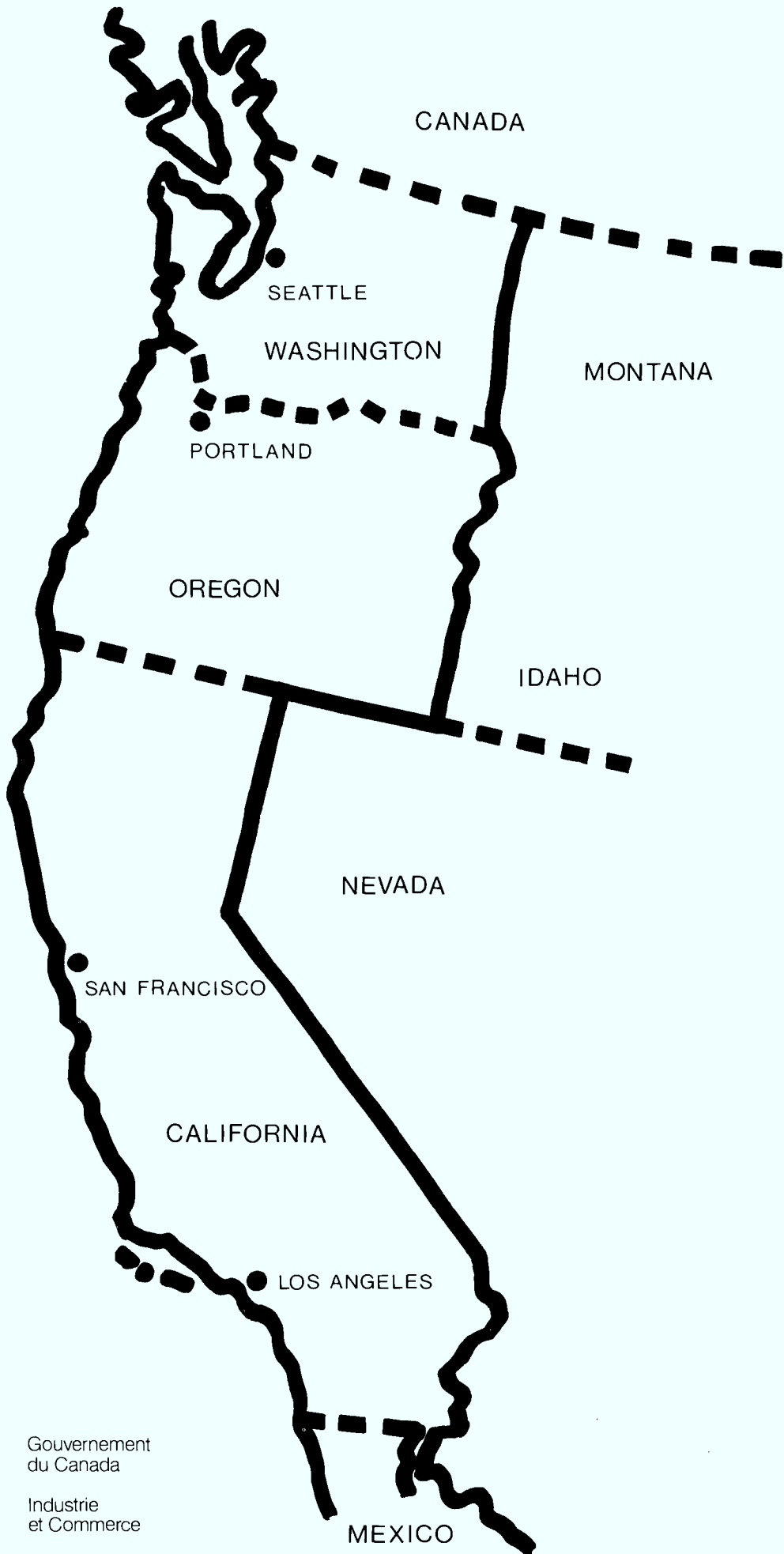


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markets
for canadian
exporters

UNITED STATES

WEST COAST



CANADA

SEATTLE

WASHINGTON

MONTANA

PORTLAND

OREGON

IDAHO

NEVADA

SAN FRANCISCO

CALIFORNIA

LOS ANGELES

MEXICO



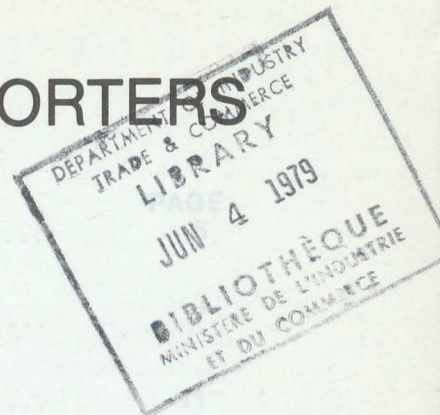
Government of Canada

Gouvernement du Canada

Industry, Trade and Commerce

Industrie et Commerce

MARKETS FOR CANADIAN EXPORTERS WEST COAST



- I GENERAL
- II ECONOMY AND INDUSTRY
- III MARKETING SERVICES

TRADE OFFICE RESPONSIBLE: TOTAL TRADE TERRITORY:

LOS ANGELES:

States of Arizona, California (10 southern counties), Clark County in Nevada, New Mexico

SAN FRANCISCO:

States of California (except the 10 southern counties), Colorado, Hawaii, Nevada (except Clark County), Utah, Wyoming

SEATTLE:

States of Alaska, Idaho, Montana (west of the Divide), Oregon, Washington

VIII CUSTOMS REGULATIONS AND DOCUMENTATION

IX USEFUL ADDRESSES

FOR FURTHER INFORMATION:

Commercial Section
Canadian Consulate General
510 West Sixth Street
Los Angeles, CA 90014
Tel: (213) 627-9511
Telex: 00674119 (DOMCAN LSA)

Commercial Section
Canadian Consulate General
412 Plaza 600
Sixth and Stewart
Seattle, WA 98101
Tel: (206) 447-3820
Telex: 032-8762 (DOMCAN SEA)

Commercial Section
Canadian Consulate General
One Maritime Plaza
Alcan Building, Suite 1100
Golden Gateway Center
San Francisco, CA 94111
Tel: (415) 981-2670
Telex: 0034321 (DOMCAN SFO)

United States Division
Western Hemisphere Bureau
Department of Industry, Trade and Commerce
C. D. Howe Building
235 Queen Street
Ottawa, Ontario K1A 0H5
Tel: (613) 992-4638
Telex: 053-4124

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I. GENERAL

Area, Geography and Climate

CALIFORNIA

Northern California consists of 258,123 km² (99,700 sq. mi.). The nine counties encircling the San Francisco Bay form this area's population centre. Forming one of the world's outstanding harbours, the Bay covers 1,164 km² (450 sq. mi.) and ranges from 4.8 km (3 mi.) to 19.3 km (12 mi.) in width and up to 77 km (48 mi.) in length.

The 10 counties which comprise southern California cover 152,751 km² (59,000 sq. mi.). Los Angeles, Long Beach and San Diego have large harbours which play major roles in California's international trade.

The 112,088 km² (43,294 sq. mi.) Central Valley in northern California is the state's most predominant geographic feature. Varying in width from 32 to 97 km (20 to 60 mi.) and extending for more than 644 km (400 mi.), this agriculture rich area has kept California as the number one farm state for three decades. Another interesting geographic fact is that California has the highest and lowest points, within only 138 km (85 mi.) of each other, in the conterminous 48 states: Mt. Whitney, 5,418 m (14,494 ft.) high and Death Valley, 86 m (282 ft.) below sea level.

In general, California has one of the most pleasant and livable climates in the world. Los Angeles has a slight edge over the San Francisco Bay area in number of sunny days. In January, the average temperature for Los Angeles is 13°C (56°F) compared to San Francisco's 10°C (50°F). During the summer, Los Angeles has an average of 23°C (73°F) with San Francisco averaging 16°C (62°F), although this average increases to 26°C (78°F) within 32 km (20 mi.) north, east or south of the city.

The light rainy season for northern California begins in October and ends in April while southern California has an occasional wet season lasting from November through March.

WASHINGTON

The picturesque coastal State of Washington has an area of 176,549 km² (68,192 sq. mi.) making it 20th among the states in size. The Cascade Mountain Range divides the state into two distinct regions. Most of the population is located in the western region on the shores of Puget Sound. The Puget Sound region is bordered on the west by the Olympic Range and on the east by the Cascades. Here vegetation is abundant and many varieties of trees (especially firs) grow to spectacular heights due to the rainfall and temperate (marine west coast) climate. Puget Sound, a large body of water dotted with many islands, and natural deep port locations, provides direct access to the Pacific Ocean from the major ports of Seattle and Tacoma. These two cities are also the largest urban centres in Washington state. The second region, located east of the Cascades, consists of a semi-arid plateau where mostly dry farming (wheat and other grains) dominates the large agri-business economy of eastern Washington.

The State of Washington has two climates. In the Puget Sound area, west of the Cascade Range, the climate is mild with very little snow but rain is plentiful and the area has many days with overcast skies. On the east side of the mountains it is more continental with hot, dry summers and cold dry winters.

OREGON

The State of Oregon, located directly to the south of Washington, has an area of 251,083 km² (96,981 sq. mi.), making the state 10th in size. It, too, is divided into two geographical areas by the Cascade Mountains. As in Washington, most of the population resides in the western region, often referred to as the Willamette Valley area. Densely forested with coniferous trees, many parts of this valley have direct access to the Pacific Ocean by way of the Willamette and Columbia Rivers. Portland, the largest city in Oregon, is also an important ocean port located on the Columbia River. The second region, east of the Cascades, is a semi-arid area, very similar to eastern Washington.

Climatic conditions in Oregon are similar to those of Washington except that temperatures are slightly warmer in Oregon.

ALASKA

Alaska has an area of 1,518,221 km² (586,412 sq. mi.) making it the largest state in the U.S.; however, it has the smallest population. The lower part of the state, known as the Panhandle, runs along the coast between British Columbia and the Pacific Ocean. It is a very mountainous area covered with forests. The lower part of the mainland region consists of valleys and plateaus and it is here that much of Alaska's activity is centred. The central part of Alaska is occupied by various chains of rugged mountains, one of which includes the highest peak in North America, Mount McKinley, 6,198 m (20,334 ft.). This state has some 8,878 km (5,517 mi.) of coastline and reaches across four different time zones.

The State of Alaska has a wide range of climates due to its large area. Around the largest city, Anchorage, the climate is similar to Montreal. Fairbanks has a climate similar to the Winnipeg area. Juneau, located in the Panhandle, is similar to Vancouver with up to 400 cm (157.5 in.) of rain.

HAWAII

Hawaii is located about mid-Pacific, 3,682 km (2,400 mi.) from California, its nearest neighbour. The state forms a chain that consists of eight major islands (seven are populated) and 124 minor islands. The total area of Hawaii is 16,699 km² (6,450 sq. mi.). Thus, it is unique in geographic location and economic make-up. Occupying such a position, it has become the crossroads of the Pacific.

The islands are actually the visible peaks of huge volcanic mountains. Mauna Kea 4,204 m (13,796 ft.) above sea level and Mauna Loa 4,169 m (13,677 ft.) above sea level, the most dominant peaks, are also located on the largest island of "Hawaii".

With a temperature range that seldom falls below 18°C (65°F) or seldom exceeds 29°C (85°F), tremendous outdoor activity and an informal life style are the norm. Rainfall varies considerably with an average at Honolulu of 56 cm (22 in.) annually, yet an annual average of 398 cm (137 in.) at Hilo. In addition there are cooling tradewinds about 90 per cent of the time.

Public Holidays

The following days are observed as public holidays in all states (except where noted):

New Year's Day	January 1
Washington's Birthday	3rd Monday in February
Kuhio Day (Hawaii)	March 26
Seward's Day (Alaska)	Last Monday in March

Good Friday	Businesses close from noon to 3 pm
Memorial Day	Last Monday in May
Kamehameha Day (Hawaii)	June 11
Independence Day	July 4
Admission Day (Hawaii)	3rd Friday in August
Labor Day	1st Monday in September
Columbus Day	2nd Monday in October
Alaska Day (Alaska)	October 16
Veterans Day	November 11
Thanksgiving Day	4th Thursday in November
Christmas Day	December 25

Local Time

California, Washington and Oregon operate under the Pacific Time Zone. Daylight Saving Time is observed commencing at 2:00 a.m. on the last Sunday in April and ending at 2:00 a.m. the last Sunday in October.

Alaska and Hawaii operate under the Hawaii-Alaska Time Zone. Hawaii has exercised its option to forego the time change to Daylight Saving Time.

Weights and Measures

The U.S. measures that differ from those used in Canada and metric equivalents are:

1 U.S. pint	16 U.S. fluid ounces	473 millilitres
1 U.S. quart	32 U.S. fluid ounces	946 millilitres
1 U.S. gallon	128 U.S. fluid ounces	3.79 litres
1 Imperial gallon	1.36 U.S. gallons	4.55 litres
1 Imperial fluid ounce	0.961 U.S. fluid ounces	2.84 millilitres

II. ECONOMY AND INDUSTRY

CALIFORNIA

General

Although not "recession proof", California's highly diversified industrial and agricultural economic base reduces the adverse effects of any economic recession. Heavy mechanization of industry and agriculture provides many opportunities for high technology products from Canada. The state's large population, which almost equals Canada's total, results in an enormous consumer products market.

Agriculture

California has led all other states in agricultural output for the past 30 years. Gross farm income now exceeds U.S. \$9 billion annually derived from more than 250 commercially grown crops. Farms are large and highly mechanized. With agricultural land selling at over U.S. \$2,000 per acre, yield is crucial to a farm's success.

The Central Valley of northern California and the Imperial Valley in the south end of the state produce the vast majority of agricultural products. In fact, the Central Valley produces 55 per cent of the state's agricultural output.

Food Processing

With the size of California's agricultural industry it is understandable that food processing is also a leading industry. In fact, food processing is the leading manufacturing activity in the San Francisco Bay Area and the Central Valley. A large (ranked number three) industry exists in southern California also.

Other Manufacturing

The electronics industry is a leading industry in both the south and the north — it is number one in the south and places second in the top half of the state. Electrical and non-electrical machinery rank high throughout California, as do fabricated metals and apparel.

The south end of the state also has significant industries in such fields as defence equipment (aerospace) and transportation equipment (ground and air). San Diego, at the bottom of California, has a substantial ship building industry.

Mineral Production

California is a net importer of oil and natural gas but has considerable production capacity in both areas. The central and southern areas of the state account for 75 per cent of the state's production of these products. Other important minerals mined are boron, sand, gravel, iron ore and stone. Salt and sulphur are produced in the San Francisco Bay Area.

Tourism

Tourism is recognized as a major industry in California. Geographic diversity and an excellent climate, as well as numerous man-made attractions, draw vacationing and convention-bound tourists from throughout the world. Approximately eight million visitors enjoy California's offerings annually.

Government tourism agencies at state and local levels are dedicated to the promotion of tourism.

Motion Pictures, Radio and Television

Los Angeles, with its Hollywood section, continues to be "the movie capital of the world" and accounts for about two-thirds of the nation's motion picture production. There are 1,200 firms in the movie industry in Los Angeles giving direct employment to 40,000 people with an annual payroll of \$500 million. Radio and TV broadcasting is another basic activity comprising roughly 125 firms with more than 12,000 employees and a payroll in excess of \$180 million.

WASHINGTON AND OREGON

Forestry

The forest industry is the leading source of employment with more than 120,000 people involved in harvesting and processing wood products. Pulp, paper, lumber, plywood, particle board and logs are just a few of the end products manufactured locally. Most of the major U.S. corporations, within this sector, have production facilities within the two states while Weyerhaeuser, Louisiana Pacific and Georgia Pacific have established their headquarters here. Forecasts indicate that more than \$5 billion will be invested in capital equipment in this sector in the last half of the 1970s.

Transportation Equipment

This sector is the second major industrial activity and includes the construction of such well-known products as:

- 1) Commercial jet airplanes, missiles, military aircraft and advanced spacecraft. The national leader in the design and development of aircraft has headquarters in Seattle and has produced more than one-half of the commercial jets in the Western world.
- 2) Class-7 and 8 trucks built in both Seattle and Portland.
- 3) Railroad rolling stock built in both Seattle and Portland.
- 4) Ships built by five of the nation's leading shipyards located in the Seattle and Portland areas.
- 5) Forklifts built in Portland.
- 6) A variety of off-highway mining equipment built in Portland.

Machinery

The machinery industry here consists primarily of forest related machinery and construction equipment, with many suppliers and manufacturers of capital equipment for both regional and national markets. The area also produces a relatively important share of U.S. manufactured electronic equipment and components. The construction of nine nuclear power plants may be fostering the creation of another important sector.

Agriculture and Food Processing

Agriculture and food processing combined constitute the single most important element of the Washington/Oregon industrial base. Wheat is the main crop because of the area's diversified geography and climate. A great variety and quantity of vegetables and fruits are produced such as potatoes, green beans, asparagus, corn, apples, pears, cherries, grapes and berries of many varieties. The area has consistently ranked among the top producers in the nation for these crops. Also of importance in this region are livestock, the dairy industry and the fishing industry with the major harvests of salmon and crab.

ALASKA

There is very little agricultural activity in Alaska because of unfavourable climatic conditions. However, some potential exists. Traditionally, fishing has been the major economic activity followed closely by forestry and tourism.

The recent oil and gas field discoveries are rapidly altering the Alaskan way of life making this economic sector the predominant one. Construction of the Trans-Alaska Pipeline necessitated the creation of a large service sector. Over the past three years, the transportation industry has had to expand load capacity more than five-fold between Seattle and Anchorage. The city of Fairbanks saw its population double as a result of the pipeline project which in turn created shortages in housing, roads, utilities and schools. Warehousing capacity has been growing at an accelerated pace in order to accommodate the ever-increasing flow of machinery, industrial supplies and consumer goods needed to support the pipeline construction project. Although the Trans-Alaskan Pipeline has been completed, the infrastructure that was created will need to be expanded when construction begins on the Alaska Highway Gas Pipeline Project.

Two other important activities are offshore oil and gas exploration in the Gulf of Alaska and local investment and development by newly created native corporations. Mining is another sector with interesting long-term potential for large-scale development.

HAWAII

To understand Hawaii's economy, one must understand its delightful climate and natural beauty, isolation, militant unionism and especially its strategic location. It is the U.S. military's "door in the Pacific".

Industry

Federal spending in the Hawaii region in 1977 was \$2.4 billion of which \$1.2 billion was earmarked for defence expenditures. Federal spending ranks number one in the economic structure, followed by tourism, exceeding \$1.6 billion in 1977, and construction which exceeded \$800 million.

Agriculture

A plethora of small farms produce a wide variety of vegetables, melons and fruits. Probably most notable of these are papayas, macademea nuts and coffee. Sugar cane and pineapple are the mainstay crops and also generate the single largest amount of manufacturing because of various processing operations.

III. MARKETING SERVICES

CALIFORNIA

Transportation

Air: Excellent air transportation networks (both cargo and passenger) exist between Canada and California. Both CP Air and Air Canada fly into San Francisco and Los Angeles. Additionally Western Airlines, American Airlines and United Airlines have numerous direct and connecting flights from Canadian cities.

Road: California's famous freeway system ensures easy travel and fast, convenient product distribution by common carriers within the area. California's system connects with the excellent freeways of neighbouring states.

Rail: Cargo service is available throughout the area. Contact your local rail agent for details on shipping to California.

Water: The coastal ports of San Francisco, Oakland, Los Angeles, Long Beach and San Diego, as well as the inland waterway ports of Stockton and Sacramento, have complete facilities to handle bulk, palletized and containerized cargoes.

Warehousing

Public warehousing, bonded and unbonded, is readily available throughout California. In addition, many private firms have their own warehousing facilities. Distribution within California from public warehouses is very costly due to high costs of land and labour and because of an extremely complex common carrier tariff schedule.

Also, Foreign Trade Zones are in operation. A discussion of these zones appears at the end of this Marketing Services Section.

Financial

San Francisco is the financial centre of the western United States. Besides being the headquarters location for the Bank of America, Wells Fargo Bank, Bank of California, United California Bank and several small banks, six Canadian banks maintain agent offices in San Francisco. Three of these Canadian financial institutions also have fully incorporated California subsidiaries.

Los Angeles rivals San Francisco as the financial centre of the western United States. Needless to say banking facilities are complete and highly sophisticated. Besides the numerous U.S., Japanese and European banks, there are several Canadian banks with agency operations.

Refer to "Useful Addresses".

Customs Brokers

Numerous highly qualified customs brokers are located in northern and southern California. A partial list of these firms can be found in the "Useful Addresses" section of this booklet.

WASHINGTON, OREGON AND ALASKA

Transportation

Air: Excellent air transportation networks exist between Canada and the northwest states. The carriers involved are Pacific Western Airlines (Vancouver/Seattle), United Airlines (Seattle/Vancouver), Hughes Air West (Calgary/Spokane), Northwest Orient (Edmonton/Anchorage), Western Airlines (Vancouver/Portland).

Road: An excellent all-weather road system exists throughout the territory. Common carriers are permitted to use double or single trailer rigs up to 19.8 m (65 ft.) in overall length. Alltrans is the only Canadian carrier operating between Vancouver and Seattle on a daily basis. The highway distance between the two cities is 209 km (130 mi.), around three hours by car. The Alaskan Highway starts at Edmonton and ends in Fairbanks.

Rail: Cargo service is made available by Burlington Northern in Washington, Southern Pacific in Oregon and Alaska Railroad in Alaska. Amtrak operates a passenger service between Vancouver, B.C., and all the main cities of the west coast on a daily basis.

Water: The states of Alaska, Oregon and Washington all have major seaports. Perhaps Alaska is the most important to mention in this regard. Under "Useful Addresses" a list of steamship and barge services to Alaska are listed.

Warehousing

Both bonded and unbonded warehousing facilities are available in the Pacific Northwest and Alaska. Contact the Canadian Consulate General in Seattle for recommendations on appropriate warehousing facilities.

Financial

Complete financial services are available from both U.S. and Canadian banks.

Refer to "Useful Addresses".

Customs Brokers

With both Washington and Alaska sharing borders with Canada, customs brokers are kept busy handling Canadian-U.S. trade. Numerous reputable brokerage firms operate in both states.

Refer to "Useful Addresses" for a partial list.

HAWAII

Transportation

Air: Several major airline companies offer flights from both Canada and mainland U.S. direct to the islands. There is also regular inter-island air service provided by several domestic airline companies.

Truck: Commercial trucking service is available on all of the major islands. There are 60,000 licensed trucks using 5,860 km (3,660 mi.) of highway and streets.

Rail: There is none.

Sea: Hawaii's lifeline is the ocean. From North America all manner of freight can be shipped on freighters departing as often as three times each week.

Inter-island freight service is available via barges or hydrofoil boats.

Warehousing

Demand is high and space limited. The further out from the commercial centres one goes the easier it is to locate space. To rent good warehouse space costs 25 to 45 cents per square foot a month.

Financial

There are no Canadian-owned banks in Hawaii. However, there are correspondent banking agreements between many Canadian and Hawaiian banks. A complete list of international banking firms located in the islands is included in the "Useful Addresses" section of this booklet.

Customs Brokers

A comprehensive list of brokers is included in this publication. These brokers offer all of the conventional services one would expect.

GENERAL

Foreign-Trade Zones

Not yet well known but gaining in importance with many exporters and importers are the U.S. Foreign-Trade Zones. Northern California has Zone No. 3 located in San Francisco, and also Zone No. 18 in San Jose (Bay Area), both of which are in U.S. Customs District 28. Zone No. 3 operates at three sites which have combined storage space of more than 16,720 m² (180,000 sq. ft.), while Zone No. 18 has more than 12.1 hectares (30 acres) of warehousing and open storage areas.

Seattle's Foreign-Trade Zone No. 5 serves the Pacific Northwest, while Zone No. 30 serves the Rocky Mountain region established on a 13.3 hectare (33-acre) site.

Zone No. 9, located at the Port of Honolulu, Hawaii, has 16,540 m² (178,000 sq. ft.) of covered warehouse, plus a four hectare (10-acre) outside yard area.

Stored goods may be manufactured into other forms, processed or converted, handled, manipulated, cleaned, marked, repacked, sorted, disassembled or simply stored within the zone, and yet are not subject to U.S. customs duties until they are shipped outside the zone into the domestic markets. (Refer to "Useful Addresses".)

Advantages:

1. *Cash flow can be improved* because duty is not paid until goods leave the zone.
2. *Goods can be processed* (or reprocessed) to qualify for lowest duties and duties may be avoided on damaged or substandard items.
3. *Goods subject to a U.S. quota can be imported* into a zone and fabricated into a product not subject to quota limitations.

Disadvantages:

1. The zone-site may be geographically disadvantageous.
2. At Zone No. 9 (Hawaii) 80 per cent of that state's goods are imported and must have customs inspection. With such volume to inspect there may be delays of several days.

In lieu of Hawaiian customs, goods can be inspected on the U.S. mainland. This is generally very expeditious and more relaxed. An example would be to ship goods to a mainland point of entry, clear customs there, then forward on to Hawaii ready for market upon arrival.

IV. POTENTIAL FOR CANADIAN PRODUCTS AND SERVICES

CALIFORNIA

Although the State of California will be discussed under one heading because of the similarity of product requirements throughout the entire state, it is important to remember that California can be divided into numerous pocket markets which best fit your product's style, design, capability, etc., and your export production potential.

With a diverse industrial base and a large cosmopolitan population in a small geographic area, marketing opportunities in both northern and southern California are numerous. Major industries — agriculture, food processing and packaging, electronics, machinery production, etc. — offer significant opportunities for both fully processed products and components.

Though a prime agricultural area, the cosmopolitan nature of northern California has proved this area to be a tremendous market for imported food items, especially ethnic foods. Additionally, Canadian farm machinery manufacturers recognize the potential for sales to this area. The California Farm Equipment Show (Tulare, February of each year) regularly draws more than 110,000 farmers, dealers, distributors and farm families every year. Canadian participation in this show is handled by the Consulate General in San Francisco.

Canadian apparel has been favourably received throughout the state. However, differing climatic conditions dictate types of apparel sold. Leather goods have been strong sellers in this wealthy state.

Recreational equipment of all sorts will find a ready market because of the mild year-round climatic conditions.

WASHINGTON AND OREGON

Because of the diverse industrial base in the Washington/Oregon region, marketing opportunities are numerous. Major sectors such as agriculture, forestry and transportation offer significant opportunities, both in processed products and components. In the agricultural

field, processed foods are of prime interest. A populace with strong ethnic backgrounds originating in all parts of Europe, Asia and Scandinavia has led to a style of living which includes a continual interest in new foods. As a result, local food chains carry a tremendous variety of imported items including beer, sausage and cheeses from many European countries, canned fish products from Scandinavia and several Canadian foods and beverages. The above serve as an indication of how extensively foreign food suppliers have penetrated local markets. Agricultural machinery is, of course, in demand and offers a considerable market especially in the eastern portions of Washington and Oregon. Forestry and transportation equipment, including aerospace, and their components, also offer potentially good markets.

Canadian apparel is favourably received in Washington and Oregon. Because of the topographical variation and the relative wealth of the population, recreational goods of all sorts will find a ready market. Assuming prices are competitive, there should be no difficulty in selling sail and motor boats, canoes, ski and camping equipment. Do-it-yourself products plus arts and crafts are popular with consumers.

ALASKA

In Alaska, the usual test of a product's viability is whether or not it has a cold weather capability. Canadian products with this ability are sought after. While the total market (state population approximately 337,000) is small, the long-term prospects are particularly bright. With the oil and gas development, sales prospects seem good for construction equipment, industrial housing, and building components, cold weather apparel, exploration equipment and recreational goods. At a later date, the development of mining activities and offshore oil drilling will open new areas of opportunity.

HAWAII

About 80 per cent of commodities consumed in Hawaii are imported with 85 per cent from mainland U.S. Japan accounts for the largest share of foreign trade with Hawaii, while Canadian exports account for approximately three per cent.

The most significant imports are lumber, steel, automobiles, appliances, machinery, clothing and food. Canada produces numerous qualities and varieties of all of these goods and ought to vigorously seek to take advantage of the market potential that does indeed exist. In addition, such things as building materials, toys, books, furniture, feed and fertilizer are also imported in abundance.

Few things Hawaii consumes are entirely produced in the islands. Even when they are, generally the raw or semi-finished materials that go into them are imported.

V. DOING YOUR HOMEWORK

Services of The Trade Commissioner

The Commercial Divisions of the Canadian Consulates General in Seattle, San Francisco and Los Angeles are equipped to function as the liaison between Canadian and local business and industry. They actively seek business opportunities for Canada in their respective territories and relay these findings to firms thought to be interested and capable. Potential buyers and sellers are introduced, with guidance provided to either as required.

Market surveys of reasonable proportions are conducted on behalf of Canadian firms. Local agents, distributors or other outlets are recommended. The Canada Room of each Consulate General is available for product displays and in-office shows.

The Canadian Image

Many U.S. businessmen are not aware of the high level of development of Canadian industry, and have misconceptions about Canadian design, quality and production capabilities. However, enough U.S. firms know about Canadian manufacturers that, when making purchasing decisions, they often do not regard Canada as "foreign". Consequently Canadian merchandise is bought and invoiced through domestic purchasing departments, which can work to your advantage.

For California, proximity to Canada, personal and corporate connections and a high number of Canadians and former Canadians living in the area result in receptivity and a willingness to buy Canadian products on the same basis as from domestic U.S. sources.

Because of the proximity of Canada to Alaska, Washington and Oregon and for other historical and geographical reasons, there has historically been a relaxed friendliness towards Canadians. In addition, many Canadians have taken up residence in the Northwest so the store of goodwill is considerable. Lately, several problems in Canadian/U.S. relations have arisen which have had a direct impact on this area. These, in the main, are energy related matters and a stiffening of our relations has become noticeable politically. This does not, however, negate the basic premise that the Northwest is closely associated with many parts of Canada and welcomes the Canadian businessman.

Alaskans and Canadians, sharing common boundaries, common climatic conditions and geography, have evolved a kinship that, coupled with the easy-going nature of the Alaskans, makes for a very pleasant if not fascinating business trip. Again, energy questions have become a public concern and relationships with Canada are being examined. There is usually considerable press coverage of Canadian energy events that affect Alaska which always makes for lively discussions.

Canadians are an important part of tourism in Hawaii, ranking behind mainland U.S. citizens (60 per cent) and the Japanese (16 per cent) as the third largest market for tourists. In 1976, Canadian tourism to The Islands represented eight per cent of the 3.2 million total visitors staying overnight or longer.

Many Canadian manufacturers have established sales representation for their goods in Hawaii and are well regarded. The sale and use of such goods and the face-to-face dealings with large numbers of Canadian tourists have combined to create a favourable atmosphere of goodwill throughout the islands.

Positive Sales Psychology

Canadian exporters may face a double challenge — to sell as an American vendor does, and to overcome misconceptions about Canadian capabilities. The buyer must be assured that there is nothing risky about doing business with Canada — or with a new supplier.

Before selling in the United States, Canadian companies should commit themselves to:

1. Going after business on a continuing basis,
2. Making the first impression a positive one, to a degree they might not consider in Canada,
3. Quoting, delivering, and following up *aggressively* in competition with U.S. suppliers.

The Manufacturer's Representative

In the U.S. an *agent* is synonymous with *representative* as compared with a *distributor*. A distributor is one who takes physical possession of goods, warehouses them, and has a sales organization to sell them. Whereas the agents/representatives, or "rep" as they are commonly referred to, have arranged with a manufacturer, or possibly even a distributor, to act as independent, commissioned (*not* salaried) salespersons.

The "rep" often represents several lines of goods that are compatible, yet might be produced and/or distributed by several separate companies. The better "reps" are highly qualified by education, training and experience. They know their customers and make regular calls — not only at the buying level but also on engineering, design and quality control officers. The advantages of the rep can include economy, closer contacts, including social ones, with buyers, and they are on the scene immediately when problems arise. The Canadian Consulate offices maintain information on the majority of manufacturers' representatives operating in their market territory and can often make suitable suggestions for Canadian manufacturers.

Price Quotations

Submit a price list reflecting an f.o.b. U.S. point of entry price, duty and brokerage paid. If necessary for your particular industry, be prepared to quote on a laid down basis, c.i.f. buyer's warehouse or factory. Always quote in U.S. funds unless specifically requested otherwise. The quotation should be comparable in format to quotations from U.S. sources. Buyers cannot be expected to determine customs duties, brokerage fees and transportation from a Canadian city that perhaps they have never even heard of before. This is solely the responsibility of the Canadian exporter and is a necessary "cost" of international business.

In bid situations, Canadian exporters may not be granted the same opportunities for renegotiating initial quotations as they have been accustomed to in Canada. This is because U.S. buyers must often work to tighter purchasing deadlines and target prices. Hence, they may have to accept the first bid as final.

Delivery

Delivery, of course, must be exactly to the customer's specifications, and these are as rigid as any in the world. Many U.S. plants and distribution centres work on inventories as short as one or two days, and could be shut down by a delay of a few hours. Failure to adhere to strict delivery schedules is one of the surest ways of not being asked to supply products again.

Business Customs

Businessmen in California and Hawaii are very courteous and somewhat less formal than their counterparts in the eastern U.S. Business hours are usually 8:00 a.m. to 5:00 p.m. Scheduled appointments are a definite requirement though you will find your business contacts willing to adjust their schedules if possible to assist out-of-town visitors. Even in the more casual business atmosphere of Hawaii, appointment times are rigidly followed.

The populations of Washington and Oregon are relatively conservative in their tastes and habits. The outdoor life and natural environment are highly valued. Business starts early, usually at 8:00 a.m. but often at 7:00 a.m., and finishes early, at 4:30 p.m. to 5:00 p.m. Here the pace of business is relaxed compared to the eastern U.S. and people are very courteous. A customer appreciates being invited for lunch and most people dine between Noon and 1:30 p.m.

Standards

Over the years, many American states have developed standards for various products which do not necessarily coincide with Canadian standards, or even with standards of other states. For instance, on electrical products, there is the "Underwriters Laboratory Seal of Approval" whose application varies from state to state. The National Occupational Safety and Health Administration has a series of standards for equipment that have to be met before the equipment can be sold anywhere in the country. The states have various building codes that are usually different from Canadian codes. In general, it is wise to determine whether your product must comply with any local, state or federal standards before doing any active selling.

VI. YOUR BUSINESS VISIT TO THE WEST COAST

How, When and Where to Go and Stay

CALIFORNIA

Plan to arrive by air and then, if needed, rent a U-drive automobile. There are opportunities to obtain lower daily rates on auto rentals if booked in advance of your trip.

Avoid the summer holiday months of July/August and the Christmas/New Year holiday season when planning your business trip. Early fall and spring are ideal times — both for business and for the area's weather! However, climatic conditions are generally favourable year-round.

In northern California you will probably want to initially visit the San Francisco Bay Area. After some contact in that area, you might learn that trips to Sacramento, Stockton and/or Fresno are required. If this is the case, you will probably want to arrange for overnight accommodations.

Los Angeles will probably be your destination in southern California. Additional major cities might be visited if business warrants.

Hotels and motels are listed in the section entitled "Useful Addresses".

WASHINGTON, OREGON AND ALASKA

Air is the most common mode of travel between most parts of Canada and the Pacific Northwest of the U.S. It is, however, only a three-hour drive between Vancouver, B.C., and Seattle and many Western Canadians choose to drive their automobiles.

The best times for visiting the Pacific Northwest and Alaska is during the spring or fall. Avoid the Christmas/New Year holiday period and the July/August vacation period.

Alaska suffers from a severe shortage of hotel rooms in the summer, therefore, reservations should be made well in advance. The cost of most goods and services in that state are well above those of the lower 48 states.

Summer is not a good time to visit Alaska for business purposes as the summer holiday effect is significant in that state.

HAWAII

Air is the most convenient means by which to reach Hawaii. Flights from the mainland terminate in Honolulu, Oahu. Plan to rent a U-drive automobile. As on the mainland, the Christmas/New Year's holiday season is not an appropriate time to schedule a business trip.

Tourist season is year-round so book your airline and hotel reservations well in advance of the time you wish to travel. Numerous hotels are located close to downtown Honolulu, making it very convenient to conduct business.

Refer to "Useful Addresses" section for names of convenient hotels.

The Initial Business Call

Large volume buyers usually want to meet their prospective suppliers personally and therefore the best introduction is by personal visit. Thereafter a representative or distributor may be appointed to handle the account. It is advisable that the initial contact be made by appointment with the director of purchasing, or his counterpart, and through him meet the correct buyer in charge of purchasing the particular commodity being sold. Of great importance is a complete presentation upon initial meeting. This should include literature, specifications, samples (if possible), complete price lists including all shipping and handling charges and all other pertinent information. It is good practice to provide a resumé detailing the following information:

- 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 product(s)
- Location of plant(s)
- Description of production facilities and equipment
- Description of quality-control facilities and procedures
- Description of service/maintenance back-up where applicable.

Following Up the Initial Call

Generally, United States buyers expect to be called upon more frequently than their Canadian counterparts. This can mean contacting the customer as much as once every two weeks. While many Canadian companies do not have the sales force to accomplish this, the problem can be readily solved by appointing a manufacturer's representative, or by selling through brokers, jobbers or distributors as the situation may warrant.

STATISTICS

THE MARKET

	AREA		POPULATION	MAIN COMMERCIAL CENTRES	LEADING INDUSTRIES
	km ²	Sq. Mi.			
WEST COAST, ALASKA AND HAWAII	11,196,241	4,324,543	28,754,700		
NORTHERN CALIFORNIA	258,123	99,700	7,700,000	San Francisco Oakland San Jose Sacramento Fresno Stockton	Agriculture Food Processing Other Manufacturing Mineral Production Electronics
SOUTHERN CALIFORNIA	152,751	59,000	12,717,700	Los Angeles Long Beach Santa Ana Anaheim Huntington Beach Torrance	Agriculture Food Processing Other Manufacturing Mineral Production Electronics
WASHINGTON	176,549	68,192	3,600,000	Seattle/Everett Tacoma Spokane	Forest Products Agriculture Transportation Equipment Machinery
OREGON	251,083	96,981	2,280,000	Portland Eugene Springfield Salem	Forest Products Agriculture Electronics Machinery
ALASKA	1,518,221	586,412	337,000	Anchorage Fairbanks Juneau	Oil and Gas Forest Industries Fisheries Tourism
HAWAII	16,669	6,450	865,000	Honolulu (Oahu)	Tourism Sugar Pineapple Construction Military

VII. SERVICES FOR EXPORTERS

Banking

A number of Canadian banks are located in the West Coast states with branches in San Francisco, Los Angeles, San Diego, Seattle, Portland, Anchorage and Honolulu. Please refer to the section on "Useful Addresses" for a listing of these banks with their addresses. The main American banks are also listed as are a number of the customs brokers serving the territory.

Patents, Trademarks and Copyrights

General

An informative booklet entitled "General Information Concerning Patents" is available from the Superintendent of Documents, U.S. Government Printing Office, Washington, DC 20302 at a cost of 20 cents.

Patents

All business with the Patent Office should be transacted in writing and all letters addressed to the Commissioner of Patents, Washington, DC 20231.

United States patent laws make no discrimination with respect to the citizenship of the inventor. However application for patent must be made by the inventor who must also sign the papers (with certain exceptions).

Most inventors employ the services of persons known as patent attorneys or patent agents. The Patent Office cannot recommend any particular attorney or agent but does publish a list of all registered patent attorneys and agents who are willing to accept new clients; the list is arranged by states, cities and foreign countries.

Trademarks

A trademark refers to the name or symbol used in trade to indicate the source or origin of goods. Trademark rights will prevent others from using the same on identical goods but do not prevent others from making these goods without the trademark.

The procedure relating to the registration of trademarks and some general information on trademarks is given in a pamphlet called "General Information Concerning Trademarks" which may be obtained from the Patent Office.

Copyright

Copyright protects the writings of an author against copying. Literary, dramatic, musical and artistic works are included within the protection of the copyright law which in some instances also confers performing and recording rights. The copyright refers to the form of expression rather than the subject matter of writing. *Note: Copyrights are registered in the Copyright Office of the Library of Congress and the Patent Office has nothing whatever to do with copyrights.* Information concerning copyrights may be obtained from Register of Copyrights, Library of Congress, Washington, DC 20540.

Licensing and Joint Ventures

If you wish to market a patented invention or product in the United States, either under a joint licensing agreement or some other arrangement, there are a number of firms specializing in patent and marketing services. The Canadian Consulates can help in choosing such firms.

The Canadian-American Commercial Arbitration Commission

Reference to the above Commission is often made in standard commercial contracts between Canadian and American companies. In the event of disputes the Canadian firm should refer to the Canadian Chamber of Commerce, 1080 Beaver Hall Hill, Room 712, Montreal, Quebec H2Z 1T2 and the American firm should refer to the American Arbitration Commission, 140 West 51st Street, New York, NY 10020.

VIII. CUSTOMS REGULATIONS AND DOCUMENTATION

U.S. Exports to Canada

Enquiries concerning the importation of U.S. products into Canada should be referred to the United States Embassy, 100 Wellington Street, Ottawa or the U.S. Consulate or Consulate-General in Vancouver, Calgary, Winnipeg, Toronto, Montreal, Quebec, Saint John, Halifax or St. John's.

Canadian Export Documents

All Canadian exports to the United States, even when accompanying returned American merchandise, must be accompanied by Canada customs export form B-13. Canada customs requires three copies at the same time of exportation, but it is wise to prepare at least five. Two numbered copies will then be returned to the exporter unless otherwise specified on the B-13. By doing this, the exporter avoids having to submit a form C-6 for additional certified copies of the B-13 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. B-13 forms may be obtained from Canada customs.

U.S. Customs and Market Access Information

To enjoy success in the United States market, a Canadian exporter requires market access information which falls into two basic categories: customs and non-customs. The former covers subjects such as documentation, tariff classification, value for duty and rates of duty, while the latter relates to the many other U.S. laws affecting imports such as food and drugs, consumer product safety, environmental protection and so on. Exporters are strongly urged to obtain all market access information on new products to be marketed in the U.S. from the U.S. Division of the Department of Industry, Trade and Commerce, in Ottawa. The Division is constantly liaising with U.S. customs and other agencies on behalf of Canadian exporters, and over the years has developed an in-depth knowledge of the interpretation and implementation of regulations governing access for imports into the U.S. market.

The address is:

United States Division
Western Hemisphere Bureau
Department of Industry, Trade and Commerce
235 Queen Street
Ottawa, Ontario K1A 0H5 Tel: (613) 996-5471

U.S. Customs Regulations and Documentation Tariff Classification and Value for Duty

Request for Prospective Rulings

The U.S. Division can obtain a PROSPECTIVE CUSTOMS RULING from Washington on behalf of a Canadian exporter for articles which have not yet been exported and are not at present under consideration by the U.S. Customs Service, provided that the following information is supplied. Failure to supply all of this information will only result in delays and confusion for the exporter.

General

- a) We require a written request signed by a person who has a direct and demonstrable interest in the question, also indicating that the merchandise or subject of the request has not previously, or is not now, under consideration by any U.S. Customs Service field office.
- b) Also, include a statement of all facts relating to the transaction such as names and addresses and other identifying information of all interested parties (if known), the probable port of arrival in the United States and a description of the transaction appropriate in detail to the ruling requested.

Tariff Classification Ruling

In addition to A and B above, the following information is required for a tariff classification ruling:

- 1) A full and complete description of the article.
- 2) The chief use of the article in the United States.
- 3) The commercial, common or technical description.
- 4) Metal, wood and mineral objects and combinations thereof should include a statement of the relative quantity (by weight and volume) and the value of each in order to determine the material in chief value and weight.
- 5) Textile materials and articles should be identified as in (4) and include the method of construction such as knit or woven, the fibres present in percentage by value and if wearing apparel, for whom it is designed to be worn.
- 6) Chemical products should be identified by their specifications and chemical analysis including a sample for U.S. customs use. Particular reference should be made if any part of the formula consists of a benzenoid chemical or its derivative stating the function of such chemical in the product.
- 7) Photographs, drawings or other pictorial representations of the articles should be submitted when samples are not sent.

Valuation Ruling

In addition to A and B above, the following information is required for a Valuation Ruling:

- 1) All information required on a U.S. special customs invoice form 5515.
- 2) The nature of the transaction, whether f.o.b./c.i.f., ex factory or some other arrangement.
- 3) Relationship of parties (if any), whether the transaction is at arms-length (i.e. between unrelated parties) and whether there have been other sales of the same or similar merchandise in the country of exportation, whether an agency situation exists and an explanation or copy of any agreement, contract or other relevant document.
- 4) A full description of the merchandise in order to determine if section 402 or 402(a) of the Tariff Act of 1930 applies and other relevant information required under the appropriate section.

Note: Privileged or confidential information should be clearly marked with an explanation as to why it is considered confidential.

Request for Internal Advice Rulings

Part 177.1(a)(2) of the Customs Regulations of the United States requires that questions arising in connection with current or completed transactions should be resolved by means of the

INTERNAL ADVICE PROCEDURE at the port where entry was made. The request for an internal advice ruling can be filed by either the importer or his customs broker. The field office personnel will review the request and notify the importer of any points with which they do not agree.

The U.S. Division can provide valuable assistance and suggestions regarding points of law and previous customs practice which may support the importer's case.

Requests for advice from the U.S. Division should contain:

- 1) Copies of *all* documents related to the entry of the merchandise to which the request refers including those issued by U.S. customs.
- 2) A statement of *all* facts relative to the transaction from a commercial point of view such as domestic and foreign billing practices, price-list terms, end use of the goods, literature, drawings, pictures, method of shipment and all other pertinent facts.
- 3) A statement generally following the outline under "Request for Prospective Ruling". The U.S. Customs Service may, at its discretion refuse to consider a request for internal advice if, in its opinion, there is a clear and definitive precedent that supports its position. If the importer is not in agreement with this position, he may request a "Protest Review Decision".

Request for Protest Review

When an importer does not agree with a decision of the U.S. Customs Service, he may request a PROTEST REVIEW within 90 days from the date of liquidation. The U.S. Division can assist the importer and his broker by providing advice and suggestions on what information can be used to support the importer's case.

Entry at Customs

Goods may be "entered for consumption" at the port of arrival in the United States, whether at seaboard or on a land border, or the goods may be transported in bond to an inland port of entry and there entered for consumption.

For such transportation in bond to an interior port, an immediate transportation entry (I.T.) must be filled out at the port of arrival by either the consignee, the carrier, the U.S. customs broker or any other person having a sufficient interest in the goods for that purpose. In cases where the Canadian exporter assumes responsibility for entering the goods through U.S. customs, he may find that there are advantages in having shipments entered for consumption at the nearest or most convenient port of arrival. In this way he can remain in close touch with the broker and U.S. customs at that port of entry. However, where the U.S. purchaser intends making his own entries, it may be more convenient to have the goods transported in bond from the port of arrival to the interior port nearest the importer.

Who May Enter Goods

Goods may be entered by the consignee, his authorized employees or his agent. The only agents who can act for importers in customs matters are licensed U.S. customhouse brokers. They prepare and file the necessary customs entries, arrange for payments of duties and release of goods.

The railway express companies or other transport companies may be prepared in certain cases to enter packages through customs for the account of the exporter. If there is some difficulty or special problem connected with a shipment, the carriers may turn the matter over to a U.S. customs broker at the exporter's expense.

Goods may be entered by the consignee named on the bill of lading under which they are shipped or by the holder of the bill of lading duly endorsed by the consignee. When the goods are consigned "to order" they may be entered by the holder of the bill of lading duly endorsed by the consignor. In most instances entry is made by a person or firm certified by the carrier to be the owner of the goods for customs purposes. When goods are not imported by a common carrier, possession of the goods at the time of arrival in the United States is sufficient evidence of the right to make entry.

A non-resident of the United States may make entry of his own goods as may a non-resident partnership or a foreign corporation. But the surety on any customs bond required from a non-resident individual, partnership or corporation must be incorporated in the United States. When merchandise is entered in the name of a Canadian corporation, that corporation must have a resident agent in the state of entry who is authorized to accept service of process in the corporation's behalf.

In general, to facilitate clearance of customs it is advisable to contact a licensed U.S. customs broker who will outline the services he can provide, together with particulars on brokerage fees and other related matters.

Documentation

Normally the only documents required when shipping to the United States are a bill of lading as well as a special U.S. customs invoice 5515 and/or commercial invoice (preferably both). The use of a typewriter in preparing documents is preferred; in any case, they should be legible.

Note: Do not use red ink to fill out documents.

Bill of Lading

Normally a bill of lading for Canadian shipments is required by U.S. customs authorities. In lieu of the bill of lading the shipping receipt may be accepted if customs is satisfied that no bill of lading has been issued. Entry and release of merchandise may be permitted without the bill of lading if satisfactory bond is given in a sum equal to one and one-half times the invoice value of the merchandise. A carrier's certificate or duplicate bill of lading may, in certain circumstances, be acceptable.

Invoice

Shipments in excess of \$500 and subject to an ad valorem rate of duty, conditionally free of duty or subject to duty depending in some manner upon its value, should be accompanied at entry by a U.S. special customs invoice form 5515. However, copies of the commercial invoice are sufficient for shipments with an aggregate value of less than \$500, duty-free shipments or shipments of articles subject to specific rates of duty.

Completion of Form 5515

U.S. customs forms 5515 are available free of charge from U.S. consular offices in Canada or can be obtained from commercial stationers. While only one copy is required by U.S. customs, it is usual to forward three: one for the use of U.S. customs when the goods are examined, one to accompany the entry and one for the U.S. custom broker's file. District directors of U.S. customs are authorized to waive production of special and commercial invoices if satisfied that the importer, because of conditions beyond his control, cannot furnish a complete and accurate invoice; or that a classification, appraisalment and liquidation can properly be made without the

production of such an invoice. In these cases, the importer must file the following with the entry:

- 1) any invoice received from the seller or shipper
- 2) a statement pointing out in exact detail any inaccuracies or omissions in such invoice
- 3) an executed pro forma invoice
- 4) any other information required for classification or appraisal.

Special information with respect to certain classes of goods is sometimes required when either the customs or commercial invoice does not give sufficient information to permit classification and appraisal.

Packing List

U.S. customs authorities require three copies of a detailed packing list. This should indicate what is in each box, barrel or package in the shipment. If the shipment is uniformly packed, this can be stated on the invoice indicating how many items are in each container.

Payment of Duties

There is no provision for prepayment of duties in Canada before exportation to the United States but it is feasible for the Canadian exporter to arrange for payment by a U.S. customs broker or other agent and thus be able to offer his goods to U.S. buyers at a duty-paid price.

Liability for payment of duty usually becomes fixed at the time an entry (either for consumption or warehouse) is filed with U.S. customs. The liability is fixed, but not the amount of duty which is only estimated at the time of the original entry. When the entry is liquidated, the final rate and amount of duty is ascertained. Obligation for payment is upon the person or firm in whose name the entry is filed.

Temporary Free Importation

Certain articles not imported for sale may be admitted into the United States under bond without the payment of duty.

Such articles must in most cases be exported within one year of the date of importation. Upon application to the district director, this period may be extended for a period not to exceed a total of three years.

Such articles may include the following:

- articles for repair, alterations or processing (not manufacture)
- models of women's wearing apparel by manufacturers
- not for sale samples for order-taking (not to include photo-engraved printing plates for reproduction)
- motion picture advertising films
- articles for testing, experimental or review purposes (plans, blueprints, photographs for use in study or for experimental purposes may be included). In the case of such articles satisfactory proof of destruction as a result of the tests with the production of a proper affidavit of destruction will relieve the obligation of exportation
- containers for merchandise during transportation
- models imported by illustrators and photographers for use solely in illustrating
- professional equipment, tools of trade, repair components for equipment or tools admitted under this item and camping equipment; all the foregoing imported by or for non-residents sojourning temporarily in the United States and for use by such non-residents

- articles of special design for temporary use exclusively in the production of articles for export
- works of art, photographs, philosophical and scientific apparatus brought into the U.S. by professional artists, lecturers or scientists for use in exhibition and promotion of art, science and industry
- automobiles, automobile chassis, automobile bodies — finished, unfinished or cutaway when intended solely for show purposes. The temporary importation bond in the case of these articles is limited to six months with no right of extension.

Commercial Travellers — Samples

Samples accompanying a commercial traveller may be admitted and entered on the importer's baggage declaration. In such cases, an adequate descriptive list or a U.S. special customs invoice must be provided. The personal bond of the commercial traveller is usually accepted to guarantee the timely exportation of the samples under U.S. customs supervision. Penalty for failure to export the samples entails loss of the privilege on future trips.

U.S. Anti-Dumping and Countervail Statutes

Due to the complexity of these statutes, exporters are encouraged to contact the U.S. Division of the Department of Industry, Trade and Commerce for answers to any specific questions.

Anti-Dumping

If a U.S. company has reason to believe that a product is being sold in the U.S. at a price lower than the price at which it is sold in its home market, an anti-dumping complaint may be filed with the U.S. Treasury Department. The anti-dumping petition must contain information to support the dumping allegations along with evidence of injury suffered by the U.S. industry affected.

A U.S. anti-dumping investigation must be conducted within specified time frames:

1. Within 30 days of receipt of an anti-dumping petition, the Secretary of the Treasury must decide whether or not to initiate an investigation.
2. Within six months (nine months in complicated cases) of the initiation of an investigation, the Secretary of the Treasury must issue a preliminary determination on whether or not there are sales at less than fair value, i.e. dumped prices.
3. If sales were made at less than fair value, the matter would be referred to the U.S. International Trade Commission (ITC) for an injury determination which must be made within three months of the date of referral to the commission.
4. If the International Trade Commission (ITC) finds injury to a U.S. industry, an anti-dumping finding would be issued.

Countervail

Under the U.S. Countervailing Duty Statute, an additional duty may be imposed upon dutiable articles imported into the United States if any bounty or grant upon their manufacture production or export has been made. The U.S. Trade Act of 1974 enlarged the scope of the U.S. Countervailing Duty Statute to include duty-free goods. This amendment brings within the purview of the law the 70 per cent of Canadian exports to the U.S. which were previously exempt. Application of countervailing duty against free merchandise will in most cases be subject to an injury determination by the U.S. International Trade Commission.

Marking of Goods

Country of Origin Marking

All goods must be legibly and conspicuously marked in English to show country of origin.

The use of stickers or tags is permitted if used in such a manner as to be permanent, unless deliberately removed, until receipt by the final purchaser.

Certain small instruments and utensils must be marked by die-stamping or cast-in-the-mould lettering, engraving or by means of metal plates securely attached to this article.

The U.S. Customs Service may exempt certain articles from this marking. In such cases, the container must be suitably marked.

Composition Marking

Any product containing woollen fibre (except carpets, rugs, mats and upholsteries, or articles made more than 20 years before importation) must be clearly marked with the name of the manufacturer or the person marketing the product together with a statement of the fibre content of the product. If not suitably marked, an opportunity to mark under U.S. customs supervision is granted.

When the fabric contained in any product is imported, it is necessary to state the fabric's country of origin.

Fur products must be marked as to type (particular animal), country of origin and manufacturer's name; in addition they must be marked if they are used, bleached or artificially coloured, composed substantially of paws, tails, bellies or waste.

Food Labelling

All imported foods, drugs and cosmetics are subject to inspection by the Food and Drug Administration of the United States at the time of entry. The Food and Drug Administration is not authorized to pass upon the legality of specific consignments before they arrive and are offered for entry. However, the administration may offer comment on proposed labels or answer other enquiries from importers and exporters.

Advice on prospective food labels may also be obtained from the U.S. Division of the Department of Industry, Trade and Commerce in Ottawa.

Import Prohibitions and Restrictions

In addition to goods prohibited entry by most countries in the world, such as obscene or seditious literature, narcotics, counterfeit currency or coins, certain commercial goods are also prohibited or restricted. Moreover, various types of merchandise must conform to laws enforced by government agencies other than the United States Customs Service. Fur products are also subject to the Endangered Species Act and importation of certain fur skins would be prohibited.

Animals

Cattle, sheep, goats, swine and poultry should be accompanied by a certificate from a salaried veterinarian of the Canadian government to avoid delays in quarantine.

Wild animals and birds, or products thereof, are prohibited if captured, taken, shipped, possessed or exported contrary to laws of the country of origin. In addition, the purchase, sale or possession of such animals is prohibited if contrary to the laws of any part of the United States.

Plants and Plant Products

Permits issued by the Department of Agriculture are required.

Regulations may restrict or prohibit importation.

Shipments of agricultural and vegetable seeds and screenings are detained pending the drawing and testing of samples and are governed by the regulations of the U.S. Federal Seed Act.

Postal Shipments

Parcels of aggregate value not exceeding one dollar (U.S. value) may be entered free of duty.

Commercial shipments of more than one dollar value must include a commercial invoice and a customs declaration on the form provided by the Canadian Post Office and give an accurate description and value of the contents. The customs declaration must be securely attached to the package.

If the shipment comprises two or more packages the one containing the commercial invoice should be marked "Invoice Enclosed;" other packages of the same shipment may be marked as "No. 2 of 3, Invoice Enclosed in Package No. 1."

A shipment in excess of \$500 aggregate value must include a U.S. special customs invoice (form 5515) and any additional invoice information required. A shipment under \$250 aggregate value will be delivered to the addressee. Duties and delivery fees for each package are collected by the postman. Parcels containing bona fide gifts excluding alcoholic beverages, tobacco products and perfumes to persons in the United States will be passed free of duty provided the aggregate value received by one person on one day does not exceed \$10. No postal delivery fee will be charged. Such parcels should be marked as a gift and the value and contents indicated on the parcel.

American Goods Returned

U.S. products returned without any evidence of advanced value or improved condition may be entered duty free.

Articles exported from the United States for repair or alteration shall be subject to duty upon the value of the repairs or alterations. The term "repairs or alterations" means restoration, change, addition, renovation, cleaning or other treatment which does not destroy the identity of the article exported or create a new or different article. Any article of metal (except precious metal) manufactured in the United States and exported for processing and again returned to the United States for additional processing is subject to a duty upon the value of processing outside the United States provided the material which has been processed in Canada is returned to the original exporter for the further processing of the goods.

The cost or value of U.S. origin component parts used in the production of goods imported into the U.S. may be deducted from the value for duty provided the parts have not been subject to any change except operations incidental to the assembly process such as cleaning, lubricating and painting.

Special U.S. customs procedural requirements must be followed upon the exportation and return of American goods. Details may be obtained from United States Import Specialists at border points or from the U.S. Division, Western Hemisphere Bureau, Department of Industry, Trade and Commerce, Ottawa.

Duty on Containers

If used in shuttle service, the following types of containers may enter free of duty:

- 1) U.S. containers and holders including shooks and staves of U.S. production when returned as boxes or barrels containing merchandise
- 2) foreign containers previously imported and duty paid if any
- 3) containers of a type specified by the Secretary of the Treasury as instruments of international traffic.

One-trip containers are included in the dutiable value of goods.

IX. USEFUL ADDRESSES

BANKS

CALIFORNIA (NORTHERN)

Canadian Banks

The Bank of British Columbia
300 Montgomery Street
San Francisco, CA 94104
Tel: (415) 788-7373

Canadian Imperial Bank of Commerce
340 Pine Street
San Francisco, CA 94104
Tel: (415) 397-0963

The Bank of Montreal
333 California Street
San Francisco, CA 94104
Tel: (415) 391-8060

The Royal Bank of Canada
560 California Street
San Francisco, CA 94104
Tel: (415) 986-1700

The Bank of Nova Scotia
315 California Street
San Francisco, CA 94104
Tel: (415) 986-1100

Toronto Dominion Bank
100 Sansome Street
San Francisco, CA 94104
Tel: (415) 989-4900

Principal U.S. Banks

Bank of America, NT & SA
Bank of America Center
San Francisco, CA 94120
Tel: (415) 622-3456

Bank of California, N.A.
400 California Street
San Francisco, CA 94145
Tel: (415) 765-0400

Wells Fargo Bank, N.A.
464 California Street
San Francisco, CA 94120
Tel: (415) 396-0123

CALIFORNIA (SOUTHERN)

Canadian Banks

Royal Bank of Canada
1221-510 West Sixth Street
Los Angeles, CA 90014
Tel: (213) 623-2371

California Canadian Bank (B of Comm)
700 South Flower Street
Los Angeles, CA 90017
Tel: (213) 626-9771

Toronto Dominion Bank of California
888 West Sixth Street
Los Angeles, CA 90017
Tel: (213) 489-3080

Bank of Montreal
257 C Street
San Diego, California
Tel: (714) 234-8561

Mercantile Bank of Canada
515 South Flower Street
Los Angeles, CA 90014
Tel: (213) 990-3674

Bank of Montreal
811 Wilshire Boulevard
Los Angeles, CA 90017
Tel: (213) 624-0255

Bank of Nova Scotia
Pacific Mutual Building, Suite 921
523 West Sixth Street
Los Angeles, CA 90014
Tel: (213) 624-1883

California Canadian Bank
770 B Street
San Diego, California
Tel: (714) 234-8711

Principal U.S. Banks

Bank of America
Southern California, H.Q.
555 South Flower
Los Angeles, California
Tel: (213) 683-4567

United California Bank
707 Wilshire Boulevard
Los Angeles, California
Tel: (213) 614-4111

Crocker National Bank
611 West Sixth Street
Los Angeles, California
Tel: (213) 613-6211

WASHINGTON

Canadian Banks

Canadian Imperial Bank of Commerce
901-2nd Avenue
Seattle, WA 98104
Tel: (206) 223-7951

Principal U.S. Banks

Seattle First National Bank
1001-4th Avenue
Seattle, WA 98124
Tel: (206) 583-3131

Pacific National Bank of Washington
1215-4th Avenue
Seattle, WA 98111
Tel: (206) 292-3111

Rainier National Bank
One Rainier Square
Seattle, WA 98124
Tel: (206) 621-4111

Peoples Bank of Washington
1414-4th Avenue
Seattle, WA 98111
Tel: (206) 344-2300

OREGON**Canadian Banks**

Canadian Imperial Bank of Commerce
 504 Southwest 6th Avenue
 Portland, OR 97210
 Tel: (503) 228-8493

Principal U.S. Banks

First National Bank of Oregon
 1300 Southwest 5th Avenue
 Portland, OR 97208
 Tel: (503) 225-2111

The Oregon Bank
 319 Southwest Washington
 Portland, OR 97208
 Tel: (503) 222-7777

The U.S. National Bank of Oregon
 309 Southwest 6th Avenue
 Portland, OR 97208
 Tel: (503) 225-6111

ALASKA**Principal U.S. Banks**

National Bank of Alaska
 446 West 4th Avenue
 Anchorage, AK 99510
 Tel: (907) 272-5544

Peoples Bank & Trust Co.
 644 West 8th Avenue
 Anchorage, Alaska
 Tel: (907) 279-7511

Alaska Statebank
 5th and E Streets
 Anchorage, AK 99510
 Tel: (907) 277-5661

HAWAII**Principal U.S. Banks**

Bank of Hawaii
 Financial Plaza of the Pacific
 Honolulu, Hawaii
 Tel: (808) 537-8111

Central Bank of the Pacific
 50 North King Street
 Honolulu, Hawaii
 Tel: (808) 525-6400

Bank of Honolulu
 841 Bishop Street
 Honolulu, HI 96813
 Tel: (808) 523-2461

First Hawaiian Bank
 161 South King
 Honolulu, Hawaii
 Tel: (808) 525-7000

Hawaii National Bank
 120 South King
 Honolulu, Hawaii
 Tel: (808) 538-5111

CUSTOMS BROKERS**CALIFORNIA (NORTHERN)**

P.W. Bellingall, Inc.
330 Jackson Street
San Francisco, CA 94120
Tel: (415) 781-8640

International Freight Services
859 Cowan Road
Burlingame, CA 94010
Tel: (415) 692-1632

Cardinal International
1332 Marsten Road
Burlingame, CA 94010
Tel: (415) 348-3318

John R. Lindsay
1342 Marsten Road
Burlingame, CA 94010
Tel: (415) 348-1232

Thomas J. Crowley
P.O. Box 2548
South San Francisco, CA 94080
Tel: (415) 583-4030

G.M. Miller & Co. International
139 Mitchell Avenue
South San Francisco, CA 94090
Tel: (415) 583-2815

International Expeditors, Inc.
9 First Street
San Francisco, CA 94105
Tel: (415) 982-6881

CALIFORNIA (SOUTHERN)

American Oceanair Express
10910 La Cienega Bl Ing.
Los Angeles, CA 90045
Tel: (213) 776-5181

Richard L. Jones
475 River Road
Calexico, CA 92231
Tel: (714) 357-3177

Andrews International
11209 La Cienega Bl.
Los Angeles, CA 90045
Tel: (213) 776-3150

Porter International Inc.
5758 West Century Boulevard
Los Angeles, CA 90045
Tel: (213) 646-4803

Behring International Inc.
10834 S. La Cienega Bl Ing.
Los Angeles, CA 90045
Tel: (213) 776-7800

Mark F. Samuels & Co.
1110 West Pico
Los Angeles, CA 90015
Tel: (213) 749-7127

Castelazo & Associates
5420 West 104th
Los Angeles, CA 90045
Tel: (213) 776-6031

Southwest Brokers Inc.
650 East San Ysidro Bl.
San Ysidro, CA 92073
Tel: (714) 428-4403

Frank P. Dow Co. Inc.
333 South Flower
Los Angeles, CA 90017
Tel: (213) 489-7630

Jas G. Wiley
408 South Spring
Los Angeles, CA 90013
Tel: (213) 628-8344

WASHINGTON

George S. Bush & Co. Inc.
811-1st Avenue
Seattle, WA 98104
Tel: (206) 623-2593

B.R. Anderson & Co.
1000-2nd Avenue
Seattle, WA 98104
Tel: (206) 623-1346

Frank P. Dow Co. Inc.
Olympic National Life Building
914-2nd Avenue
Seattle, WA 98104
Tel: (206) 622-1360

Norman G. Jensen Inc.
Central Building, 810-3rd Avenue
Seattle, WA 98104
Tel: (206) 623-7893

Arthur J. Fritz & Co. Inc.
2nd Avenue and University Building
Seattle, WA 98104
Tel: (206) 623-4971

OREGON

George S. Bush & Co. Inc.
520 Northwest Irving
Portland, OR 97204
Tel: (503) 228-6501

Arthur J. Fritz & Co.
515 Board of Trade Building
310 Southwest 4th Avenue
Portland, OR 97204
Tel: (503) 222-9131

Frank P. Dow Co. Inc.
320 Oregon Pioneer Building
320 Southwest Stark Street
Portland, OR 97204
Tel: (503) 227-6458

Ted L. Rausch Co. of Oregon
Oregon Pioneer Building
320 Southwest Stark Street
Portland, OR 97204
Tel: (503) 248-1022

ALASKA

Perman Stoler
International Airport
P.O. Box 6066 Annex
Anchorage, AK 99502
Tel: (907) 277-2604

Marvin H. Parker
737 - H
Anchorage, AK 99501
Tel: (907) 272-2553

HAWAII

American Customs Brokerage
Company, Inc.
700 Bishop Street
Honolulu, HI 96813
Tel: (808) 537-6102

Waldron-Loudon, Inc.
550 North Nimitz Highway
Honolulu, HI 96817
Tel: (808) 538-6984

Arthur J. Fritz & Co. of Hawaii, Inc.
333 South Queen, Room 206
Honolulu, HI 96813
Tel: (808) 533-6088

AIRLINES**CALIFORNIA (NORTHERN)**

Air Canada
323 Geary Street
San Francisco, CA 94102
Tel: (415) 397-5761

United Airlines
International Airport
San Francisco, CA 94128
Tel: (415) 761-4212

American Airlines
International Airport
San Francisco, CA 94128
Tel: (415) 761-1300

Western Airlines
International Airport
San Francisco, CA 94128
Tel: (415) 877-1414

Canadian Pacific Air
International Airport
San Francisco, CA 94128
Tel: (415) 877-5960

CALIFORNIA (SOUTHERN)

Air Canada
Los Angeles International Airport
Los Angeles, California
Tel: (213) 776-7000

United Airlines
Los Angeles International Airport
Los Angeles, California
Tel: (213) 673-1770

American Airlines
Los Angeles International Airport
Los Angeles, California
Tel: (213) 937-6811

Western Airlines
Los Angeles International Airport
Los Angeles, California
Tel: (213) 776-2311

Canadian Pacific Air
625 West 6th Street
Los Angeles, California
Tel: (213) 625-0131

HAWAII

Canadian Pacific Air
2149 Kalakaua
Honolulu, HI 96815
Tel: (808) 845-9324

Western Airlines
1065 Bishop
Honolulu, Hawaii
Tel: (808) 946-7711

United Airlines
1077 Bishop
Honolulu, Hawaii
Tel: (808) 547-2211

WASHINGTON

Air Canada
City Ticket Office
1304-4th Avenue
Seattle, WA 98101
Tel: (206) 622-4295

Canadian Pacific Air
City Ticket Office
1315-4th Avenue
Seattle, Washington
Tel: (206) 628-2717

Pacific Western Airlines
Seattle/Tacoma Airport
Seattle, Washington
Tel: (206) 433-5088

United Airlines
Seattle/Tacoma Airport
Seattle, Washington
Tel: (206) 682-3700
(City Ticket Office)
4th and University
Tel: (206) 682-3700

Western Airlines
Air Cargo
Seattle/Tacoma Airport
Seattle, Washington
Tel: (206) 433-4900
(City Ticket Office)
1339-4th Avenue
Seattle, Washington
Tel: (206) 433-4711

Hughes Airwest
Air Freight Service
Seattle/Tacoma Airport
Seattle, Washington
(City Ticket Office)
1301-4th Avenue
Seattle, Washington
Tel: (206) 285-1234

Northwest Airlines Inc.
Air Freight Service
Seattle/Tacoma Airport
Tel: (206) 433-3747
(City Ticket Office)
403 University Way
Seattle, Washington
Tel: (206) 433-3500

Alaska Airlines Inc.
Air Freight
Seattle/Tacoma Airport
Seattle, Washington
Tel: (206) 433-3266
(City Ticket Office)
1225-4th Avenue
Seattle, Washington
Tel: (206) 433-3100

STEAMSHIP LINES SERVING THE WEST COAST WITH OFFICES IN HAWAII

Carriers and Local Agents	Areas Served	Scheduled
United States Lines (Davies Marine Agencies) 841 Bishop Honolulu, HI 96813	East Coast West Coast Hawaii and Far East	Weekly
Bakke Steamship (Hawaii Freight Lines) Pier 8 Honolulu, HI 96813	Canada, Hawaii Australia and New Zealand	Monthly
Columbus Line (Matson) 677 Ala Moana, Suite 1016 Honolulu, HI 96814	N.W. Canada, West Coast, Hawaii, New Zealand and Australia	Biweekly

States Steamship (ORTW) Pier 24 Honolulu, HI 96817	West Coast, Hawaii and Far East	Twice monthly
* Matson Navigation Company 677 Ala Moana Honolulu, HI 96814	West Coast, Hawaii and Guam	Weekly

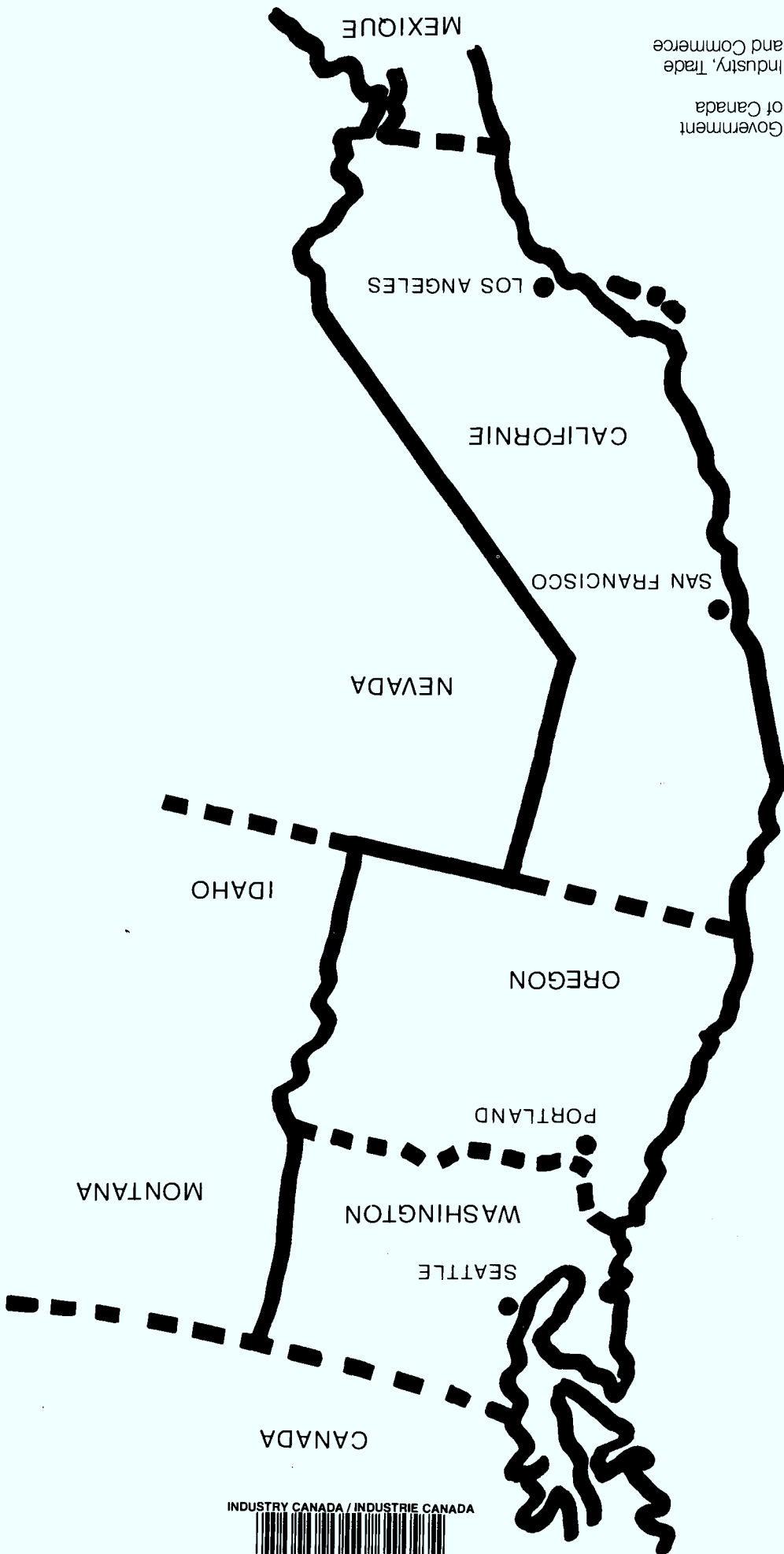
* Matson carries the majority of cargo from the mainland to Hawaiian ports.

REGIONAL OFFICES

IF YOU HAVE NOT PREVIOUSLY MARKETED ABROAD, CONTACT ANY REGIONAL OFFICER OF THE DEPARTMENT OF INDUSTRY, TRADE AND COMMERCE AT THE ADDRESSES LISTED BELOW.

NEWFOUNDLAND LABRADOR	P.O. Box 6148 127 Water Street (2nd Floor) 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, 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	C.P. 1270, Station B Suite 600 685, rue Cathcart Montréal (Québec) H3B 3K9	Tél: (514) 283-6254 Télex: 012-0280
	Suite 620, 2, Place Québec Québec (Québec) G1R 2B5	Tél: (418) 694-4726 Télex: 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 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



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