occur, one of the best treatments is Guanymycin, which can be purchased locally.

Credit Cards

Credit cards are becoming more acceptable, however travellers should be prepared to pay cash for hotels and meals.

Currency Regulations

Visitors may bring any quantity of foreign exchange into Nigeria. A currency declaration must be filled out on arrival and departure. Foreign currency exchanged during the visitor's time in Nigeria must be recorded on a duplicate copy of the entry declaration. Money must be exchanged at banks or hotels and not with individuals who may approach the traveller at airports and hotels.

The import or export of Nigerian currency in excess of N50 (\$92) is prohibited. Travellers should bring small denomination U.S. dollar or British sterling notes and travellers' cheques in order to avoid having excess local currency remaining which is time-consuming to reconvert and can usually only be done at the airport at the end of the visit.

Customs Formalities

Personal baggage, a camera, a typewriter, a dictaphone and other similar articles for private use of bona fide visitors are admitted free of duty. Customs officers often take undue interest in tape recorders and radios, though no duty should be assessed if they can be reassured that the item is not new, is for the traveller's own use, and will be re-exported.

Clearance of unaccompanied baggage and parcels is time-consuming. Such items should be sent well in advance or carried as accompanied baggage.

Arms, ammunition, drugs and narcotics are prohibited imports.

Business Calls and Entertainment

In order to obtain maximum benefit from a visit, it is advisable to provide the trade commissioner in Lagos with substantial advance notice so that a list of potential contacts might be tabulated before arrival. Unreliable internal telephone and mail communications virtually rule out confirmed appointments in advance, although local contacts can be alerted to pending Canadian business visits. Because of crowded traffic conditions in Lagos, it is unrealistic to expect more than three or four business calls per day.

The usual form of entertainment is lunch or dinner at one of the several acceptable restaurants. Because of their busy schedules, traffic congestion and the distance of some residential areas from the centre of town, senior government and business officials are often reluctant to accept invitations unless a personal friendship has been developed.

Businessmen intending to offer hospitality should keep in mind that Moslem traditions generally rule out Friday lunch and lunch or dinner during Ramadan.

Tipping

Because hotel bills usually include 10 per cent for services, tipping is not mandatory but it is generally practised. Restaurants do not normally add a service charge; a tip of 10 per cent is usually adequate. Taxi fares, including a tip, should be negotiated in advance. Porters expect a minimum 10-20 kobo (18-36 cents) per item.

Clothing

Lightweight tropical suits are essential. Although sometimes a nuisance, jackets or safari suits should be worn for calls on government officials. On the other business calls, a long sleeved shirt and tie is frequently sufficient. Umbrellas are usually preferred to raincoats. Jackets are required in most restaurants in the evening. A sweater may be necessary during the cooler season in the north. Women usually wear light cotton dresses, while long cotton skirts are commonly worn for evening entertainment.

Forms of Address

"Mallam" is frequently used for Moslems in place of "Mr." Moslems who have undertaken a pilgrimage commonly use "Alhaji". In the southern parts of Nigeria the traditional structure of "obas" and "chiefs" is still common. In use, these titles simply replace "Mr."

Communications

Air mail between Canada and Nigeria, while subject to occasional delays, generally takes six to 10 days. From Nigeria to Canada, air mail costs first class 30 kobo (55 cents) for 20 grams. (0.7 oz.).

The domestic telephone network is seriously overloaded, particularly in the Lagos area, and making connections is a difficult and time-consuming process. International calls are somewhat more reliable; the minimum charge for a call to Canada is N12 (\$22) for three minutes or N16 (\$29) person-to-person. Each additional minute costs N4 (\$7).

Nigerian External Telecommunications Ltd. (NET) has offices throughout Nigeria from which both telegrams and telexes may be sent. The cost of a telex to Canada is N4 (\$7) per minute. International telephone, telegram and telex facilities are conveniently available in Lagos at NET's head office NECOM House, 15 Marina; at Falomo shopping centre, Ikoyi Island; and at the Federal Palace Hotel, Victoria Island.

VI. SERVICES FOR EXPORTERS

Export Development Corporation

Of vital importance to Canadian businessmen is the Export Development Corporation (EDC), a Crown Corporation that reports to Parliament through the Minister of Industry, Trade and Commerce. Its purpose is to encourage, facilitate and develop Canadian export trade by providing credit insurance, guarantees, loans and other financial assistance to enable exporters to meet international competition.

The main functions of EDC are:

1. to insure the Canadian exporter against nonpayment due to credit or political risks beyond the control of either the exporter or the buyer when export sales are made on normal credit terms. Almost all export transactions are insurable, not only those involving goods or technical services, but also those involving "invisible" exports such as managerial services, advertising programs, the licensing or sale of patents, trademarks, copyrights, etc.
2. to issue appropriate guarantees to chartered banks or to any person providing nonrecourse supplier financing in respect of an export sale. Guarantees may also be issued in connection with a loan made to a foreign buyer for the purchase of Canadian goods and services;
3. to finance foreign buyers of Canadian capital goods and related services when extended credit terms are necessary and are not available from commercial lenders. Major engineering and other technical services (but not feasibility studies) may be financed, even when such sales are not related to the export of goods;
4. to insure Canadian investments abroad against non-commercial risks such as loss through confiscation, expropriation, war or revolution or the inability to repatriate capital or earnings.

For further information on EDC services contact:

EXPORT DEVELOPMENT CORPORATION

Head Office
110 O'Connor Street
Ottawa, Ontario
K1P 5T9

Tel: (613) 237-2570
Telex: 053-4136

EXPORT DEVELOPMENT CORPORATION

Eastern Region
Lock Box 124
Tour de la Bourse
Montréal (Québec)
H4Z 1C3

Tel: (514) 866-4796

EXPORT DEVELOPMENT CORPORATION
Ontario Region
Suite 2011
145 King Street West
Toronto, Ontario
M5H 1J8

Tel: (416) 364-0135

EXPORT DEVELOPMENT CORPORATION
Western Region
P.O. Box 49024
The Bentall Centre
Vancouver, British Columbia
V7X 1C4

Tel: (604) 688-8658
Telex: 045-4284

Federal Export Programs and Services

To further its export development objectives, the Department of Industry, Trade and Commerce administers two trade promotional programs, namely:

- a) The Promotional Projects Program (PPP) in which the department plans and implements the projects; and
- b) The Program for Export Market Development (PEMD) in which the initiative rests with Canadian companies operating either individually or collectively (for details see PEMD brochure).

Through the PPP, Canadian trade fairs abroad, trade missions and trade visits are initiated, organized and implemented by the department. The range of these activities includes participation in international trade fairs, solo shows and in-store promotions; the organizing of technical seminars and trade missions abroad; and the sponsoring of foreign visits to Canada to stimulate the sale of Canadian products in various export markets. The department also provides promotional publicity and specially designed exhibits for the trade fair participants. Missions and technical seminars vary in type depending on the objective. In general, outgoing missions are used for market investigation, evaluation and identification of technical market access problems. Incoming missions are designed to invite foreign government or company representatives, who can influence buying, to inspect the industrial capacity and technical capabilities of Canadian firms and the products and services they can supply. Technical seminars are used to acquaint potential buyers with Canadian expertise and technology in specific fields as a basis for joint ventures and/or sales of Canadian products and services. Using the Trade Visitors section of the PPP, the department is able to take advantage, on short notice, of export market opportunities by bringing foreign government trade representatives, buyers and export-oriented trainees to Canada.

In contrast to the PPP projects, proposals under PEMD are made by Canadian industry rather than the government. Through PEMD, the department makes repayable loans to individual companies to cover costs in developing export business which, because of the risks involved, might otherwise discourage such initiatives. There are several sections in PEMD each of which is designed to deal most effectively with a particular market in terms of the regions, products or services and marketing techniques concerned. In all sections, companies are encouraged to develop self-sustaining export markets for their products.

Section "A" deals with Canadian participation in capital projects abroad; Section "B" with the export of Canadian products and services; Section "C" with participation in trade fairs outside Canada; Section "D" with the bringing of foreign buyers to Canada; and Section "E" with the formation of export consortia.

VII. USEFUL ADDRESSES

In Nigeria

Canadian High Commission
Commercial Division
New Niger House, 5th floor
1-5 Odunlami Street
P.O. Box 851
Lagos
Tel: 653630-4 Direct line: 653631
Telex: 21275 DOMCAN NG
Cable: CANADIAN

Permanent Secretary
Federal Ministry of Trade
Six Storey Building
22 Broad Street
P.M.B. 12514
Lagos

Permanent Secretary
Federal Ministry of
Economic Development
New Secretariat
P.M.B. 12558
Ikoyi
Lagos

Governor
Central Bank of Nigeria
Tinubu Square
P.M.B. 12194
Lagos

Standard Bank of Nigeria
35 Marina
P.O. Box 5216
Lagos

United Nations Development
Program
11 Queen's Drive
Ikoyi
P.O. Box 2075
Lagos

Nigerian Society
of Engineers
1 Pantti Street
Yaba
P.O. Box 2299
Lagos

Permanent Secretary
Federal Ministry of Industries
New Secretariat
P.M.B. 12514
Ikoyi
Lagos

Permanent Secretary
Federal Ministry of Finance
New Secretariat
P.M.B. 12591
Ikoyi
Lagos

World Bank (IBRD)
28/30 McCarthy Street
P.O. Box 127
Lagos

Barclays Bank of Nigeria Ltd.
40 Marina
P.M.B. 2027
Lagos

Nigerian Industrial
Development Bank
Mandilas House
96/102 Broad Street
P.O. Box 2357
Lagos

Nigerian Institute
of Management
58 Adeladu Street
Surulere
P.O. Box 2557
Lagos

Association of Consulting &
Research Engineers of Nigeria
107 Itire Road
P.O. Box 5756
Lagos

Nigerian Association of
Chambers of Commerce,
Industry and Mines
131 Broad Street
P.O. Box 109
Lagos

Manufacturers Association
of Nigeria
Unity House, 12th Floor
37 Marina
P.O. Box 3835
Lagos

Nigerian Enterprises
Promotion Board
Federal Ministry of Industries
15 and 19 Keffi Street
P.M.B. 12553
Lagos

Selected Federal Corporations
Tendering Authorities:

Nigerian National Supply Company
160 Awolowo Road
Ikoyi
P.M.B. 12662
Lagos

Nigerian Railway Corporation
Headquarters
Railway Compound
Ebute-Metta
Lagos

Nigerian National Shipping Line
21 Wharf Road
P.O. Box 169
Apapa
Lagos

Nigeria Airways Corporation
Airways House
Murtala Mohammed Airport
Ikeja
P.O. Box 136
Lagos

Nigeria Ports Authority
NPA Building
26/28 Marina
P.M.B. 12588
Lagos

Nigeria External
Telecommunications Ltd.
15 Marina
P.O. Box 173
Lagos

National Electric Power
Authority
Electricity Headquarters
24-25 Marina
P.M.B. 12588
Lagos

Nigerian National Petroleum
Corporation
42/44 Warehouse Road
P.M.B. 12650
Apapa
Lagos

Nigerian Broadcasting Corporation
Broadcasting House
Ikoyi
Lagos

Federal Housing Authority
New Secretariat
Ikoyi
P.M.B. 12698
Lagos

Federal Capital Development
Authority
State House
Marina
P.M.B. 12534
Lagos

Federal Steel Development
Authority
138/143 Broad Street
P.M.B. 12015
Lagos

IN CANADA:

Africa and Middle East Division
Pacific, Asia and Africa Bureau (28)
Department of Industry, Trade and Commerce
Ottawa, Ontario
K1A 0H5

Tel: (613) 996-5543
Telex: 053-4124

Nigeria High Commission
295 Metcalfe Street
Ottawa, Ontario
K2P 1R9

Tel: (613) 236-0521

VIII. PUBLICATIONS

A selection of publications of interest to businessmen visiting Nigeria:

Business Profile: Nigeria. 1976. Barclays Bank
International Ltd.

Nigeria; A Survey of U.S. Business Opportunities. 1976.
U.S. Department of Commerce

A Guide to Business in Nigeria. 1977. Coopers and Lybrand.

Marketing in Nigeria. 1977. Overseas Business Reports,
U.S. Department of Commerce

Doing Business in Nigeria. 1976. Price Waterhouse.

Doing Business with Nigeria. Standard and Chartered
Banking Group Ltd.

Foreign Economic Trends and Their Implications
for the U.S. -- Nigeria. Semi-annual.
U.S. Department of Commerce

Background Notes -- Nigeria. Biannual.
U.S. Department of State.

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 Director Tel: (709) 737-5511
LABRADOR P.O. Box 6148 Telex: 016-4749
127 Water Street (2nd Floor)
St. John's, Newfoundland
A1C 5X8

NOVA SCOTIA Director Tel: (902) 426-7540
Suite 1124, Duke Tower Telex: 019-21829
5251 Duke Street, Scotia Square
Halifax, Nova Scotia
B3J 1N9

NEW BRUNSWICK Director Tel: (506) 452-3190
Suite 642, 440 King Street Telex: 014-46140
Fredericton, New Brunswick
E3B 5H8

PRINCE EDWARD Director Tel: (902) 892-1211
ISLAND P.O. Box 2289 Telex: 014-44129
Dominion Building
97 Queen Street
Charlottetown
Prince Edward Island
C1A 8C1

QUEBEC Le directeur Tél: (514) 283-6254
C.P. 1270, Station B Téléx: 012-0280
Suite 600
685, rue Cathcart
Montréal (Québec)
H3B 3K9

Le directeur Tél: (418) 694-4726
Suite 620, 2, Place Québec Téléx: 051-3312
Québec (Québec)
G1R 2B5

ONTARIO	Director Commerce Court West 51st Floor P.O. Box 325 Toronto, Ontario M5L 1G1	Tel: (416) 369-3711 Telex: 065-24378
	Regional Officer 9th Floor, East 235 Queen Street Ottawa, Ontario K1A 0H5	Tel: (613) 593-5555 Telex: 053-4124
MANITOBA	Director Suite 1104 Royal Bank Building 220 Portage Avenue Winnipeg, Manitoba R3C 0A5	Tel: (204) 949-2381 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

October 20, 1978



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