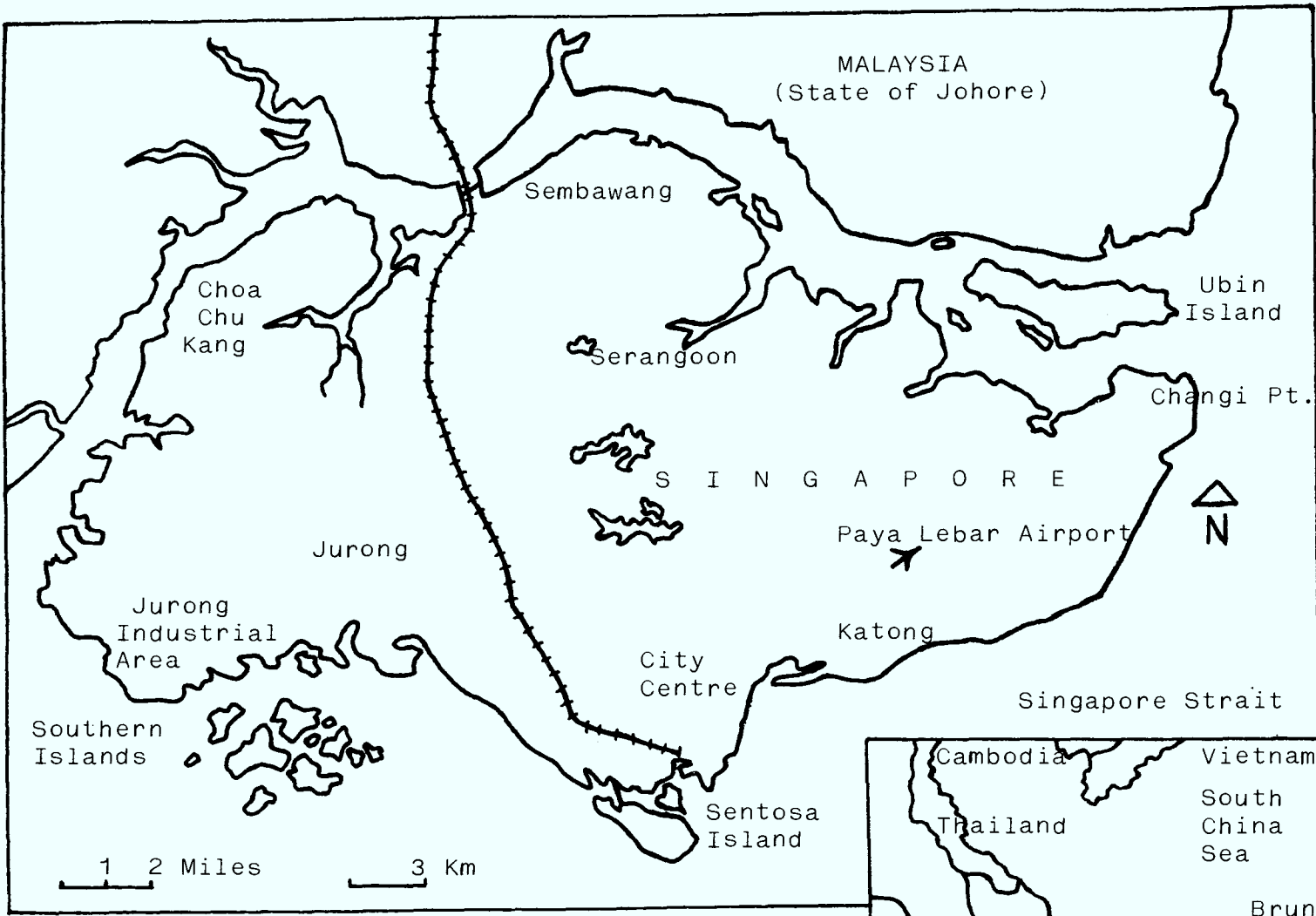


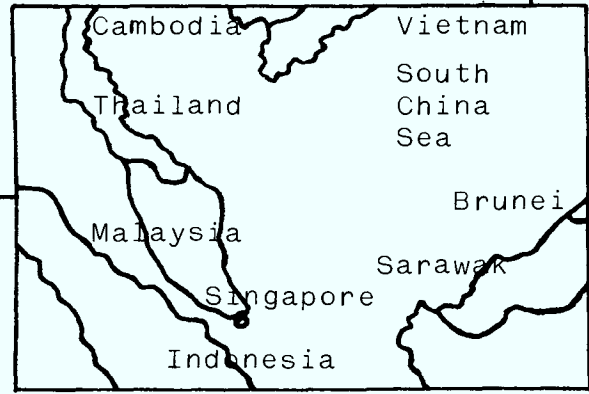
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markets
for canadian
exporters

SINGAPORE



THE REPUBLIC
OF SINGAPORE



MARKETS FOR CANADIAN EXPORTERS

SINGAPORE



Government
of Canada

Gouvernement
du Canada

Industry, Trade
and Commerce

Industrie
et Commerce

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I. GENERAL

History

Singapore was founded in 1819 by Sir Stamford Raffles of the British East India Company to control the far east shipping route and to serve as a way station for the ships of the British-China trade. Singapore later became a British Crown Colony. Achieving internal self-government in 1959, it became a state of the newly independent Federation of Malaysia in September 1963. In August 1965, Singapore seceded to become an independent republic within the Commonwealth.

Area and Geography

The Republic of Singapore consists of the island of Singapore and some 54 small islands within its territorial waters. The island is about 42 km (26 mi.) east to west and 23 km (14 mi.) north to south. Including the small island, Singapore has an area of about 616 km² (238 sq. mi.), slightly less than Metropolitan Toronto. Linked with the peninsula of Malaysia to the north by the 1,056 metre (1,200 yd.) road and rail causeway across the Straits of Johore, Singapore is close to the islands of Indonesia to the south and east, and is the point at which ships coming southeast through the Straits of Malacca from West Asia and Europe turn east and north for Japan, the People's Republic of China and the Philippines.

The island's topography is generally low-lying and undulating. The highest point, Bukit Timah, is 178 metres (584 ft.) above the sea. The longest river, Sungei Seletar, flows 14.5 km (nine miles). Seen from the air the island seems mostly forest or garden suburb with a built-up area on the southwestern quarter.

Climate

Singapore's climate is essentially equatorial with no marked seasonal change in temperature (average maximum 30°C, average minimum 23°C) though the effect is reasonably moderated by the cooling sea breezes.

The relative humidity is highest at night and in the early hours of the morning shortly before sunrise when it often exceeds 90 per cent. On dry afternoons, the relative humidity is usually around 65 per cent.

There is no distinct wet or dry season in Singapore. The rain falls all year round, but during the first half of the northeast monsoon season, from November to January, the monthly rainfall tends to be highest. July in the Southwest monsoon season, has the lowest average rainfall. The island receives a total of more than 200 cm (78 in.) of rain a year.

Population

Singapore's population is estimated at 2.3 million (1977), 76 per cent Chinese, 15 per cent Malay, seven per cent Indian and Eurasian, European and others make up the rest. About half the population is under 20.

particularly as the Singapore dollar depreciates against the Japanese yen. Unemployment in the total work force of 940,000 is officially 3.9 per cent but, as there are more "work permit" imported workers than officially unemployed, the economy can be almost considered to be at full employment. Wages are controlled.

Singapore lives by selling its goods and services and in 1977 total visible external trade was Cdn.\$20.7 billion, with an overall balance of payments surplus of Cdn.\$326.1 million. Reserves of foreign exchange and gold rose to Cdn.\$4.1 billion, higher per capita than that of West Germany. The Singapore dollar is rated by IMF as one of the strongest currencies in the world.

In looking at Singapore as a potential market, it must be considered in two ways. First, as a market in its own right, it represents a small, increasingly industrial state with import requirements of interest to Canadians, e.g. foods, construction machinery, electronics and electrical equipment, etc. Secondly, Singapore must be thought of in the context of its entrepôt trade serving the surrounding region. Here potential exists for oilfield and offshore rig equipment and services, forestry, mining, communications and off-highway transportation equipment.

Canada ranks 26th as a trading partner with Singapore, importing in 1978 Cdn.\$100 million (1977 Cdn.\$94 million) and exporting Cdn.\$62 million (1977 Cdn.\$38 million). Canadian leading exports include potash (20 per cent of the total), foods (10 per cent), newsprint (10 per cent) and zinc (7 per cent).

Industry

The main industry by value of output is petroleum refining, which in 1977 accounted for more than 38 per cent of all manufacturing and 27 per cent of total exports. In terms of capacity, Singapore is the third largest refining centre in the world. The next most important industries by value are electrical and electronic equipment and appliances and shipbuilding and repairing. Together these three employ 43 per cent of all those engaged in manufacturing.

Other major sectors of the economy are sawmilling, food manufacturing, basic metal products, apparel and textiles, non-electrical machinery and printing and publishing.

Industrial Development and Foreign Investment

Singapore's long-term strategy is to supply neighbouring countries with goods and services they are not yet able to supply themselves. The intention is to develop Singapore into a regional transfer centre for high technology and skill-intensive industries. This policy has been defined and is backed with supporting incentives and, where necessary, legislation.

In order to attract international companies with worldwide operations to use Singapore as one of their key locations, every effort is being made to expand and modernize physical infrastructure, commercial facilities and communications services; to diversify supporting industries and engineering services; and to improve educational standards, especially in technical subjects, so that workers continue to be readily trainable in modern skills. Increasing emphasis is being placed on those industries with worldwide markets and scope for progressive growth in technological products.

Certain industries are given training assistance in the form of direct subsidies or jointly financed training centres. A partial list of training programs indicates the type of industries

covered by the development strategy: tool and die making, machine setting, maintenance, precision engineering.

Other development incentives offered are a five to 10-year tax relief for approved industries, accelerated depreciation allowance, advisory services, equity participation by the government which the company can buy back, preferential government purchase of local products, free repatriation of profits and capital, no capital gains tax, and investment guarantees.

Agriculture and Fishing

Singapore is self-sufficient in pork and poultry. Some market gardening is done and experiments in hydroponic vegetable production are being conducted. About one-third of Singapore's consumption of fresh fish is produced locally. In all, only two per cent of the labour force is engaged in these activities and Singapore must import the bulk of its food.

Tourism

The number of tourist arrivals by air and sea (excluding Malaysians embarking direct from Peninsular Malaysia) reached 1.5 million, an increase of 14 per cent over the previous year. Tourists from Indonesia increased by 22.3 per cent and remain the leading group. The average hotel occupancy rate rose from 78 per cent in 1976 to 83 per cent in 1977.

Transportation and Telecommunications

The Port of Singapore is now the third busiest in the world. In 1977 it handled 64.1 million tons of freight and cleared more than 41,218 ships. That year, 1,010 container ships called at the modern container terminal and more than 344,200 containers were handled. The port is known for its fast turn-around and offers a wide range of services.

Singapore Airport and subsidiary fields serviced 5.1 million passengers and 91,755 metric tons of airfreight during 1977, increases of 13 and 15 per cent respectively. Every week 1,287 scheduled flights arrive and depart. Plans are now being implemented to develop a new airport to serve the expected increase in traffic to and from major centres all over the world.

Because of the high vehicle population and limited space, in 1975 severe restrictions were placed on the movement of cars and taxis into the city area. This, coupled with high road taxes and fuel prices, caused a decline in total vehicle registration. Much effort is being devoted to improve mass transportation and plans are being made for a commuter rail service in the early 1980s.

Singapore has cable, satellite and microwave links with nearly 200 countries as well as fast, good quality telephone and telex service. Computer data transmission is available to and from Europe, Hong Kong, Australia and the United States.

Finance, Insurance

Finance and insurance contributed 10 per cent of the GDP in 1977, compared with 7.5 per cent in 1960. This increase reflects the growth of Singapore as a major financial centre in Southeast Asia.

There are two statutory authorities (The Monetary Authority of Singapore and Board of Commissioners of Currency, Singapore), 37 full-licensed banks, 13 restricted banks, 25 offshore banks, 21 merchant banks, one savings bank, 33 finance companies, four discount houses, four money brokers, one factoring house and one export credit insurance organization.

The Monetary Authority of Singapore has created a climate that permits the money, capital, gold, securities and exchange markets to flourish, and allows the actual development to be done by the appropriate private institutions. With Singapore time 7-1/2 hours ahead of GMT, dealers have a natural advantage and can contact markets in Europe and Japan during working hours.

The Asian Currency Market in Singapore held a resource pool of U.S.\$22 billion by the end of 1977. Dealings are mainly in U.S. dollars, but also in Deutsche marks, Swiss francs, Canadian dollars and other currencies. Rates are closely linked to the Euro-currency market.

Foreign Trade

Singapore's external trade exceeded Cdn.\$20.7 billion in 1977 — imports totalled Cdn.\$11.6 billion, exports Cdn.\$9.1 billion. Domestic exports made up 58 per cent of total exports in 1977 compared with 39 per cent in 1970. This increase indicates the growing importance of industry to Singapore's overall economy and the decreasing reliance on entrepôt trade. Entrepôt trade increased 24 per cent in 1977, but its share of total external trade dropped from 61 per cent in 1970 to 42 per cent in 1977.

Major trading partners of Singapore are Japan, the U.S., Malaysia, and the EEC which together took 51 per cent of its exports and provided 54 per cent of its imports. In 1977 Canada ranked 26th as a supplier and 23rd as a customer, providing 0.4 per cent of Singapore's total imports and taking one per cent of the republic's total exports.

SINGAPORE: SELECTED IMPORTS: MAJOR SUPPLIERS AND CANADA'S SHARE (In S\$ millions)

	1976	1977	
Elect Machinery, n.e.s.			
	1,372.2		1,620.6
U.S.	729.5	785.3	
Japan	172.6	240.0	
Malaysia	183.9	200.8	
Thailand	26.6	72.8	
Canada	0.7	1.3	
Machines, n.e.s. Non-Electric			
	978.2		1,143.3
Japan	249.7	351.0	
U.S.	340.4	341.7	
Germany, Federal Republic of	86.9	114.3	
Britain	93.5	102.0	
Canada	6.9	3.4	
Ships and Boats			
	546.2		579.1
Japan	400.2	378.1	

	1976	1977	
Norway	23.3	33.9	
Sweden	5.1	26.5	
Germany, Federal Republic of	16.3	26.3	
Canada	0.01	0.02	
Road Motor Vehicles	432.5		567.7
Japan	172.2	287.4	
Germany, Federal Republic of	71.8	98.3	
Britain	64.7	52.3	
U.S.	44.2	42.9	
Canada	0.4	1.5	
Telecom Apparatus	410.5		517.8
Japan	202.9	301.4	
U.S.	58.4	54.6	
The Netherlands	26.4	30.5	
Germany, Federal Republic of	29.0	29.5	
Canada	1.4	1.3	
Industrial Machinery	577.3		516.6
U.S.	309.6	240.3	
Japan	159.1	173.9	
Britain	30.9	25.2	
Germany, Federal Republic of	16.1	18.4	
Canada	9.5	8.5	
Woven Fabrics, Not Cotton	496.2		496.3
Japan	175.9	178.0	
Taiwan	131.9	93.2	
Korea, Republic of	45.9	53.5	
Hong Kong	42.2	36.8	
Canada	0.1	0.4	
Electric Generators	428.4		465.1
U.S.	121.9	113.5	
Japan	93.0	111.9	
Germany, Federal Republic of	44.7	55.2	
France	38.4	38.9	
Canada	0.5	0.9	
Power Generators	351.8		430.8
U.S.	141.4	179.3	
Japan	43.2	78.8	
Germany, Federal Republic of	70.7	74.0	
Britain	46.4	45.5	
Canada	5.4	3.3	
Aircraft	290.1		329.2
U.S.	179.1	320.6	
Britain	4.5	3.6	
France	2.9	1.5	
The Netherlands	1.0	1.1	
Canada	0.2	0.1	
Steel Plates and Sheets	291.7		326.0
Japan	258.6	282.2	
Australia	12.4	14.6	

	1976	1977
Korea, Republic of	1.9	12.4
U.S.	3.4	3.9
Canada	0.2	0.5
Iron Pipes and Fittings	183.6	307.8
Japan	98.2	240.0
U.S.	32.7	15.0
India	9.2	14.8
Malaysia	4.7	8.1
Canada	0.01	0.04
Plastic Materials	247.6	307.6
Japan	92.2	117.3
U.S.	48.3	49.4
Germany, Federal Republic of	19.8	28.2
Romania	1.2	16.0
Canada	3.2	0.9
Scientific Instruments	236.9	265.2
Japan	90.1	105.0
U.S.	44.9	44.6
Germany, Federal Republic of	38.0	40.5
Britain	15.6	21.5
Canada	0.5	0.6
Total All Imports	22,404.5	25,521.9

Source: Singapore External Trade Statistics.

SINGAPORE'S PRINCIPAL EXPORTS
(In S\$ millions)

	1976	1977
Major Items:		
Petroleum products	3,743.7	4,782.4
Crude rubber	1,980.0	2,236.7
Electrical machinery	1,365.6	1,726.2
Ships and aircraft stores	1,078.2	1,219.5
Telecom apparatus	567.6	803.9
Ships and boats	640.3	532.1
Clothing except fur	448.6	514.1
Machines n.e.s., non-electric	344.6	432.1
Other fixed vegetable oil	208.4	371.4
Wood shaped or worked	305.1	319.3
Road motor vehicles	229.2	276.3
Wood simply shaped	261.1	268.0
Industrial machinery	246.8	266.3
Coffee	141.5	266.1
Spices	204.9	243.1
Electric generators	188.5	230.7
Special transactions	189.4	217.6

	1976	1977
Medicinal products	194.0	213.7
Power generators	158.4	207.0
Office machines	184.7	198.7
Total All Exports	16,265.9	20,090.3

III. DOING BUSINESS IN SINGAPORE

Canada-Singapore Trade Relations

Trade relations between Canada and Singapore are carried out under the umbrella of common membership in the General Agreement on Tariffs and Trade (GATT). Most Canadian exports to Singapore enter duty-free, and Singapore's exports to Canada benefit from its beneficiary status under Canada's General Preferential Tariff.

Commercial relations with Singapore are also facilitated by the existence of a bilateral Convention for the Avoidance of Double Taxation and by a Foreign Investment Insurance Agreement.

It is difficult to obtain an accurate picture of Canada-Singapore bilateral trade due to the re-export functions of Singapore, primarily with Malaysia and Indonesia. For example, much of the Canadian potash shown in exports to Singapore is re-exported to other buyers in Asia. Similarly, Singapore's sales to Canada of crude natural rubber come from other Southeast Asian suppliers.

Major export and import items between Singapore and Canada are shown in the accompanying tables.

Opportunities for Canadian Products and Services

Changing exchange rates and changes in shipping services affect the competitiveness of Canadian suppliers for many products in the Singapore market and the surrounding countries. Competition from European, Japanese, American and Australian suppliers is quite strong but there are, nevertheless, many opportunities such as:

— Agricultural Products

Canada has sold poultry parts, smoked and frozen salmon, various processed foods, pulses and some feed additives. Although adequate volume for shipping purposes continues to be a problem, there are many opportunities both in Singapore and the surrounding countries using Singapore as a distribution base.

— Metal Engineering Equipment and Other Machinery

Considerable light industry has developed in Singapore as well as a fairly extensive process and packaging industry. Opportunities exist for the sale of machinery and also for joint ventures in manufacturing.

— **Ship Components and Transportation Equipment**

Singapore is a major shipbuilding and repair centre offering a market for many components, deck machinery, unloading equipment, etc.

— **Consulting and Engineering Services**

Although Singapore has a well developed consulting and engineering services base which operates throughout Southeast Asia and into the Middle East, there are opportunities both in Singapore and the surrounding area for engineers and consultants with expertise outside the general consulting field. Thermal generating plants and certain industrial developments in the area are examples of such opportunities where Canadian firms are likely to be competitive.

— **Other Opportunities**

There is a wide variety of other opportunities ranging from basic chemicals to electronics and various engineering, scientific and medical equipment.

MAJOR CANADIAN EXPORTS TO SINGAPORE

(\$'000s)

	1977	1978
Potassium chloride, muriate	7,274	10,575
Newsprint paper	3,600	5,064
Soya beans	859	4,236
Zinc	1,854	4,151
Polyethylene resins	405	3,471
Commercial telecommunication equipment	113	2,976
Alcohols and their derivatives	—	2,609
Wrapping paper	930	2,480
Liner board	993	2,089
Groundwood printing paper	709	2,060
Wheat	—	2,040
Mining and construction equipment	1,046	1,857
Files and rasps	944	1,329
Aircraft engines, assemblies, parts	1,018	1,320
Measuring and controlling instruments	23	865
Aluminum	273	651
Telephone apparatus	325	648
Peas	206	640
Card punch sort tab computers	359	528
Motor vehicle engines, parts and accessories	643	516
Sub-Total		
of	<u>21,574</u>	<u>50,105</u>
TOTAL	<u><u>38,019</u></u>	<u><u>61,544</u></u>

COMPOSITION BY CLASSIFICATION

	1977		1978	
	\$'000s	%	\$'000s	%
I. Live animals	63	—	15	—
II. Food products	2,369	6	4,935	8
III. Crude materials, inedible	6,704	18	4,574	7
IV. Fabricated materials, inedible	18,986	50	36,325	59
V. End products, inedible	9,502	25	15,457	25
VI. Special transactions	396	1	237	—
	<u>38,019</u>	<u>100</u>	<u>61,544</u>	<u>100</u>

MAJOR CANADIAN IMPORTS FROM SINGAPORE
(\$'000s)

	1977	1978
Crude natural rubber	42,267	40,289
Color TV sets, more than 48 cm (19 in.)	5,695	8,120
Refrigeration compressor units	5,257	7,553
Feathers, down and quills	4,161	3,842
Radio receiving sets	4,124	3,076
Typewriters, electric	1,420	2,693
Electronic components	5,955	2,535
Pepper, ground or unground	1,206	2,512
Fabrics	1,747	2,422
Tin blocks, pigs and bars	286	2,399
Calculating machines and parts	2,028	2,349
Furniture	870	2,225
Clothing	767	1,447
Color TV sets less than 48 cm (19 in.)	1,669	1,446
Toys and toy parts	770	1,326
Pineapple, canned	572	1,169
Watch movements	1,412	1,095
Coffee, green	2,040	999
Combination radio-phono sets	91	944
Veneer, hardwood	545	793
Tape players and recorders	1,083	711
Sub-Total		
of	<u>83,965</u>	<u>89,567</u>
TOTAL	<u>93,509</u>	<u>100,428</u>

Merchandising and Distribution

Public utilities, government departments and some local industries import some or most of their supplies and equipment directly and usually prefer to have a local firm handle service and

administrative details. Most business is conducted through an agent importer. There are a few very large, long-established firms of this kind which handle a wide variety of items, and a large number of small firms.

Food products are handled by importers who sell to small retailers and a few large firms which import, wholesale and retail through their own supermarkets or, in the case of chandlers, direct to shipping, oil drilling and airline companies.

More than 30 Canadian companies have their own sales offices in Singapore.

Representation

About 380 Canadian exporters have agents in Singapore, usually on an exclusive basis although some products can be handled on a non-exclusive basis for a trial period.

Care should be taken in selecting an agent or importer. Conflicting agencies should not be held by the firm. At the same time the range of products which the organization (whether a company or a department within a company) promotes should not be so large that it can live by selling a few easy-to-move items and simply take orders for the rest on a responsive basis. As always, it is best to know the people who will actually be responsible for the product.

Representation can be on an indent basis or as a stocking distributorship, depending on the product. Whatever arrangement a Canadian company has made elsewhere can probably also be made here.

A final point, it should be remembered that the degree of support (speed in answering queries, newsletters, assistance with problems, and regular visits) given by the principal is probably the most important influence on the degree of activity of the agent.

Advertising and Promotion

All the media used in Canada are available in Singapore. In some cases the advertising format is different. For example, television advertising usually takes the form of short spots in the British style. Certain media, primarily magazines, give regional coverage.

Some principals provide local representatives with an advertising appropriation based on a percentage of sales. For consumer goods where product differentiation is small — whisky is one — a large promotional budget will be required at the outset.

Promotional literature in English is acceptable (subject to the comments in Section V). The Canadian company's name, address, telephone and telex numbers should be clearly marked on all literature. It is a good idea to name the individual or department within the company that actually handles export inquiries. If a lot of literature is needed it is worth investigating to see if it could be printed more cheaply in Singapore.

Many public relations and advertising companies in Canada have offices or affiliates in Singapore and there are a number of good local firms. One of these should be consulted before embarking on an extensive promotional campaign.

Status Reports

Detailed current credit reports of the kind available in Canada are not yet available in Singapore. A few small companies do put together reports based on information from the Registrars of Businesses or Companies, bank reports, and personal interviews. The quality of these is improving and they cost from Cdn.\$40 to Cdn.\$80 each.

The Canadian High Commission can provide some information on the suitability of local firms as representatives, from which their credit worthiness can be judged.

Prices and Quotations

Prices should usually be quoted c.i.f. Singapore in Singapore, U.S. or Canadian dollars. During the early discussion stage when the Singapore buyer just wants an idea of the cost, f.o.b. prices are acceptable provided an estimate of insurance and freight costs is given as well. A Canadian forwarder can help with this estimate.

Invoices with printed offers of discounts for quick payment should not be used if the customer cannot meet the condition because of the distances involved and consequent delays in making payments due to mails.

Usual Terms and Methods of Payment

Established Singapore importers usually have an excellent payment performance record, but initially it is best to ask for payment by irrevocable letter of credit. Once the business relationship is well established a variety of credit terms can be used, but should almost always be preceded by a current credit check.

Debt Collection and Non-Payment

Legal procedures at such a distance are time consuming, expensive, complicated and often inconclusive. They should be avoided if possible. Banks can sometimes assist informally, and there are agencies in Singapore which will accept collection assignments on a part-contingency basis, but only if the buyer can be found and still has assets with which to pay.

Even if the exporter can find and re-establish title to his goods, storage charges will have to be paid, and the goods may have to be shipped back to Canada or sold locally at distress prices.

The best protection from legal problems is to know the buyer well and get up-to-date information on his credit standing.

Understanding

When confirming orders or describing products and services, the exporter should bear in mind that the Singapore buyer's first language may not be English, however well he speaks it. Singapore usage is slightly different from Canadian, and the culture and traditions are very different. Products and services should be described in concrete terms as specifically as

possible. For example, frozen meat should be said to be from "January 1979 production", rather than "fresh" or "current" production. Abstractions, particularly everyday ones such as "good", should be avoided in product description as they often mean something different to a Singaporean than to a Canadian — in Singapore the head is considered the best part of the fish. No matter what the contract or confirmation of order says, if the product or service is not up to what the customer expected he will feel cheated.

Banking Services

Singapore is better served than most cities in this regard. Some banks are listed in Section V.

Direct Shipping Services by Sea

From Eastern Canadian Ports:

Lines	Sailings	Accommodation
Barber Blue Sea Line	Twice a month from Saint John	Containers, general cargo, refrigerated cargo and bulk liquids; full containers and LCL accepted in Toronto and Montreal.

From Western Canadian Ports:

Lines	Sailings	Accommodation
East Asiatic Company	Twice a month from Vancouver	Containers, general cargo, refrigerated cargo and bulk liquids.
Fesco Lines	Monthly from Vancouver	Containers and general cargo.
Hoegh Lines	Monthly from Vancouver	Containers, general cargo, refrigerated cargo and bulk liquids.
Knutsen Line	Twice a month from Vancouver	Containers, general cargo, refrigerated cargo and bulk liquids.
Lykes Line	Monthly from Vancouver	Containers, general cargo, refrigerated cargo and bulk liquids.

Indirect Shipping Services by Sea (Transshipment)

From Eastern Canadian Ports:

Lines	Sailings	Accommodation
Japan Line) Mitsui O.S.K. Lines) NYK Line).. .. Y.S. Line)	Weekly from Saint John	Full container service; containers accepted in Montreal and Toronto.
Orient Overseas Container Line	Twice a month from Saint John	Full container service; containers accepted in Toronto and Montreal.
Zim Container Service	Three a month from Halifax	Containers, general cargo and refrigerated cargo; full containers and LCL accepted in Toronto and Montreal.

Indirect Shipping Services by Sea (Transshipment)

From Western Canadian Ports:

Lines	Sailings	Accommodation	
Orient Overseas Container Line	Twice a month from Vancouver	Full container service.	
Mitsui O.S.K. Lines) Weekly from Vancouver	Full container service.	
Y.S. Line).. ..
Japan Line)

Shipping Services by Air

There are no direct flights from Canada to Singapore. Canadian Pacific Airlines offers a good service from Vancouver to Hong Kong which connects with Cathay Pacific flights to Singapore. From Eastern Canada, Air Canada connects with Singapore Airlines in London, England, and other flights from major centres in Europe. Singapore Airlines and Continental Airlines were slated to inaugurate scheduled air services between the U.S. west coast and Singapore in the second half of 1979, pursuant to the recently concluded U.S.-Singapore Air Agreement.

Patents, Trademarks and Copyrights

Patent protection in Singapore is obtained by first acquiring a British patent and then registering it with the Registrar of Patents and Trademarks in Singapore within three years of its issue in Britain. The protection lasts as long as the patent is valid in Britain, and renewal of the patent in Britain automatically renews patent protection in Singapore. A British patent that is not registered in Singapore gives no protection.

Trademark protection is obtained from the same office as patent protection, but the search and examination are carried out by the Registrar in Singapore before the mark may be advertised in the Government Gazette. The initial registration of the trademark protects it for seven years and it may be renewed thereafter for periods of 14 years.

By Act of the Singapore Parliament, product designs and literature copyrights that are registered in Britain under the respective British laws are protected in Singapore as though they had been registered in Singapore. No further action, therefore, need be taken after registration in Britain.

Establishing in Singapore

Incentives, capital and profit transfers, etc, are covered in Section II.

There are few restrictions on the types of business that may be set up in Singapore. Banks, finance, insurance and brokerage companies must obtain a special licence as must businesses which manufacture detergents, motor vehicles and a few other products. All businesses, including individuals conducting business as nominees of foreign firms (e.g. salaried sales representatives), must be registered. There are no hard requirements for local equity participation but if this is wanted there is plenty of local capital available.

The Economic Development Board of Singapore will help anyone wishing to establish in Singapore. The board has recently set up a special section to assist in the formation of joint ventures.

Expatriate personnel usually have little difficulty obtaining Employment Passes, particularly when the enterprise is being started. Later on, replacement of non-specialized junior expatriate staff from abroad would be scrutinized in the light of the availability of Singaporeans with the required qualifications. However, senior executives, well qualified specialists and so on, would not have much difficulty in obtaining Employment Passes.

In 1977, wages ranged from Cdn.\$1.20 an hour for unskilled workers to Cdn.\$2.50 an hour for highly skilled tradesmen. Stenographers received about Cdn.\$250 a month; graduate engineers earn up to Cdn.\$875 a month. An annual bonus of a month's salary is normal, and an additional 15 to 30 per cent (up to a maximum of Cdn.\$340 a month) of wages or salary must be paid into a compulsory savings fund. This cost may be shared by the employer and employee.

Trade Fairs and Exhibitions

Specialized shows are held periodically on a small but growing scale and the plan is to make them regional attractions. The commercial division of the Canadian High Commission can advise a company if any of the fairs would be a useful way to promote its product.

IV. YOUR BUSINESS VISIT TO SINGAPORE

There is no substitute for the personal visit and, because of the high cost of travel, the best way is to include Singapore in a Southeast Asian itinerary. Information on assistance under the Program for Export Market Development can be obtained from any office of the Department of Industry Trade and Commerce or from Government of Canada Business Information Centres.

Services of the Commercial Division

The Commercial Division of the Canadian High Commission in Singapore is equipped to function as the liaison between Canadian firms and local business and industry. It actively seeks business opportunities for Canada and relays these to firms considered interested and capable. Potential buyers and sellers are introduced with guidance provided to each as required. Agents, distributors and other outlets may be recommended.

Advise and Consult the Commercial Division

When planning your first business visit to Singapore, advise the Commercial Division well in advance of your arrival. Brief the division's officers of the purpose of your visit and include several copies of product brochures. It is extremely helpful if you work out the c.i.f. prices on at least part of your product range. You should also list any contacts you may already have made with the Singapore business community.

If your product is specialized or highly technical, information on what it is used for, what sort of companies use it, what sort of agents carry it and what other lines they are likely to be carrying, helps to avoid the waste of time spent on finding these things out locally. It may also prevent unsuitable appointments and the waste of your time.

This information is even more important if you are selling services, because you are selling something that cannot be seen to someone who may not fully understand your descriptive language and may never have realized that your services could help him.

This product information is particularly important when you are travelling with an organized group of businessmen. The Commercial Division is trying to prepare itineraries (and, usually a few extras) for the others in the group at the same time. It is easy to assume that the group organizer is looking after your particular interests, but he simply cannot unless you help.

When to Go

Anytime, except for the few holidays outlined in Section I. It's summer year round.

How to Get There

CP Air via Hong Kong or eastward via Europe the fare (approximately Cdn.\$2,020 return) and the distance is about the same. Canadian Pacific flights connect with regional flights in Hong Kong and both Air Canada and CP Air connect with major airlines to Singapore and other Southeast Asian airports.

Travel in Singapore

Distances are short — the longest trip is no more than 45 minutes. Taxis are cheap and plentiful (except at rush hour) and may be hired by the hour for about Cdn.\$6.50. Bus service is good, but crowded. If you have had contacts with a potential representative and he is interested, he will often put a car and driver at your disposal. Frequent air services operate to other points in the region.

Hotels and Restaurants

Most international chains have a hotel in Singapore and there are some excellent local hotels. Your travel agent can assist you in making reservations. If you have difficulty, the Commercial Division will be happy to try and help.

Dining in Singapore is a joy. First class European food is available in international or specialized cuisines — Italian, German, Swiss — and the traveller can also try excellent meals in the Malay, Indonesian, Indian and Chinese traditions.

Travel Documents

Canadians holding a valid passport receive a two-week visit pass on entry and have little difficulty in getting another. Business visitors do not require a visa. Holders of Canadian Certificates of Identity should obtain a visa before arriving.

Care should be taken to investigate visa requirements, for example, in Australia and Indonesia, for onward travel. In Singapore it can take from one day to several weeks to obtain visas to enter other countries.

Health Certificates and Health Tips

A valid International Certificate of Vaccination against smallpox is required and against yellow fever if the traveller has passed through an infected area.

Immunization against cholera is recommended and, although Singapore has little if any malaria, travellers planning to go elsewhere in the area, particularly in the countryside, should start a course of anti-malarial pills before arriving.

Useful Extras

Seasoned business travellers bring a number of useful business and other supplies. Among these are:

Company stationery for writing thank-you notes, confirming appointments, etc.

Business cards — at least 10 for each working day for your first trip

Small giveaways with your firm's name printed on them

Extra passport photos for visas, etc.

Sales literature and samples

Business Calls

Plan on making three to five calls a day. It is most important to make a complete presentation on the first call. This should include literature, specifications, samples if possible, and all the price, delivery and quality-control information a buyer needs to evaluate the seller's capabilities against his current sources. Many buyers keep up-to-date records on their suppliers and a favourable impression is made if a resumé such as the following can be supplied at the time of the first visit:

- Vendor's name, address and telephone number
- Name, address and telephone of local representative, if applicable
- Date established
- Size of Plant
- Number of employees
- Principal products
- Location of plants
- Description of production facilities and equipment
- Transportation facilities
- Approximate annual sales volume

- List of three representative customers
- Copies of advertisements published in Canada
- Financial and credit rating

Government or public board officials will usually not accept invitations and never gifts of any value.

Follow-Up

Appropriate follow-up can be crucial to the success of your business visit to Singapore. Thank-you notes, brochures and requested information should be sent promptly and by air mail. Regular contact should be maintained with the Trade Commissioner, representatives and important customers. Another visit should be planned if there is any business potential at all.

V. CUSTOMS REGULATIONS AND DOCUMENTATION

Canadian Export Documents

All Canadian exports must be accompanied by Canadian customs export form B-13. Canada Customs requires three copies at the time of export, and one numbered copy will then be returned to the exporter. If required, exporters may submit four copies, and request that two be returned.

Should the goods be returned to Canada for any reason, two numbered copies of the B-13 must always accompany the Canada Customs entry as proof of export (one may be a photocopy). B-13 forms may be obtained from Canada Customs offices across Canada.

Where goods being exported are valued at \$500 or less, and are not subject to controls of any kind, no B-13 form is required. In this case, however, the transportation company's documents must show a description of the goods and the declared value for customs purposes.

Exporters who meet certain criteria may be permitted to report their exports using a summary B-13 form on a monthly basis. For further details on your firm's eligibility, contact your Canada Customs Regional Office.

Import Licences

General

Most goods are permitted under Open General Licence. However, a few commodities are subject to specific import licensing, and these are named in two lists which are amended from time to time. Imports currently included on these lists are rice and radioactive isotopes and irradiating apparatus. The latter requires a specific import licence from the Radiation Protection Inspectorate, Department of Chemistry.

Pharmaceuticals and chemicals, radio equipment, arms and explosives and crash helmets require varying degrees of additional endorsement.

Imports of all goods originating from the following countries require special import licences: Albania, Czechoslovakia, Cuba, East Germany, Vietnam, People's Republic of China and People's Republic of Mongolia.

Meat, Animals and Food Products

In addition to an import licence, birds, animals, meat and meat products, coloured skimmed milk, animal fertilizers and veterinary products require prior approval from the Primary Production Department. Additional requirements for imports in these categories are:

- Veterinary Certificate — required for animals and birds, including dead and stuffed birds.
- Date of slaughter must be declared.
- Inspection Certificates (Canadian) and method of processing certificates are required by the Primary Production Department.
- Special permits must be obtained from the Primary Production Department prior to the import of rendered edible and inedible fat of animal origin or products containing such fat. Products must be accompanied by certificates signed by a government veterinary authority in the country of origin.
- Special requirement for fresh pork: Canadian meat inspection certificate must state that Canada was free from foot and mouth disease and rinderpest during last six months prior to date of export and, further, must certify that Canada or the producing district was free from swine fever and trichinosis during the prior six months. All imported pork is subject to inspection by Singapore Veterinary Division.
- Transshipment of meat: fresh and frozen meat products, if containerized, may be transshipped in the U.S. and, if certain conditions are observed, in Japan. If they are transshipped anywhere else in Asia or the Americas they will be refused entry in Singapore. Obtain details from your importer or Asia Division Pacific, Africa and Asia Bureau, Department of Industry, Trade and Commerce, Ottawa.
- Processed food imports must be inspected and approved by the Ministry of Health.
- Brandy and whisky certificates are required certifying that product has been stored in wood for not less than three years. Products such as whisky and gin must give the minimum specified alcohol content. If it is less, they may not be labelled or sold as e.g. "Gin", "Whisky".

All livestock must come by direct shipment to Singapore. Prior permit is obtainable from Singapore Government Primary Production Department, Ministry of National Development, Maxwell Road, Singapore (Cable Address "AGRIVET" SINGAPORE). Imported pigs, upon arrival, are subject to quarantine for at least 28 days (details of permit and health certification requirements are available from Agriculture Canada, Ottawa).

Restrictions and Prohibitions

Imports of the following items are prohibited: cigarette lighters in the shape of a pistol or revolver; firecrackers; toy currency notes and coins. Imports from Rhodesia and South Africa are prohibited. Certain imports from Japan may not enter under Open General Licence. No soil is allowed into Singapore.

Import Duties

The Brussels Tariff Nomenclature was adopted January 1, 1975. Duties in Singapore are mainly for revenue and are levied on alcoholic beverages, tobacco products and petroleum products for domestic consumption. In addition, protective duties are levied on clothing, certain food products, cosmetics, tires, cars, room air-conditioners, television sets and a few other items.

Approximately two-fifths of the duties are levied on a percentage basis and two-fifths on an ad valorem basis, depending on which is higher. Ad valorem, based on the Singapore Customs open-market value, is the c.i.f. value of goods plus cost (one per cent of c.i.f. value to cover handling and most other incidental expenses) for imports directly from manufacturers or suppliers, or c.i.f. value plus cost and agent commission for imports made through an agent.

It should be noted that most exports to Singapore enter duty-free.

Documentation

Consular Invoice: Not required.

Bill of Lading: Should show name of shipper, consignee and the vessel; exporter's mark and number of packages; description of the goods. In addition to weight in pounds and measurements in cubic feet, weight and measurements in metric must be shown. Also include port of destination, listing of freight and other cargoes, number of bills of lading in a full set, and the date and signature of the carrier's official acknowledgement of receipt of goods on board. The information should correspond with that shown on invoice and packages.

Packing List: A packing list is required.

Certificate of Origin: Two copies of a separate certificate of origin are required in the following instances: goods for which Commonwealth status is claimed; goods which customs officials have reason to believe may be imported to evade anti-dumping duties; goods which might be believed to be of South African or Rhodesian origin; and, for banking purposes only, when dollars exchange is supplied by local control authorities. Consular legalization is not required. The Control of Imports and Exports Act is administered by the Department of Trade, Ministry of Finance. Under this act there is no requirement that products be marked with the country of origin.

Commercial Invoice: Four copies should be sent under separate cover to the consignee in Singapore; original must be submitted to customs authorities. No special form is required but the invoice must be signed by a responsible person of the firm, and must show proper description of the goods, quantity and weight in metric units, f.o.b. and c.i.f. value, country of origin, name and number of the carrier vessel or aircraft, indent/contract note reference, invoice number, any commission or discount.

Samples and Advertising Material

Samples of no commercial value are admitted duty-free; other samples are subject to customs duties. Dutiable samples may be brought in by commercial travellers under bond or under deposit of duty. The bond or deposit will be refunded (except for liquor and tobacco samples) when the samples are exported within a specified period of time.

Catalogues, price lists and trade notices are admitted duty-free, provided that each consignment consists of only one document; or if it consists of more than one document, only one copy of each document is included; or if the weight of the entire consignment does not exceed one kilo, regardless of the number of documents. Advertising material relating to liquor and tobacco is dutiable, and there are various restrictions on cigarette advertising.

Labelling

Labels are required on imports of food, drugs and liquors, and must specify the country of origin. Labelling regulations concerning constituents, weights, measures, description of contents, lettering, pictorial representation, defined standards, etc, vary according to the products involved.

Drugs and medicine must be labelled to indicate the amount of active constituents or ingredients. Cosmetics and toilet preparations containing lead hexachlorophine or its components are prohibited. Where applicable, drugs, medicines and cosmetics are subject to the provisions of the Singapore Poisons and Dangerous Drugs Ordinance. Yard goods must show country of origin and amount of yardage in English conspicuously stamped on each piece.

Marking

There are no special regulations but, in line with sound shipping practice, packages should show the consignee's mark, including port mark, and they should be numbered unless the shipment is such that the contents of the packages can be readily identified without numbers.

Entry

When goods reach the port of Singapore the importer must present to the carrier's agent an appropriate import declaration approved by the Registrar of Imports and Exports in exchange for a delivery order which entitles him to take delivery of his shipment. Customs permits for dutiable goods must be obtained from customs officials, and goods must be landed at a quay, wharf, customs airport or other designated place. Goods that are loaded, landed, transshipped or removed contrary to this procedure are liable to seizure. If goods are not accounted for within a prescribed period, fines are levied. Penalties are also imposed for goods not satisfactorily accounted for in event of short shipment, short lading or overlading. Non-dutiable imports are not subject to customs control except in cases such as food and agricultural products where special certificates are required.

Transit

In the case of entrepôt or intransit goods, an export permit is required. Consignment and/or destination of entrepôt goods may not be changed without authorization from the country of origin. In the case of dutiable goods in transit, a customs transshipment permit is also required. Storage charges are levied three days after the date of discharge of goods from the vessel is completed.

Much of Singapore's transit trade is handled within the Free Trade Zone area where goods may be loaded, stored, repacked and transshipped. Goods do not pass through Singapore Customs unless they are removed from this area.

Re-Export

Goods on which duties have not been paid may be re-exported without payment of duty if they are removed under customs control and checked out at the port or boundary station.

All or part of the customs duty may be refunded on goods imported and re-exported within a prescribed period, although this practice generally is not encouraged. This applies also to goods imported, manufactured and then re-exported.

Warehousing

No storage charges are levied if goods are cleared from the Port of Singapore Authority transit warehouses within 72 hours of discharge by the carrier.

Packing

External packing must be able to withstand Singapore's tropical conditions of heat and extreme humidity. Protective measures must be taken to prevent rusting of metal, mildew of leather and textiles, and degeneration of foodstuffs. Weatherproofed and greased wrappings for metal items and airtight containers for foodstuffs are important. Crates and boxes should be well made to withstand rough handling and discourage pilferage.

Exchange Control

There is no limit to the amount of money that may be remitted from Singapore for legal imports. Applications for currency must be filled out by importers but these may be approved by any bank provided that: (a) the value of the transaction is less than S\$20,000 (Cdn.\$11,000), (b) the importer can provide documentary proof of the existence of the transaction, and (c) the goods have actually been shipped and are on the way. For amounts more than S\$20,000, Monetary Authority approval is required but this is usually obtained without difficulty as the primary object of the controls, normally, is to enable the authority to monitor the flow of exchange, not to control it.

Singapore exporters and other resident individuals and companies can move foreign exchange into Singapore without limit, although investments in Singapore sometimes require approval. Singaporeans may not hold or invest more than S\$100,000 (Cdn.\$55,000) in foreign currency, stock, etc., without Monetary Authority approval, usually obtainable for worthwhile projects. Less than S\$100,000 can be held in foreign assets if a declaration is made to any commercial bank that total holdings do not exceed this figure.

Non-residents may invest in Singapore without difficulty, as approval is easily obtained. Repatriation of capital and profits requires approval as well, but this is almost automatic.

VI. SERVICES FOR EXPORTERS

Export Development Corporation

Of vital importance to Canadian businessmen is the Export Development Corporation (EDC), a Crown corporation which 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 non-payment 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 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 non-recourse 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.

EDC, which succeeded the Export Credit Insurance Corporation in October 1969, has its head office in Ottawa (mailing address: P.O. Box 655, Ottawa, Ontario K1P 5T9). Branch offices are maintained in Montreal, Toronto and Vancouver. EDC is also represented by regional offices of the Department of Industry, Trade and Commerce.

Program for Export Market Development

In 1972, the Department of Industry, Trade and Commerce initiated a Program for Export Market Development (PEMD) designed to assist individual firms in their particular marketing endeavours. Briefly, financial assistance may be provided to cover:

1. precontractual and bidding costs for specific capital projects
2. travel and related costs in market identification and market adjustment
3. costs of individual participation in foreign trade fairs
4. specified costs of bringing foreign buyers to Canada

Applications and information can be obtained at the nearest regional office, Department of Industry, Trade and Commerce (in the respective provinces).

Fairs and Missions

In order to further stimulate Canadian exporters in developing business in foreign markets, the Promotional Projects Branch, Department of Industry, Trade and Commerce, Ottawa, administers the following promotion programs:

1. participation in trade fairs abroad
2. trade missions to and from Canada
3. in-store promotion; point-of-sale displays
4. export-oriented technical training for buyer's representatives

For further information, write to:

Director
 Promotional Projects Branch
 Department of Industry, Trade and Commerce
 Ottawa, Ontario K1A 0H5

or contact the nearest regional office of the Department of Industry, Trade and Commerce.

Banking

Five Canadian banks have branches in Singapore:

Toronto-Dominion Bank
 Shenton House
 3 Shenton Way
 Singapore 1
 Tel: 2205-322

Canadian Imperial Bank of Commerce
 Tower 1401, DBS Building, 14th Floor
 Shenton Way
 Singapore 1
 Tel: 2208-228/9

Bank of Montreal
 UIC Building, 9th Floor
 5 Shenton Way
 Singapore 1
 Tel: 2201-688, 2207-266

Royal Bank of Canada
 UIC Building, 32nd Floor
 5 Shenton Way
 Singapore 1
 Tel: 2204-467

Bank of Nova Scotia
 Finlayson House, 1st Floor
 Singapore 1
 Tel: 918-614

Major local banks in Singapore include:

The Hong Kong & Shanghai Banking Corporation
 Ocean Building
 Singapore 1
 Tel: 918-644

The Chartered Bank
 Battery Road
 Singapore 1
 Tel: 918-666

Overseas Chinese Banking Corporation
Upper Pickering Street
Singapore 1
Tel: 93-771

Overseas Union Bank Ltd.
Raffles Place
Singapore 1
Tel: 96-091

United Overseas Bank Ltd.
1 Bonham Street
Singapore 1
Tel: 919-988

Development Bank of Singapore
DBS Building
Singapore 1
Tel: 2201-111

VII. USEFUL ADDRESSES

In Singapore

Canadian High Commission
Faber House, 7th and 8th Floors
230 Orchard Road
Singapore 9
Cable: CANADIAN, SINGAPORE
Tel: 371-322
Telex: RS 21277

CP Air
c/o Cathay Pacific Airlines
Ocean Building, 14th Floor
Singapore 1
Tel: 911-811

Economic Development Board
Fullerton Building
Singapore 1
Tel: 982-111

Singapore Tourist Promotion Board
Tudor Court
Tanglin Road
Singapore 10
Tel: 633-611

Department of Trade
Suite 201, 2nd Floor
World Trade Centre
Telok Blangah Road
Singapore 4
Tel: 2719-388

Singapore International Chamber of Commerce
Denmark House
Finlayson Green
Singapore 1
Tel: 981-255

In Canada

Asia Division
Bureau of Asian and Pacific Affairs
Department of Industry, Trade and Commerce
Ottawa, Ontario K1A 0H5
Tel: (613) 992-0356

In the United States

Singapore High Commission for Canada
c/o Permanent Mission of Singapore to the
United Nations
No. 1 UN Plaza, 26th Floor, New York
NY 10017

Tel: (212) 826-0840

(The Permanent Representative is also
accredited to Canada as High Commissioner).

Singapore Economic Development Board
500 North Michigan Avenue, Suite 810
Chicago, IL 60611
Tel: (312) 644-3730

Singapore Economic Development Board
745 Fifth Avenue, Suite 1509
New York, NY 10022
Tel: (212) 421-2203

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	P.O. Box 6148 127 Water Street St. John's, Newfoundland A1C 5X8	Tel: (709) 737-5511 Telex: 016-4749
NOVA SCOTIA	Suite 1124, Duke Tower 5251 Duke Street, Scotia Square Halifax, Nova Scotia B3J 1N9	Tel: (902) 426-7540 Telex: 019-21829
NEW BRUNSWICK	Suite 642, Eastern Canada Building 440 King Street Fredericton, New Brunswick E3B 5H8	Tel: (506) 452-3190 Telex: 014-46140
PRINCE EDWARD ISLAND	P.O. Box 2289 Dominion Building 97 Queen Street Charlottetown, Prince Edward Island C1A 8C1	Tel: (902) 892-1211 Telex: 014-44129
QUEBEC REGION	Suite 600, 685, rue Cathcart C.P. 1270, Station B Montréal (Québec) H3B 3K9	Tel: (514) 283-6254 Telex: 012-0280
QUEBEC CITY	2, Place Québec Suite 620 Québec (Québec) G1R 2B5	Tel: (418) 694-4726 Telex: 051-3312
ONTARIO	Commerce Court, West 51st Floor P.O. Box 325 Toronto, Ontario M5L 1G1	Tel: (416) 369-3711 Telex: 065-24378
MANITOBA	507 Manulife House 386 Broadway Avenue Winnipeg, Manitoba R3C 3R6	Tel: (204) 949-2381 Telex: 075-7624
SASKATCHEWAN	Room 980, Avord Tower 2002 Victoria Avenue Regina, Saskatchewan S4P 0R7	Tel: (306) 569-5020 Telex: 071-2745

**ALBERTA
NORTHWEST TERRITORIES**

500 Macdonald Place
9939 Jasper Avenue
Edmonton, Alberta
T5J 2W8

Tel: (403) 425-6330
Telex: 037-2762

**BRITISH COLUMBIA
YUKON**

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

