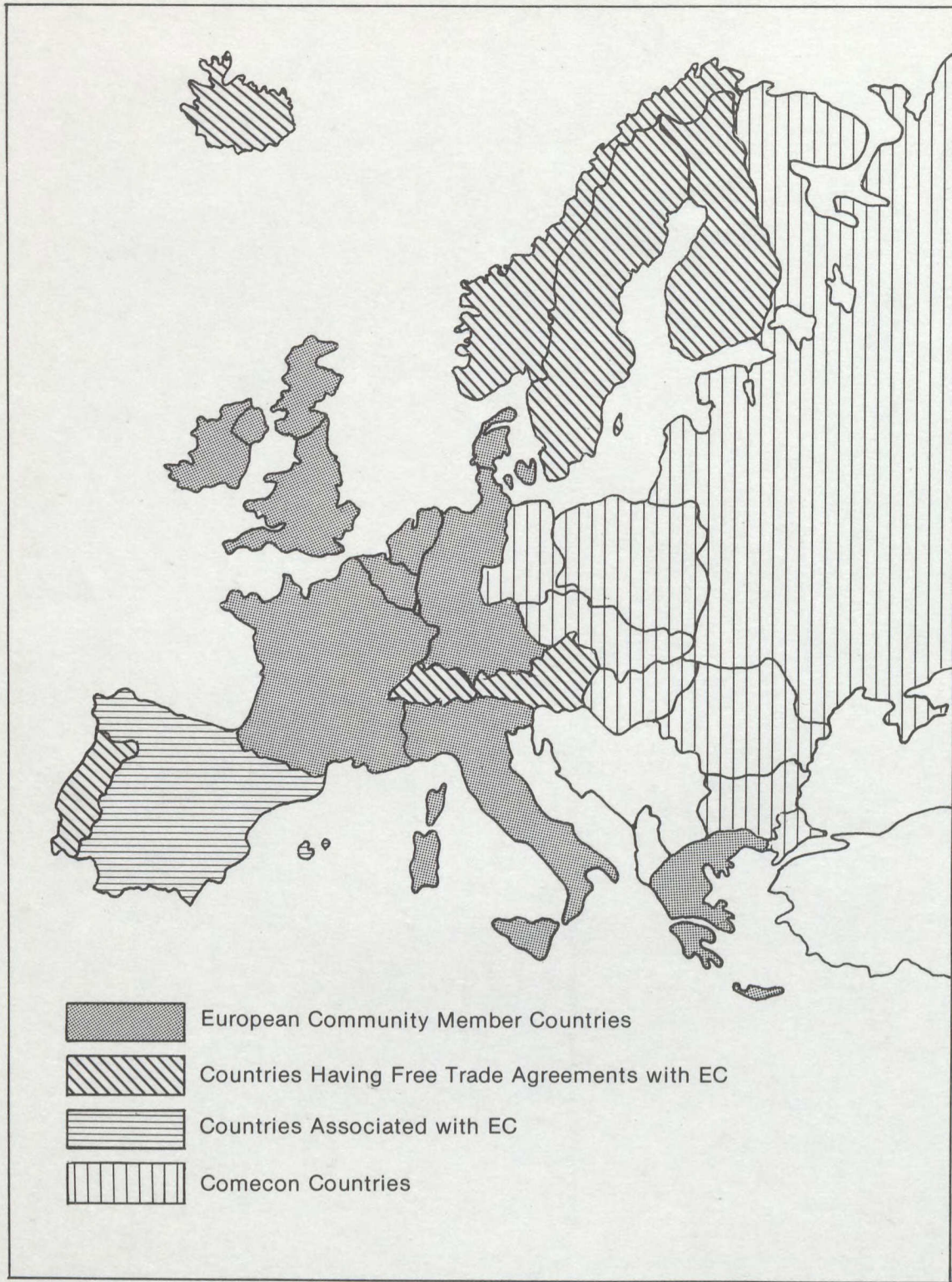


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ECONOMIC
COMMUNITY



European Bureau
 Industry, Trade and Commerce

MARKETS FOR CANADIAN EXPORTERS
EUROPEAN ECONOMIC COMMUNITY

Canada



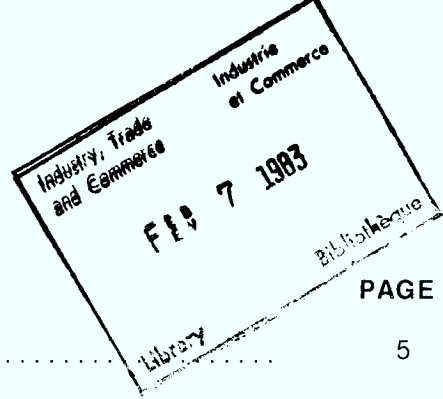
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Industry, Trade
and Commerce

Industrie
et Commerce

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INTRODUCTION

The European Community has a population of about 260 million and generates almost one-fifth of the world's output of goods and services. It is the world's largest trading entity, accounting for about one-quarter of world trade, excluding exchanges among European Community member countries. The European Community represents by far the greatest concentration of economic wealth, industrial power and technological capability outside North America. In 1976 Canada and the Community concluded a Framework Agreement for Commercial and Economic Co-operation.

It is the Department's hope that this booklet will help Canadian exporters realize more fully the attractive market opportunities which await them in the countries of the European Community. This publication is not intended to be exhaustive in its description of factors which Canadian exporters should take into account. The Western Europe I Division will be glad to elaborate on the various regulations and conditions which are mentioned here and which are subject to change from time to time.

THE EUROPEAN ECONOMIC COMMUNITY

The European Community unites the economies of ten countries: Belgium, Britain, Denmark, France, Germany, Ireland, Italy, Luxembourg, The Netherlands and Greece. Its present membership was attained when Greece became the tenth member in January 1981.

Legally, there are three European communities, but they share the same institutions:

- The European Coal and Steel Community (ECSC), created in 1951.
- The European Atomic Energy Community (Euratom), created in 1957.
- The European Economic Community (EEC), created by the First Treaty of Rome and which came into being on January 1, 1958.

In July 1968, the six original members achieved their customs union by completely removing customs duties and quotas on internal trade. Goods now move freely among all member states, and each member charges the same duty on a given importation from third countries. (On July 1, 1977 Britain and Ireland brought their external tariffs into accord with those of the other members of the Community. Thus, Canada no longer is granted preferential tariff access to either of these countries.)

As a result of the series of free trade agreements between the Community and its seven neighbours who are banded together as the European Free Trade Association (EFTA), industrial goods are traded duty-free between the 16 states, which include the ten EEC countries and Austria, Finland, Iceland, Norway, Portugal, Sweden and Switzerland. For some products, such as aluminum, steel and paper, a period of tariff-dismantling has been granted extending until 1984. Only goods which originate in the free trade area enjoy such duty-free tariff treatment.

Detailed rules of origin have been worked out to prevent exporters in non-member countries from shipping a product to a participating country with a low duty rate and then re-exporting the same product to another member state that has a higher national tariff. Similarly, regulations stipulate the percentage of third country value (components, material or labour) that may be

incorporated into certain products for inter-EEC/EFTA trade. Certificates of origin containing signed statements of value, describing contents in descending order of importance, by percentage, are required for each shipment. Canadian manufacturers and exporters of parts and components, should familiarize themselves with these rules of origin as they pertain to their particular product.

Spain and Portugal have preferential trade agreements with the EEC which are expected to lead to full membership. Turkey too is an associate member and its agreement provides ultimately for full membership. Malta and Cyprus have association agreements which provide for a customs union with the EEC.

The EEC has co-operation agreements with Algeria, Morocco, Tunisia, Egypt, Jordan, Lebanon and Syria which provide free access to the EEC market for industrial goods, and preferential treatment for agricultural products. An agreement with Israel, also provides for an area of free trade and co-operation.

In 1971 the EEC established a system of generalized preferences for developing countries. The system permits duty-free entry of manufactured and semi-finished products and some processed farm goods. Primary products are excluded. Duty-free treatment may be withdrawn if certain historical ceilings are exceeded.

Under the terms of the Lome Convention (1975 and renegotiated 1980), the Community grants duty free and quota free entry to all manufactured goods and almost all agricultural products from 60 countries in Africa, the Caribbean and Pacific areas (ACP) which were formerly dependent territories of member countries of the Community.

The financial resources of the new agreement have been increased by 30 per cent through an export stabilization scheme, "Stabex", which is expected to assist the poorer of the ACP countries.

These third world countries account for 38 per cent of the Community's exports, compared to 13 per cent for the United States and 8 per cent for the communist bloc countries of Eastern Europe.

CUSTOMS TARIFF STRUCTURE

The Common Customs Tariff (CCT) of the EEC (which applies to goods imported into the Community from other countries, including Canada) is based on the international system of classification known as the Customs Co-operation Council Nomenclature (commonly called the Brussels Tariff Nomenclature). This is employed by approximately 75 countries throughout the world. Under this classification system, the correct tariff classification for most imports into the Community is readily determined.

The CCT contains about 1,000 tariff classifications which are divided into 21 sections and 99 chapters. It also includes interpretive rules.

The CCT is set out in four columns:

The first column indicates the tariff heading number.

The second column provides a description of the goods.

The third and fourth columns provide for "Autonomous" and "Conventional" rates of customs duties.

Customs duties applicable to imported goods originating in countries which are Contracting Parties to the General Agreement on Tariffs and Trade (GATT), including Canada, or with which the Community has concluded agreements containing the most-favoured-nation tariff clause are the "Conventional" duties shown in column four.

Where no "Conventional" duty is shown against a heading or sub-heading, or where the "Conventional" rate is higher than the "Autonomous" rate shown in column three, duty will be charged at the "Autonomous" rate.

Customs duties in the Community are levied on either an "ad valorem" or a "specific" basis. Ad valorem duties are used most widely throughout the tariff and are charged on a percentage of the declared value as defined by European Community regulations (see "Value for Duty" section). In the remaining classification where specific rates are applicable, the charge is made at so much per unit or net weight or other specified measure of quantity.

Under the terms of preferential trade agreements between the EEC and certain Mediterranean countries and developing countries, many goods imported into the EEC from these countries are granted preferential rates of duty, either at reduced rates or duty-free.

Canadian exports to the EEC, however, do *not* benefit from any such arrangement. The preferences formerly accorded Canadian products in the United Kingdom have now been withdrawn and the duties charged are the same as those imposed on goods from other non-European industrialized countries.

Information about the classification of Canadian goods in the CCT and the rates of customs charges applicable may be obtained by contacting the Western Europe Division of the Department.

CUSTOMS VALUATION

Summary

The new International Agreement on Customs Valuation will establish uniform standards to be applied by governments in determining the value of imported goods for purposes of levying ad valorem rates of duty. The agreement requires signatories to use the price at which goods move in international trade (the "transaction price") or its equivalent as the value for duty.

The new agreement will require Canada to make more fundamental changes in its customs valuation legislation and administrative practices than will be the case in other countries which already have valuation systems similar to that provided for in the new agreement. Canada has, therefore, obtained the agreement of its major trading partners to a four-year delay in implementing the terms of the agreement, during which time specific areas can be identified where tariff adjustment would be justified to avoid situations in which the level of protection previously available would otherwise be undermined.

Major Elements of the Agreement

The agreement sets out the techniques to be used by signatories in determining the value for duty of imported goods. When the importer and exporter are not related, the customs authorities would normally base the value for duty on the price actually paid or payable for the goods when sold for export (the "transaction price"). The price could, however, be adjusted in certain

circumstances described in the agreement. The agreement sets out a series of tests to be used in determining whether the transaction value in a sale between related parties can be accepted for valuation purposes.

If the transaction price cannot be used as the value for duty the customs authorities will determine the value in accordance with the following methods which would be applied in the order indicated:

1. the transaction price of identical goods sold for export to the same country;
2. the transaction price of similar goods sold for export to the same country;
3. the price at which the imported goods, or identical or similar goods, are resold in the country of importation to unrelated persons, adjusted to take into account costs and usual profits incurred after importation; and
4. a "computed" value based on the cost of production plus usual profits and expenses.

At the importer's request, the order of application of the last two methods may be reversed.

If the value for duty cannot be established using the preceding methods it may be determined using "reasonable means" consistent with the provisions of the agreement and of the General Agreement on Tariffs and Trade.

The packings in which goods are imported are dutiable at the same rate as the goods they contain.

Where packings are of a type not normally used for the goods they contain, and have an independent and durable use other than as packings, or where they have been used as packings to avoid the payment of customs duties otherwise applicable to them, they are dutiable at the rates which would be applied if they were separate shipments.

ANTI-DUMPING DUTIES

The European Community Council of Ministers and the Commission (its executive arm) are constitutionally responsible for the application of Community anti-dumping controls. They are, however, dependent upon individual member states for the processing of applications for invoking the regulations, the submission of relevant details, requests for immediate intervention in the marketplace (provisional anti-dumping duty), and enforcement of Council decisions.

Under the anti-dumping regulations, national authorities are empowered to impose anti-dumping duties on imports from any country if the imports are *dumped* or *subsidized* and it would be in the Community interest to take such action, provided that they are satisfied that the dumping or subsidization is causing or threatening material injury to a Community industry or that it is materially retarding the establishment of an industry in the Community.

Goods are regarded as *dumped* if the export price is less than the fair market price from the country of origin of goods. The fair market price is the price at which identical or comparable goods are being sold in the ordinary course of trade in the country of origin or export, but subject to any adjustments necessary to ensure that the comparison between the fair market price and the export price is effectively a comparison between the prices on two similar sales.

If, however, identical or comparable goods are not sold in the country of origin or export, or are not sold in circumstances which enable the fair market price to be determined by reference to the domestic selling price of the goods, the fair market price is to be determined by reference either to any representative price obtained for the goods when exported to another country with appropriate adjustments, or to the cost of production of the goods, with appropriate additions for administrative, selling or other costs and profit.

Finally, where the system of trading in the country of origin or export is such (as a result of government monopoly and control) that the fair market price cannot appropriately be determined in any of these ways, it may be determined by reference to any price obtained for identical or comparable goods exported to the Community from another country, with adjustments to ensure that the comparison is between the prices on two similar sales.

Subsidies include any bounty or subsidy given by a government or other authority on the production or export of goods, whether directly or indirectly.

There is also power to impose provisional charges if the facts before the authorities indicate that dumping or subsidization is taking place and is causing or threatening material injury to a Community industry. No duty can actually be levied as a result of a provisional charge order, but security (normally a cash deposit) may be required under the order for any duty which may eventually be imposed. If a definitive duty is imposed, it may be imposed retroactively, but only for any period during which the provisional charge was in force and its rate may not exceed that of the provisional charge. Provisional charge orders expire after three months, and as they can only be renewed for a further three months, their maximum period is six months. In the case of imports from countries which have signed the GATT Anti-Dumping Code (including Canada), the Commission will extend provisional charge orders for a total of six months only if exporters and importers concerned request such an extension.

Where the Commission finds evidence requiring that measures against dumping be taken, they shall inform all interested parties by publication in the Official Journal of the European Communities indicating the product, country of origin and/or export, the member state affected, the names of the exporters and of the importers.

It is open to the overseas manufacturer and exporter, as well as to the importer of the product concerned, to offer the appropriate authorities any evidence relevant to an anti-dumping application and to express objections to it. Similarly, consumers and users of the imported product may express their opinion, since the Commission finally has to determine whether the imposition of a duty is in the Community interest. The Community has no statutory power to compel any person to furnish information, but it is in the interest of all parties that a decision should only be reached in the light of all the relevant facts and considerations.

Representations may be made orally or in writing to the Commission. To facilitate these representations, a summary of the application is given on a confidential basis to all parties that have a bona fide interest in the case. There are no public hearings and normally no confrontation of the opposing parties.

Under the terms of the GATT Anti-Dumping Code, the Canadian Government (and similarly any Canadian exporter concerned) is informed when an investigation into dumping is being considered. A Canadian exporter, on receiving such notice should contact the Western Europe I Division for consultation and guidance in the early stages of these developments.

NON-TARIFF BARRIERS

Non-tariff barriers (NTB's) are those measures and practices, which may hinder trade directly or indirectly. While in some cases they derive from legitimate concerns such as sanitary and safety regulations, they may restrict the free flow of goods. Now that trade barriers are being lowered through trade negotiations and free trade is being encouraged, non-tariff barriers are taking on much greater significance.

In the EEC countries these non-tariff barriers can be divided into two broad categories. Those which affect the agricultural sector and the steel industries by and large fall under the jurisdiction of the Community as a whole. While those which affect industrial products are under the jurisdiction of individual member states.

Some of the non-tariff barriers that affect Canadian exports into EEC markets are described below. Others are identified elsewhere in this publication under "National Regulations".

European Economic Community

Variable Levies: Variable import levies are applied to many agricultural products. Calculation of the levy differs from product to product, but it generally represents the difference between the world market price and the EEC support price, plus an additional amount to ensure that Community production receives preference.

Minimum Price Regulations: A minimum import, or reference, price based on EEC market prices is applied to fresh apples, cherries, peaches, pears, plums, seed corn, tomatoes, other produce and some steel products. Offsetting compensatory taxes are levied on imports selling below the reference price.

Belgium

Government Procurement: Foreign bids may be rejected if, for economic reasons, it is essential that the contract should go to domestic industry, subject to price differentials generally not exceeding 10 per cent.

Standards: Special health and sanitary requirements govern imports of pork and products containing pork, beef cuts, veal and horsemeat.

Road taxes on cars are based on horsepower, which discriminates against standard North American models.

Denmark

Import calendars restrict third country imports of agricultural produce during periods of the year when domestic production is being marketed. Canadian exports affected include apples, pears, cherries, plums, berries and some vegetables.

Denmark employs a milling mixture regulation for wheat, rye, meslin, flours, groats and meals. If domestic production is sufficient to meet domestic consumption, a 100 per cent domestic grain milling mixture is enforced, which precludes the use of imported grains.

A licensing requirement is imposed on virtually all imports that compete with domestic products, including meat, dairy products, cereals, animal fats and oils, etc. This licensing is discretionary and restricts the quantity of imports.

France

Government Procurement: First administrative preference in government purchases is given to French goods, second preference to EEC suppliers. Third country purveyors are considered when supplies from the first two sources are not available. There is an almost exclusive "Buy French" policy for telecommunications equipment.

Standards: Stringent health and sanitary regulations govern many products. Live poultry and processed poultry imports, for example, are not admitted from any country that does not, by law, forbid the feeding of estrogens, arsenicals, and antimonials to poultry. Poultry vaccine produced in the Community is subsidized to French poultry producers.

Discretionary Licensing: Discretionary licensing on a wide variety of goods, including petroleum products, textile goods, electronic components and other products covered by quantitative restrictions, distorts regular trade patterns in that delays in granting import licences on seasonal or perishable items induce importers to source these materials within the Community.

Germany

All food and agricultural products entering Germany are subject to a rigid food law, which may be more restrictive than EEC requirements. Foods to which anti-oxidants, such as BHA and BHT, have been added are prohibited, as are apples and pears which have been treated with diphenylamin. Flour and products made of flour containing bleaching agents and/or baking quality improvers such as bromates that are not specifically permitted by the Food Law are also prohibited. Inspection requirements hamper foreign imports of pork and variety meats by increasing importer costs.

Specified packaged food and beverages are subject to mandatory container standards. Those goods not subject to the mandatory container standards are subject to a unit price labelling requirement.

Italy

Discriminatory Taxes on Automobiles: Road taxes on standard size North American automobiles are much heavier than on small European models, being based on cylinder displacement.

Government Procurement: Government purchasing is normally reserved to Italian suppliers as government departments, in principle, do not have relations with foreign firms or suppliers and buy only from companies legally established in Italy.

Motion Picture Restrictions: Foreign films are limited by a time quota measured against the running time of domestically produced films. There are also local work requirements which necessitate the employment of Italian nationals in foreign-produced films, and discriminatory admission taxes on film houses or theatres showing foreign-made motion pictures.

The Netherlands

Marketing regulations prohibit corn syrup as an additive to certain foodstuffs. They effectively prohibit the sale of food products such as chocolate and similar food preparations, fruit purées, pastes, most jams, jellies, marmalades and other prepared or preserved fruits, and fruit juices, if they contain corn syrup. There is a ban also on many other additives, such as certain artificial colours, preservatives, vitamins, etc., in food and drinks, effectively curbing imports.

In addition to these measures which inhibit normal trade flows, the individual member states also apply those measures listed under the European Economic Community.

The items enumerated here are examples only. There are a number of other practices which may be described as non-tariff barriers which are minor in nature, but nevertheless are irritants to the free flow of trade. Exporters to the Community should be prepared to deviate from the norm in order to comply with specific instructions received from agents or importers as some so-called "non-tariff barriers" may be temporary in nature or imposed only during specified periods of the year.

DOCUMENTATION

There is no prescribed form of customs invoice required to clear Canadian goods through customs in the various member states of the EEC. Generally all that is required is the exporter's normal commercial invoice and the usual shipping documents covering the exported goods. The following notes may be helpful.

Commercial Invoice: Two copies of the commercial invoice giving full particulars necessary to establish the c.i.f. value are required. Although no special form or contents are prescribed for the commercial invoice, it is advisable to include the following:

1. Date and place of shipment.
2. Markings of the packages and their numerical order.
3. Exact description of the goods, e.g., customary commercial description according to kind, quantity, grade, weight (gross and net, preferably in metric units), etc., with special emphasis on factors which may affect value.
4. Agreed-upon price of goods, including unit cost and total cost f.o.b. factory plus shipping, insurance, and other charges.
5. Delivery and payment terms.
6. The signature of a responsible official of the shipper's firm.

Chamber of Commerce certification and consular legalization are not usually required.

Certificate of Origin: A certificate of origin is not usually required for imports from Canada, but when requested by the importer for "in-quota" imports of certain goods such as wines, textiles, etc., copies should be provided on the general form sold by commercial printers. Certificates of origin, when required, usually must be certified by a recognized Chamber of Commerce, Board of Trade or similar organization.

Bill of Lading: There are no regulations specifying the form or number of bills of lading required for any particular shipment. A bill of lading customarily shows the name of the shipper, the name and address of the consignee, port of destination, description of goods, listing of the freight and other charges, number of bills of lading in the complete set, and the date and signature of the carrier's official acknowledging receipt on board of the goods for shipment. The information given should correspond with that shown on the invoices and packages. Bills of lading direct or "to order" are accepted. The air waybill replaces the bill of lading on air cargo shipments.

Packing List: Although not required, a packing list is useful in expediting and in clearing goods at the port of entry. Such a list should describe accurately and in detail the contents of each case or container included in the shipment and give the net and gross weights, together with c.i.f. value of each commodity.

Health Certificates (Plant and Animal Products): When exporting plants, plant products, animals or animal products to the Community, it is often necessary to have such shipments accompanied by a health certificate issued by Agriculture Canada. If you are planning to enter such markets, it is advisable to contact the Health of Animals Branch (for animals and animal products) or the Plant Protection Division (for plants and plant products) of Agriculture Canada, either in Ottawa or at the agriculture office in your region, to determine the conditions that must be met when shipping these products to the European Community.

Additional Notes: Wherever possible, the required documentation should be forwarded separately to the consignee prior to the departure of the goods for submission to Customs with the entry documents. Enclosing them in the package being shipped will cause delay.

In addition, when possible designations and descriptions on documents should be in terms of the Common Customs Tariff or the national tariff of the country of destination and, when feasible, in the language of the member state to which the goods are consigned. English or French documents are, however, acceptable throughout the Community.

CTDAS

The Canadian Trade Document Alignment System (CTDAS) advocated by the Canadian Organization for the Simplification of Trade Procedures (COSTPRO) is acceptable to Customs authorities in Europe. This system consists of a form containing a series of the different documents necessary for export — invoice, packing slip, certificate of origin, bill of lading, etc. As each document requires much of the same information a standard layout has been adopted which means that a single typing will produce most, if not all, the documents needed for export.

Further information about this system and its application may be had from:

COSTPRO

151 Sparks Street
Suite 302
OTTAWA, Ontario
K1P 5E3
Telephone: (613) 995-2814

1000 Sherbrooke Street West
P.O. Box 549
MONTREAL, Québec
H34 2R3
Telephone: (514) 283-4091

TEMPORARY ENTRY — CARNET

What Is a Carnet?

The Carnet (Admission Temporaire — Temporary Admission) commonly known as the ATA Carnet, is a special customs document that simplifies customs procedures for business and professional people wishing to take commercial samples, professional equipment, and related materials into most major countries for a temporary period.

The Carnet consists of a green folder into which are incorporated a number of coloured customs sheets. There are a pair of white sheets for each country to be visited — one sheet for entering the country, the other for leaving the country. Perforations separate these sheets into counterfoils (top) and customs clearance vouchers (bottom). The vouchers are stamped, signed and held by customs authorities at the points of entry and of departure. The counterfoils, also stamped and signed by customs, remain in the Carnet folder. There are also a pair of yellow sheets (both counterfoils and vouchers) for leaving and returning to Canada. When goods are to make a straight border-to-border transit of a country, pairs of blue sheets will also be included.

Your Carnet will be prepared specifically to meet your requirements.

Why Use a Carnet?

The Carnet is a valuable aid toward the rapid and convenient movement of temporarily imported goods from one country to another. It eliminates customs procedures which include the preparation of national entry forms or the purchase of a bond for security purposes at every customs station. These details involve time, effort and expense.

Thus, the Carnet allows the business traveller to:

- use a single Carnet for goods which will pass through the customs of several countries in one trip,
- make customs arrangements in advance for the countries he wants to visit,
- make these arrangements quickly at a predetermined cost,
- make as many trips as desired within the one-year period of validity of the Carnet.

Who Can Use a Carnet?

Canadian companies will find the Carnet system of value to many of its representatives travelling abroad — salesmen, technicians, licensing representatives, professional teams.

Why Did Carnets Begin?

Under the auspices of the Customs Co-operation Council, and in conjunction with the General Agreement on Tariffs and Trade, several countries adopted in 1961 general rules on the temporary duty-free importation of commercial samples, professional and other equipment. Their purpose was to facilitate international commerce as well as the international exchange of specialized skills and techniques. Several customs conventions were adopted, among which was the Customs Convention on the ATA Carnet for the Temporary Admission of Goods (1961).

Canada acceded to the ATA Carnet Convention on July 10, 1972. The Government designated The Canadian Chamber of Commerce as the agency which will issue, administer and guarantee ATA Carnets in Canada.

What Goods Are Excluded from the Carnet System?

Consumable or other disposable goods such as leaflets, brochures, etc., cleaning materials, paints, oils, etc. and foods which are either given away, disposed of or used abroad, are excluded from the Carnet system.

Also excluded, because they are not considered samples are unmounted gem stones, one-of-a-kind mounted gems or pieces of jewellery; handmade one-of-a-kind articles, such as carpets, certain pieces of furniture, paintings, sculptures, etc.

Any doubt as to whether an item can be covered by a Carnet should be referred to The Canadian Chamber of Commerce. The Canadian Chamber reserves the right to refuse to issue a Carnet to any applicant.

How Long Is a Carnet Valid?

A Carnet is valid for one year from the date of issue. This period cannot be extended and all items covered by a Carnet should be returned to Canada by the time a Carnet expires.

How Long Does It Take to Obtain a Carnet?

Four days, from the time an application arrives at the Canadian Chamber, should be allowed for the application to be processed. This period could be shorter or longer depending on the volume of applications at any given time.

For What Countries May Carnets Be Used?

Carnets may be issued for all EEC countries.

Further information and applications forms may be obtained from:

Carnet Canada The Canadian Chamber of Commerce 1080 Beaver Hall Hill MONTREAL, Québec H2Z 1T2 Telephone: (514) 886-4334	or	Carnet Canada The Canadian Chamber of Commerce First Canadian Place 33rd Floor TORONTO, Ontario M5X 1B1 Telephone: (416) 868-6415
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LABELLING, PACKAGING AND ADVERTISING FOODSTUFFS FOR SALE TO THE CONSUMER

At the end of 1979 the EEC approved a "new" directive on the labelling, packaging and advertising of prepacked foodstuffs for retail sale. Each of the individual states will be required to amend its national legislation to comply with the directive within one year. Products must meet the new labelling standard within two years, and products which do not meet the new requirement will be prohibited after February 8, 1983.

The following particulars should be noted by exporters of pre-packaged food products to the Community.

The label must indicate:

- a) Brand name under which the product is sold.
- b) List of ingredients.

- c) The net quantity in the package, in metric terms.
- d) Date of minimum durability (shelf life).
- e) *Special* storage conditions or methods of preparation.
- f) Name and address of manufacturer or packer, or seller established in the Community.
- g) Country of origin.
- h) Instructions for use when purchaser would be unable to prepare contents without such instructions.

If the foodstuff has been prepared for consumption, the label must also indicate whether contents have been steamed, boiled, smoked, freeze-dried, powdered, deep-frozen or prepared in some other manner.

Any labelling which is considered to mislead purchasers as to the origin, composition, quantity, identity, characteristics, method of manufacture or production, is banned and the product may not be offered for sale.

The language used in labelling or advertising may be that of the member state to which the goods are consigned for sale, and/or any other recognized language of the Community. The characters must not be less than 1.5 millimetres high, and not less than 1/10th the size of the largest characters used on the label, with a maximum of five millimetres high.

Full information on the labelling of foodstuffs for sale to the ultimate consumer in the EEC is available from the European Bureau, Western Europe I Division, Department of Industry, Trade and Commerce, Ottawa.

VALUE-ADDED TAXES

Most products sold in the EEC, whether imported from abroad or manufactured domestically, are subject to a value-added tax. This tax is popularly known as the TVA from the French appellation, "taxe sur la valeur ajoutée", or VAT the designation used in Britain. While all the countries in the Community have a standard method of application of VAT, the applicable rates are not harmonized and vary widely from country to country.

In most cases, there are two or three categories of rates: a standard rate, a lower rate or exemption applicable to foodstuffs or other essentials, and a higher or major rate applicable to luxury goods or non-essential articles.

For example, the standard rate in Britain is 15 per cent, exemption or nil rate is granted on certain essentials and a rate of 12.5 per cent applies to a wide range of goods regarded as non-essential, including many household electrical appliances and cameras.

The standard rate in the other countries is as follows (as of July 1980):

	Per cent		Per cent
Belgium	— 16	Denmark	— 22
France	— 20	Germany	— 13
Italy	— 15	Ireland	— 25
Luxembourg	— 10	Netherlands	— 18

The value-added tax which has been paid in one member state on goods which enter inter-EEC trade and are sold in another member country of the Community can be recovered upon submission of proof that the goods on which the VAT has been paid in the country of export have entered consumption elsewhere within the EEC.

Value-added tax is assessed on the duty paid value of imported goods. Information regarding current rates charged by member states of the Community may be readily obtained from the Western Europe Division. Inquiries should contain detailed product description, including the Customs Co-operation Council Nomenclature (CCCN) number or export commodity number, if known, and the country of destination should be cited.

COMPETITION POLICY OF THE EEC

The competition policy of the Community outlaws restrictive agreements such as market sharing, and provides that "dominant positions" may not be abused.

The Commission's authority stems from the Treaty of Rome, which prohibits restrictive trading arrangements including those which fix prices, limit production, and delineate markets without benefiting the consumer. These regulations apply to domestic agreements between two or more national companies, and to arrangements between EEC firms and those in third countries. The Treaty of Rome prohibits any "abuse of a dominant position" within the EEC insofar as it affects trade between member states. However, the article does not define "dominant position".

Community law on restrictive and abusive practices exists side-by-side with national regulations in this field, and this has led to misunderstandings in the past. Where conflicts occur, the matter may be resolved according to guiding principles established by the Court of Justice. Community law has primacy and must be fully and uniformly applied throughout the Common Market.

HARMONIZATION OF INDUSTRIAL STANDARDS

The Community regards the diverse standards that apply in the member countries as technical obstacles to trade and has a continuing program for harmonizing standards.

To date, 66 directives have been issued in the industrial sector, with an additional 50 submitted by the Commission to the Council for approval. In most cases, a directive is a statutory instrument of the Council which becomes binding on the member states, 18 months after publication. Enforcing EEC standards are the responsibility of each member state.

Of the standards that have already been harmonized the major portion relate to highway truck carriers, automobiles, agricultural tractors, and meteorological equipment. It is generally accepted that national standards will remain in effect until a directive has been approved by Council and published in the EC Official Journal as a regulation.

Exporters to the EEC of industrial goods or equipment may continue to rely on their customers for guidance as to the standards that must be complied with on shipments to Europe. If advice is received of alterations or modifications to be made to goods for export to the Community, interested parties may contact the Western Europe I Division or the relevant Industry Sector Branch for verification of the EC regulation or clarification of the specific directive.

THE EC COMMON AGRICULTURAL POLICY

Since its introduction in 1962, the Common Agricultural Policy (CAP) has had a major influence on agricultural production and trade in both the member states of the European Community and worldwide. The fundamental elements of this policy involve (1) the abolition of barriers to intra-Community trade, (2) the provision of internal support for market prices, and (3) the establishment of common border regulations for both imports and exports.

Through the use of intervention agencies, which buy up agricultural commodities at predetermined price levels, the European Community has supported domestic market prices for most agricultural commodities at levels that are generally well above world market prices. This is made possible by protecting the domestic market from foreign competition through the use of variable import levies which prevent foreign goods from being sold in the European Community at prices below those charged locally, and ensure that imports are made only to fill gaps which cannot be covered by Community production.

The maintenance of high domestic prices has stimulated agricultural production in the Community and surpluses have been accumulated for a variety of products including beef, milk powder, and butter. To enable Community exporters to sell competitively on world markets, a "resolution" (subsidy) is paid to bridge the gap between high Community price levels and lower world prices. In some instances, this has given European Community agricultural exports a competitive advantage in third markets over those from other countries.

The Common Agricultural Policy is financed through the European Agricultural Guidance and Guarantee Fund which derives about two-thirds of its revenue from customs duties and agricultural import levies and the remaining one-third from contributions assessed on the Member States.

Although the European Community is Canada's largest export market for agricultural products, the Common Agricultural Policy (CAP) of the Community makes it a difficult one.

NATIONAL REGULATIONS

Belgium-Luxembourg (BLEU)

Labelling: Canned goods sold in Belgium must indicate the following information on the label: Country of origin; trademark; name of packer; name of product; net weight; whether sweetened or unsweetened; liquid contents by volume; solids by weight; if artificially coloured, the name of the colouring agent and where known the manufacturer.

Products sold loose or in bulk must be labelled so as to indicate the unit price, unless sold in fixed quantities, as specified by decree.

Cosmetics must be labelled in French or Flemish indicating name and address of the manufacturer, distributor or importer, names of principal ingredients and precautionary measures that would be appropriate to their use.

Fresh fruits and vegetables must be marked with the country of origin, variety, quality or class, and the EEC grade. Any food product containing mineral oils or paraffins is prohibited for human consumption, and imports of such products must be marked "NONALIMENTAIRE".

Marks of Origin: The only general requirement to be observed in Belgium is the prohibition of the import, export or transit of foreign goods that have markings or inscriptions which would lead one to believe falsely that the goods are of Belgian origin.

All weights, measures, and instruments and apparatus for weighing, measuring and counting must bear a mark identifying the producer or importer and a primary control stamp by the Belgian government before they may be sold.

Textiles must be marked in accordance with EC Directive 71/307/CEE.

Sanitary Certificates: Sanitary certificates are required for meats and meat preparations, offals, and rendered fats, signed by a veterinary officer of the country in which the animal was slaughtered.

Health certificates are required for shipments of animals, including dogs and other pets and fur-bearing animals, bees, birds, poultry, and rabbit skins.

Apples, peaches, pears and citrus fruit must be accompanied by a phytopathological certificate, in French or Flemish, stating that the shipment is free of insects or disease including San José scale.

Potatoes must be certified free from potato wart (galle noire) and ring rot (*Corynebacterium sepedonicum* et *Pseudomonas solanacearum*).

Luxembourg requires that certificates for imports of potatoes and tomatoes must state that shipments have originated in areas free of Colorado potato beetle (*Leptinotarsa decemlineata*) and potato wart.

Sanitary inspection certificates signed by officers of the Fish Inspection and Technology Branch of Fisheries and Oceans Canada are required for imports of edible fish and fish products.

Samples: Samples of no commercial value are admitted free of customs duty and exempt from tax. Samples may be rendered valueless by laceration, perforation or simple permanent marking.

Alternatively, trade samples or goods imported for a specific purpose on a temporary basis may be duty and tax paid upon entry, and a refund claim may be filed for reimbursement of these charges upon proof of export. Importers wishing to avail themselves of this system, must make *prior* arrangements with the customs authorities of the country concerned.

Belgium and Luxembourg are signators to the Customs Convention on the ATA Carnet. Canadian exporters may avail themselves of the services of Carnet Canada (see page 14).

Britain

No general requirement for indication of origin of imported goods is specified in the Trade Descriptions Act of 1968. The Act prohibits the importation into Britain of goods which may infringe trademarks or bear a false indication of their place of manufacture, production, processing or reconditioning.

Under the Trade Descriptions Act of 1972, any imported goods (except secondhand goods, or containers or labels used for other goods) which bear a name or mark which is, or is likely to be

taken for, a United Kingdom name or mark, must also bear a conspicuous indication of the country of origin, unless the name or mark is neither visible when the goods are supplied nor likely to become visible on reasonable inspection. Certain goods are exempted from the requirements of the Trade Descriptions Act 1972 under Orders issued by the Department of Trade.

The marking of weights and the permitted quantities in which foodstuffs may be sold are complicated by the development of metrication.

The process of metrication in the United Kingdom is continuous without any fixed termination date. Throughout the whole field of food packaging, products are in various degrees of metrication e.g., metric only, dual metric/imperial or imperial only. In certain cases fixed ranges of metric container sizes have been agreed on with industry sectors, while others are transitional. No agreement has been reached on loose goods weighed before the purchaser, and these discussions have reached an impasse. A comprehensive listing of all products with tabulations giving their respective position in the metrication transition is supplied by the Metrication Board; this listing also provides information on those goods which may only be sold in prescribed quantities.

The Consumer Protection Act of 1961 provides, among other things, that night dresses offered for sale which are not flame-resistant must be labelled "Warning — Keep Away from Fire". Statutory Instruments (S.I.) S.I No. 839 of 1967 and "TRISS" flame retardant chemical Banning Order S.I No. 728 of 1978 apply.

Regulations for labelling textiles as to fibre content were adopted by all EEC countries on January 1, 1976. The generic fibre name (e.g., acrylic) must be used with or without accompanying brand names (e.g., Acrilon, Orlon), and listed with its percentage of composition in the textile product, followed by the names of other fibres in the article in descending order of weight. Use of the terms "100 per cent", "all", "pure" and the like is permitted only if the product is composed exclusively of a single fibre or contains a very small proportion of impurities.

Complex and comprehensive regulations exist in Britain governing the importation and sale of foods, including their composition, permitted additives, colouring agents, antioxidants, preservatives, solvents, flavours, standards, labels and contents and size of lettering of contents labels, listing of ingredients, etc. (Exporters are advised to obtain full details from their agents or importers concerning specifics which apply to their particular food product export.) In general, the regulations provide for strict and far-ranging controls over the labelling and advertisement of food and over claims made about specific foods. Following are the highlights of the Labelling of Food Regulations of 1970, amendments to which came fully into force on January 1, 1973.

- (1) All prepacked food intended for retail sale must be labelled with its common or usual name, if one exists, or with an "appropriate designation" apprising the buyer of the actual name of the food.
- (2) Non-prepacked foods and foods containing two or more ingredients (other than bread, flour confectionery, sugar confectionery, chocolate confectionery, and drinks of wholly liquid composition) also must display a ticket or label indicating to the purchaser what the food contains.
- (3) Specific names have been established for use on labels of prepacked or non-prepacked fish.
- (4) Labels of prepacked foods must show the name of a responsible person, such as the packer or the labeller, or the name of the person on whose behalf the food was labelled and packed.

- (5) Most prepacked foods must carry on the label, in descending order of weight, a complete list of ingredients including any additives.
- (6) Specific regulations set out how and in what manner the required information is to be displayed on the label so the purchaser will easily see it.
- (7) With regard to various claims made about or on behalf of different foods concerning their slimming or other properties, such claims must meet criteria specified in the covering regulations before the claim can be advertised and appropriate information about them must be included on the label.
- (8) Labels of dry mixes must clearly inform the purchaser what further ingredients need to be added.

Health Certificates (Plant and Animal Products): Cattle imports are currently prohibited due to disease problems. Carcass meats (including offals) imports are permissible under general licence as Canada has a recognized system of meat inspection involving anti and post-mortem meat inspection. Canada is not an approved source of poultry. Strict procedures are involved with importation of live horses due mainly to equine disease problems in Britain. Domestic pets are subject to six months quarantine in Britain, as a precaution against rabies.

When exporting plants, plant products, animals or animal products to Britain, it is necessary to have such shipments accompanied by a health certificate issued by Agriculture Canada. If you are planning to enter such markets, it is advisable to contact the Animal Health Directorate (for animal and animal products) or the Plant Protection Division (for plants and plant products) of Agriculture Canada or the agriculture office in your region, to determine the conditions that must be met when shipping these products to Britain.

Phytosanitary certificates must accompany apple and onion shipments. Veterinary certificates and other documents must accompany carcass meat products and the Meat Hygiene Directorate, Agriculture Canada, must be contacted.

Hallmarking Regulations: Under the Hallmarking Act of 1973, it is an offence for any person in trade or business to describe an unhallmarked article as being made wholly or partly of gold, silver or platinum or to supply such an article to which such a description is applied. The Act applies equally to imported and home produced articles. Canadian goods intended for re-export, however, are exempt from its provisions, as are articles containing only one precious metal, being a metal of minimum fineness and a weight less than that specified in the following table:

Gold — 1 gram
 Silver — 7.78 grams
 Platinum — 0.50 gram

Any article which is wholly of one or more precious metals of minimum fineness and which is so small or thin that it cannot be hallmarked.

Temporarily Imported Samples: Under the Commercial Samples (Temporary Importation) Regulations 1955, commercial samples for the purpose of soliciting orders may be temporarily imported into the U.K. without payment of duty and VAT, subject to certain conditions.

The concessions may be claimed by, (a) commercial travellers or representatives of overseas firms, (b) persons or firms established in the U.K. In either case the following conditions must be complied with:

1. The goods must be owned abroad.
2. The importer must give adequate security either by deposit or bond. The principal and surety of the bond must be persons resident in or limited companies registered in Britain.
3. Each sample must be representative of a particular category of goods produced or to be produced abroad.
4. Samples may be used only for showing or demonstrating for the purpose of soliciting orders for goods to be supplied from abroad.
5. No payment will be made for the samples. However, relief will not be withheld if the importer or prospective customer has to pay normal freight and insurance charges on the goods.
6. Normally, only one sample of each description, range, type or colour of article will be allowed temporary free admission but reasonable latitude will be permitted, e.g., where articles are of a low value or are likely to be soon damaged or soiled in handling.

Entry for the samples should be made by the importer or his agent on Form C.10 accompanied by a list of samples in duplicate. The list should specify each article in sufficient detail to enable it to be identified and should show its full c.i.f. value in the United Kingdom. Each sheet of both copies of the list should be signed and dated by the person making the entry.

The importer or his agent is also to furnish any additional information or documents which the Customs officer may require concerning the samples to enable him to establish the identity of the samples, e.g., by marking them or affixing seals to them.

On re-exportation, the importer or his agent should arrange for the goods to be produced for the Customs officer at the port or airport from where they are to be re-exported. The original and duplicate shipping bill, together with the fourth copy of the import entry and the certified list of samples, should be sent to the Customs officer at the place of shipment in sufficient time to enable him to examine the goods before the departure of the ship or aircraft.

When the goods have been finally re-exported and the Customs officer is satisfied that all the relevant conditions have been complied with, he will arrange for refund of the deposit or cancellation of the bond.

Commercial Samples Temporarily Imported Under ATA Carnet: As an alternative samples may be imported into Britain for a period of a year without payment of duty or tax under the authority of an international ATA Carnet (see page 14).

Denmark

Labelling: Certain products are required to be labelled to indicate the country of origin. These products include: roofing materials, transformers, motors, household utensils, aluminum ware, hinges, nails, screws, knives, brushes, pencils, soap powders, carpet sweepers, dry batteries, rope, twine, pianos, organs, meat, meat products, poultry and eggs, agricultural implements, and tools. In most cases, labelling of these goods may be done after arrival.

Fats, tallow and honey must be labelled "UDENLANSK" (foreign). Tombstones, furniture and furniture frames must be labelled, "TILVIRKET i UDLANDER" (worked abroad).

Textile labels must be in Danish, or a Nordic language, and indicate the fibre content. Pre-packed foods must be labelled in accordance with the directions of the National Food Institute (NFL).

Certificates: Sanitary certificates are required from Agriculture Canada for potatoes, plants, animals and animal products. Foodstuffs for export to Denmark must meet Danish purity standards, in addition to the sanitary certificate requirements. Exporters may consider it advisable to contact importers for advice on standards on specific products.

Imports of peanuts (whether sugared, salted, toasted, or shelled), peanut butter, or raw peanut oil require a certificate from the Danish National Food Institute for customs clearance. These products are prohibited if an examination indicates the presence of aflatoxin.

Samples: Samples of no commercial value or unfit for use may be imported duty-free into Denmark. Regular travellers samples may be admitted without recourse to the customs tariff for a period of 12 months if a surety bond is deposited, subject to refund when the samples are exported.

Alternatively, trade samples or goods imported for a specific purpose on a temporary basis may be duty and tax paid upon entry and a refund claim may be filed for reimbursement of these charges upon proof of export. Importers wishing to avail themselves of this system must make *prior* arrangements with the customs authorities of the country concerned.

Canadian exporters may avail themselves of the ATA Carnet to cover commercial samples used for display or in the taking of orders (see page 14).

France

Labelling: Special labelling requirements apply to imported products, such as fresh fruit and vegetables, preserved and semi-preserved fruits and vegetables, quick frozen foods, food additives, coffee, textiles, and electric motors.

Fresh fruit and vegetables from Canada and other countries must be labelled as to country of origin, variety, quality and class according to the EEC grading system. Preserved and semi-preserved fruit and vegetables must bear the date of manufacture and/or processing on the outer label or container.

Prepackaged foods must be marked with an optimal date of utilization.

Articles of gold, silver or platinum may be imported into France only when they meet the standard requirement by law for similar articles of French manufacture. Such importations, even of semi-manufactured articles, must be sent under bond to the Bureau de la Garantie in any major city to be approved, assayed and stamped.

Any product illegally bearing a trademark, trade name, or commercial mark is subject to seizure at time of importation.

Sanitary Certificates: Certificates are required for food products of animal and marine origin and for fresh fruit. Importations of live horses require a veterinary certificate signed by an official of Agriculture Canada.

Plant and shrub shipments must be accompanied by a phytopathological certificate signed by an official of Agriculture Canada. Fodder plant seeds require a certificate of purity. It is advis-

able to contact the Health of Animals Branch, (for animals and animal products) or the Plant Protection Division (for plants and plant products) of Agriculture Canada either at Ottawa or at the office in your region to determine the conditions that must be met.

Sanitary inspection certificates signed by officers of the Fish Inspection and Technology Branch of Fisheries and Oceans Canada are required for imports of edible fish and fish products.

Certificates of Origin: Certificates of origin are required for shipments processed or transformed in countries other than the country of origin, products from Hong Kong, *natural* mineral waters, certain carpets and rugs, and coffee. Certificates of origin may be certified by the French Chamber of Commerce, a Canadian Chamber of Commerce or Board of Trade, or the French Consul in major Canadian cities.

French regulations specify that an indication of origin must appear on all foreign products, natural or man-made, which bear on their packing or their labelling a trademark, a name, a sign, or any indication of such a nature as to give the impression that the products are of French origin. Corrective markings must be in French (i.e., Importe du Canada or Fabriqué au Canada) and no abbreviations are acceptable.

Samples: Samples of commercial value belonging to travellers but not included in their baggage that are imported under temporary duty-free admission procedure must be proved to be intended for the commercial traveller by means of the “carte professionnelle”. The carte professionnelle (credential card) which each commercial traveller in France, regardless of nationality, must hold permits this duty-free admission under bond for a period of one year. In the case of samples addressed to trade representatives, managers of branch offices, mercantile agents or commission merchants, the consignees must prove their title to the samples by presenting their professional identity cards.

Alternatively, trade samples or goods imported for a specific purpose on a temporary basis may be duty and tax paid upon entry and a refund claim may be filed for reimbursement of these charges, upon proof of export. Importers wishing to avail themselves of this system, must make *prior* arrangements with the customs authorities of the country concerned.

France is a signator to the Customs Convention concerning the ATA Carnet for the Temporary Admission of Goods and to the Customs Convention regarding ESC Carnets for Commercial samples, which provide that samples of goods accompanied by an ESC Carnet for Commercial Samples may be carried through foreign customs without posting bond at each border. These carnets are issued in Canada by Carnet Canada (see page 14).

Federal Republic of Germany

Labelling: The Federal Republic of Germany food labelling ordinance provides that meat and meat products, fish and fish products, crustaceans, molluscs, dairy products, vegetables and vegetable preserves including mushrooms, honey, artificial honey, table syrups, fruits, nuts and preparations of fruit or nuts, egg products, spices, starches, coffee and coffee substitutes, tea, and other similar products, be labelled in such a manner as to indicate the name and location of the producer or packer, contents according to the usual tradename, quantity in metric measurement, durability (shelf life), manner of preparation, list of ingredients including additives or keeping agents, etc.

These requirements may be met either by the manufacturer in the exporting country or by the importer in the Federal Republic, following importation of the goods under customs supervision.

Imported goods which fail to conform to the German labelling regulations, or for which no provision has been made prior to their arrival at the port of entry to assure conformance with the regulations, are refused entry. Further information on labelling practices should be obtained from the German importer prior to shipment of the goods, since the German importer is obliged by law to inform the foreign supplier of all labelling or marking requirements and the exact German text to be used.

Phytosanitary Certificates: All shipments to Germany of fresh fruit, fresh or processed meats and live plants must be accompanied by a certificate of health issued in the country of origin, attesting to the fact that the goods are free of disease or parasites. Examination must have been effected within 20 days of the date of export.

Certificates of Origin: German regulations do not normally require certificates of origin. Importers may be requested to submit certificates of origin for textile products, goods subject to quota restrictions, certain agricultural non-liberalized products and for other imports subject to preferential tariff treatment. Two copies are required, certified by a recognized Chamber of Commerce or Board of Trade. No special form is prescribed but it must be complete with the description of goods and the name and address of the manufacturer and/or shipper, marks and numbers of the packages and their contents, value and mode of transportation. In cases where certificates of origin are not required by law, the German Customs authorities may request proof of origin in the form of shipping documents, invoices, correspondence or other documentary evidence.

Sanitary Certificates: Sanitary certificates are required for imports of live or dressed poultry and hatching eggs, game birds, and feathers from domestic poultry or wild birds, certifying freedom from infectious diseases including Newcastle disease.

Veterinary certification is mandatory for imports of dairy cattle, declaring the exported animals and the herd from which they originated to be free of brucellosis.

Samples: Samples of no commercial value and those made unfit for commercial purposes under Customs supervision are admitted free of duty. Samples sent for testing of goods which cannot be used for other purposes are also granted duty-free entry. Samples regarded as having commercial value are subject to the same rates of duty as commercial shipments of the same product.

Samples may be admitted under bond and against deposit of the amount of duty for the period of one year. Duties are fully refunded upon re-exportation of the samples, which need not take place through the original port of entry. (See also section under Temporary Entry — Carnet, see page 14).

Alternatively, trade samples or goods imported for a specific purpose on a temporary basis may be duty and tax paid upon entry, and a refund claim may be filed for reimbursement of these charges upon proof of export. Importers wishing to avail themselves of this system must make prior arrangements with the customs authorities of the country concerned.

Import licences are not required for bona fide samples entering Germany in reasonable quantities and not intended for sale.

Exemption from customs duties does not apply in the case of roast coffee, coffee or tea extracts, ethyl alcohol, tobacco products and cigarette paper.

Ireland

Labelling: There is no general requirement that imports be marked with country of origin. Generally, imported goods which do not bear any infringing names or marks either on the goods or on the covering wrappers, etc., are not required to bear an indication of origin of the goods. It is considered an infraction of the law if any false or misleading description, statement or other indication regarding such matters as weight, number, quantity, composition, method and place of manufacture, trademark, etc., is made.

Certain new furniture and component parts made wholly or primarily of wood must be permanently marked with the country of origin in both the Irish and English languages. Ceramics, tableware and certain other ceramic articles also require country of origin marking, but only in English.

The manufacture, preparation, importation, storage, distribution, exposure for sale, and advertisement of cyclamate for use in food, and foods containing cyclamate are in general prohibited unless the container of the cyclamate or the container of the food bears a cautionary label in a form and manner approved by the Minister of Health.

All imported articles of gold or silver plate, except work of an oriental pattern and antiques manufactured prior to the year 1880, must be assayed, stamped, and marked at the Dublin Assay Office. All jewellery which incorporates any features suggesting that it is a souvenir of Ireland must be marked with country of origin.

The following imports must now be marked to show country of origin: biscuits, vitreous enamelled ware, plumbers' brass foundry and compression couplings, electric kettles, articles of aluminum holloware, stockings, socks, sockettes, hose, panty hose, tights, men's and boys' outerwear, knitted and crocheted clothing and carpets.

Marking of Containers: There are no special regulations, but sound shipping practice suggests that packages should bear the consignee's mark, including port mark, and they should be numbered unless the shipment is such that the contents of the package can be readily identified without numbers. Although country of origin is not required by Irish law, it is recommended that shippers mark containers to show Canadian origin.

Certificates: Phytosanitary certificate requirements for shipments of plants, vegetables, cut flowers, etc. are specified in various sanitary and plant quarantine regulations. Because of the complexity of these regulations, exporters should seek current information about export requirements from Canadian agriculture authorities at the time of shipment. Specific import licence regulations also apply to the importation into Ireland of animals, fish, poultry, wines, eggs, meat, dairy products, food additives, and medical preparations.

Free Trade Zone: A duty-free airport is located at Shannon. It is excluded from the scope of all laws, with a few exceptions relating to the importation or exportation of goods between the airport and foreign countries. Among the restrictions which remain in force are those relating to public health, animal and plant diseases, currency, dangerous drugs, and used clothing. Goods stored in a free zone are exempt from examination. Processing, sorting, grading or repacking may take place within its boundaries, and buildings required may be erected by interested persons or concerns or leased from the State. There are no customs free seaports in Ireland.

Trade Samples: Samples of negligible value are duty free. Other types of commercial samples can be entered temporarily by individuals who post a bond or cash deposit (cancelled or refunded at re-exportation) to cover the amount of normal customs duty and taxes chargeable.

Ireland is a signatory of the ATA Carnet which allows Canadian exporters to obtain an ATA Carnet that facilitates the temporary free entry of Canadian samples into Ireland (see page 14).

Italy

Labelling: Italian labelling laws are chiefly concerned with product composition rather than product origin. Products which must indicate contents are packaged foods, distilled spirits, wines, cement, lime, medicines and certain musical instruments.

Labelling of foodstuffs must also indicate condition when packed, i.e. chilled, deep frozen, preserved etc., weight in metric measurements, information for preserving, defrosting and preparation, shelf life, additive contents, etc. Canned goods must indicate packer's name and address, brand name or trademark, nature of contents and quantity in metric measurement. Products containing soya flour must be labelled to indicate presence of spices, colourings and monosodium glutamate.

All textile products must be labelled to indicate their fibre content, trademark or style mark of the importer, producer or retailer, and all wording must be in Italian. Certificates of origin are required for each shipment of textile products into Italy.

Canadian exporters of textile products should contact the Italian importer of record for more detailed information as to the specific marking requirements on garments concerning the fibre contents when various fabrics are incorporated into single item of clothing.

Hallmarking is required on precious metals.

Certificates: Live animals must be accompanied by a health certificate originating in the country of export. Cattle must be administered the serologic brucellosis blood test within 30 days of exportation and the results must show negative. The certificates must indicate this and that the animals originate from a brucellosis-free area.

Horses imported into Italy are subject to a 21-day quarantine period. Meat and meat products and milk and milk products which result from animals which have been fed estrogens as agents for increasing growth or neutralizing the sex of animals are strictly forbidden. Imports must be accompanied by certification that estrogens have not been used.

Sanitary inspection certificates signed by officers of the Fish Inspection and Technology Branch of Fisheries and Oceans Canada are required for imports of edible fish and fish products.

A "statistical visa" is required for imports from non-EEC countries of yarns, woven fabrics, clothing and household goods containing more than 50 per cent cotton. Importers are required to secure these from the Italian authorities, and Canadian suppliers must submit two extra copies of the invoice to the Italian importer for each shipment necessitating a visa.

The following products are subject to import regulations respecting their acceptability for public use or consumption, and documentary evidence certifying to this fact must be submitted by exporters to Italy: eyecare products, hair dyes, chemicals (as food additives), beeswax and honey, starch additives, electric tools, industrial equipment, synthetic detergents and insecticides in aerosol form.

Samples: Samples of no commercial value are admitted duty and tax free. Samples shipped as unaccompanied baggage or freight are treated as ordinary commercial shipments. For goods to

be cleared as samples, the importer must be recognized as a commercial traveller by the Italian Chamber of Commerce, or have a statement to that effect notarized by an Italian Consulate. A certificate of origin for the goods must be produced, verified by the foreign Chamber of Commerce, and a deposit must be made equal to the duty and taxes payable on the goods, but subject to refund when the goods are exported under customs supervision.

Alternatively, trade samples or goods imported for a specific purpose on a temporary basis may be duty and tax paid upon entry and a refund claim may be filed for reimbursement of these charges upon proof of export. Importers wishing to avail themselves of this system, must make prior arrangements with the customs authorities of the country concerned.

A simplified procedure, using a Carnet, is available to Canadian traders as Italy is a signator to the Convention concerning the ATA Carnet (see page 14).

The Netherlands

Labelling: In general, country of origin requirements apply only to corrections of false indications of origin. There are no Netherlands regulations now in force regarding the manner in which trademarks appear on imported goods. Fresh fruits and vegetables must be labelled in accordance with the EEC directives, including the variety, country of origin, and the EEC grade. Grading may be accomplished after importation under control of the appropriate Dutch authority.

Certificates: Certificates of origin are not normally required. When requested, two are required, certified by a recognized Chamber of Commerce. All textiles must be accompanied by a certificate of origin.

Health certificates are required for shipments of live bovine animals, hogs, horses and poultry for human consumption, certified by an official of the veterinary service in the country of export. Certificates are also required for fresh, chilled or frozen meats, meat preparation, artificial fertilizers and animals' feeds containing meal of animals, bones or blood.

Plant certificates of health are required for shipments of fruit, i.e. apples, pears, peaches, plums, cherries and citrus fruits, exceeding 10 kilos in weight. It is advisable to contact the Health of Animals Branch or the Plant Protection Division of Agriculture Canada, either at Ottawa or at the office in your region, to determine the conditions that must be met in any given situation.

Medicines prepared and put up for retail sale must be registered with The Netherlands public health authority at time of importation. These products must be labelled to the satisfaction of the Public Health Board. Details may be secured from the Western Europe Division.

Samples: Samples of no commercial value are admitted free of customs duty. Temporary duty and tax-free importation is permitted for samples which are imported solely for the solicitation of orders. Such importations may be made either under bond or by deposit of customs charges payable, subject to refund upon exportation. The Netherlands is a signator to the Customs Convention concerning the ATA Carnet for the Temporary Importation of Goods, and Canadian exporters may avail themselves of the services of Carnet Canada (see page 14).

DOING BUSINESS IN BELGIUM

By the Commercial Division
Canadian Embassy, Brussels

Belgium has a highly developed industrial economy, characterized by basic dependence on supplies of raw materials from abroad. Apart from coal, Belgium imports practically all its raw materials and energy requirements and pays for them by exporting a wide range of manufactured and semi-manufactured products.

Much of Belgium's heavy industry, e.g., steel, is located in southern Belgium (Wallonia), originally based on the coal mines of that region. The Flemish region was originally a centre of the textile industry but now encompasses other important industries such as metals manufacturing, petrochemicals, transport, the service trades, construction and the food industries. Foreign investment has been particularly important in the establishment of these new industries.

Belgium is traditionally Canada's third or fourth most important market in the European Community. Minerals, forest products and foodstuffs account for a large portion of Canadian exports to this market, but also important is a wide range of Canadian manufactured products.

Belgium's main exports are metals and metal manufactures, automobiles, textiles, chemicals, food, drink, and tobacco products, and diamonds.

The Belgian market is compact and open and is often used by foreign firms to enter and gain experience in the Western European markets.

Most Canadian firms find doing business in Belgium relatively easy and comfortably familiar. For one thing, we share a common language — French, and English is widely understood particularly in the Dutch-speaking half of the country. You will find social customs and pace of life very much like those in Canada, with a few minor exceptions. Be prepared to shake hands at the drop of a hat, forget that you have a first name, and remember that the Belgians invented the three-hour lunch (along with the cuisine to make it worthwhile). Equipped with this information, you will be instantly socially acceptable.

Information on the Belgian market is readily accessible. The government maintains up-to-date statistics on the economy, and industry is characterized by a large number of powerful trade associations. These associations, each grouping together members of a particular branch of industry, provide a wealth of information on who is doing what in the various manufacturing and service sectors of the economy.

As open and conducive to trade as Belgium may be, it is, however, a competitive and sophisticated market with duty-free access for the produce of its neighbours in the EEC. Canadian firms which hope to compete must do so on the basis of quality, price and delivery — three factors to which Belgian businessmen, like their Canadian counterparts, pay most close attention.

How then does one approach this market? We cannot attempt to provide an answer which will suit everyone's needs for different products are sold in different ways, and each manufacturer has a preferred method of operation. In some cases direct sales may be the best approach, particularly when you are selling to a large retail chain or have one or a few major industrial accounts.

More typically, most Canadian firms find it advantageous to use the services of a manufacturer's representative or importer/distributor. There are many such organizations in

Belgium but the exporter must be careful to select the best firm to do the job. Because of the very competitiveness of the market, it can sometimes be difficult to uncover suitable representatives who are not already fully committed.

While some representatives confine themselves to specific regions of the country, most have as their territory the whole of Belgium and many cover Luxembourg as well. A few of the larger firms may have affiliated organizations in The Netherlands, northern France or Germany, but this is less common. Due to the relatively small size of the market which they serve, most distributors tend to be less specialized in their product lines than would be the case in, for example, the United States.

We would recommend, however, that the matter of appointing an agent or representative be considered carefully before committing yourself as agency agreements are binding on the parties concerned and can only be terminated in accordance with existing local legislation. Finite agreements with a trial period should be considered, open-end agreements should be avoided. In any case, it is advisable to use the service of competent legal advisers.

Experience has shown that the best way to select a distributor is by face-to-face contact. Letters, brochures and credit reports have their place but they don't allow the potential representative to question you directly about the product, nor do they permit you to size up the distributor and gauge the enthusiasm he will bring to promoting your products. The Commercial Division of the Canadian Embassy in Brussels is always ready to advise and assist you in arranging appointments with suitable prospective representatives.

This face-to-face contact may also be obtained through participation in, or visits to, trade fairs. While there are many local and a few important international trade shows held each year in Belgium, many Canadian firms find that they also obtain good results by exhibiting at the large international fairs held regularly in Germany and France. At these fairs, the best and most aggressive Belgian agents are usually found in attendance.

Another aspect of marketing in Belgium which should be mentioned is sales to the Belgian Government. Like most countries, Belgium is interested in upgrading the level of its technology and in creating the greatest amount of employment within its borders. Thus, Belgium has had in effect for many years a policy of "industrial benefits" or "offsets" ("compensations économiques") to ensure that, when the government is forced to buy abroad the Belgian economy does not go without benefit.

The result of this policy is that on substantial sales of sophisticated equipment to the Belgian Government, the foreign supplier must be prepared to guarantee work in Belgium at a comparable technological level. There are a few hard and fixed guidelines about how much of this is appropriate, and each case is decided on an individual basis. The aim is simply to obtain the best deal for Belgium. If you are contemplating a significant sale to the Belgian Government, we would strongly suggest that you give careful consideration to this firmly entrenched policy.

There may be a temptation on the part of some to think of the Belgian market, because of its small size and central location, as just an extension of the French, Dutch or German markets. This is a view we would discourage. For most producers, Belgium provides a unique and individual market which requires a unique and individual approach. Certainly not everything can be sold here, but much can. We think you'll find it an interesting market and we welcome your letters and, more particularly, your visit.

DOING BUSINESS IN BRITAIN

By the Commercial Division
Canadian High Commission
London, England

Because Canada is well known and respected by the British, the door is more widely open to Canadian businessmen than is the case in many other countries.

This is not to say that the British market is an easy one: it is competitive and it is knowledgeable. Increasingly it is also open to competition from the other members of the EEC as well as to the industrial products from emerging nations. Nonetheless, Canadians will continue to enjoy access to this market as the British still look to Canada as a traditional supplier and are receptive to initiatives on the part of Canadian firms.

It would be wise, however, to realize at the outset that in Britain things are often done rather differently than in Canada, and the British businessman is usually a little more cautious than his Canadian counterpart. He may need more convincing if for no other reason than his concern about the physical distance between the two countries. He tends to think in global terms as a consequence of Britain's imperial heritage and is generally a little more sceptical about the mousetrap you offer being the best that man yet invented. Having said that, he is open to suggestions quietly put, but he will insist on comprehensive information on your products and the background of your company. Also, British reserve is not a myth — good business practice allows for reflection. The wise exporter will take account of this national characteristic.

Experience has demonstrated to us that successful businessmen usually pay regular visits to Britain, and certainly a personal on-the-spot investigation is particularly valuable in assessing the market potential and establishing solid and fruitful contacts. However, the timing is all important. Generally the main holiday season, which runs from early July to early September, should be avoided. Just as in Canada, the schools are closed and many businessmen take their holidays during this period. Those of you who have tried to do business in July and August in Vancouver, Toronto or Montreal, will realize what the holiday season does to many decision makers. Additionally, we would recommend that visitors try to avoid coming during the public holidays because, as in Canada, there is a tendency to take off an extra day and make it into a long weekend in the country or to take the wife on a mini-holiday in Europe.

It may well be advantageous to plan the visit during the time of a trade fair or exhibition which is of particular interest. London has been the main venue for national and international exhibitions but the new National Exhibition Centre in Birmingham, opened in February 1976, is attracting a number of major exhibitions.

Hotel accommodation should be booked well in advance of arrival, particularly in London, which these days is experiencing a round-the-year tourist boom. Until recently it could be readily assumed that hotel prices included an English breakfast, but this is no longer so. In some cases a Continental breakfast is included in the price, but in the main breakfast is an extra charge.

Car rental charges vary depending upon the rental company and the size of the car. Unless you have a particularly stout heart, it might be useful to consider using the very adequate public transport system such as trains and taxis rather than running the guantlet of dense British traffic where the drivers insist in driving on the "wrong" side of the road. Taxis are to be particularly recommended inside the larger British cities. They are not expensive, the drivers are knowledgeable and universally courteous. A cheery "Where to guy?" usually begins the experience which Canadians find to be fast and efficient.

Turning to restaurants, we are pleased to report that the myths of bad British cooking are simply not true. London is one of the world capitals where the gourmet may experience foods from many of the world's nations. The Chinese food is exceptional, the Italian food is excellent and good Italian restaurants abound by the score. The British haven't forgotten their traditional dishes either, and Roast Beef of Olde England and Dover Sole are in abundance. Be warned, however, that it is expensive, not to the same extent as on the Continent but expensive nonetheless.

This brings up the subject of tipping. The British are not difficult about it, but a 10 to 15 per cent tip is usually expected. There is an exception to this rule, and that is in pubs where tips are not usually given. The visitor who does give a small tip will find, though, that his next pint of bitter arrives in double-quick time.

Sometimes the visitor will find it useful to call upon the Agent General for the province in which he lives. Alberta, British Columbia, Nova Scotia, Ontario, Quebec and Saskatchewan all have permanent offices in central London. The provincial offices also offer services to the businessman, and we in the Commercial Division of the High Commission work closely with them.

Canadian banks also have extensive representation in London and offer a complete range of banking services. The following banks have branches in the United Kingdom, and if you have a banking problem we would be pleased to make an appointment for you with the bank of your choice.

Bank of Montreal
 Bank of Nova Scotia
 National Bank of Canada
 Canadian Imperial Bank of Commerce
 Royal Bank of Canada
 Toronto-Dominion Bank

Lastly, because London is an international business and financial centre, there are several other Canadian organizations which maintain offices here and which the travelling Canadian visitor may find useful. These include the Canada-U.K. Chamber of Commerce; investment houses and insurance companies; law firms; publishing houses; advertising agencies; airlines, shipping and rail companies.

In closing, allow us to enumerate a few of the more important points to remember when considering the British market, although most keen exporters take them into account before embarking on a sales promotion.

1. *Demand for the product* — Determine the extent to which it may need to be adapted to meet local tastes and regulations. You should be prepared to be flexible if you are serious about the British market.
2. *Tariff rates and other access regulations* — The wise exporter writes to the Department of Industry, Trade and Commerce in Ottawa and obtains this information before he makes concrete plans, because without it the development of c.i.f. prices is simply not possible. Also, other regulations may also play a role in his marketing strategy.
3. *Competition, both domestic and foreign* — It is useful to develop whatever information you can on likely serious competition. If you don't already have a clear idea of the situation, take a few minutes to write to us and we may be able to save you time and effort.

4. *Distribution channels* — Many successful exporters to Britain have found it necessary to adapt to British methods of distribution which are not always the same as in Canada. A little research (and we will help you with this) will give you a good indication of whether you should use an agent, a stocking distributor, a direct sales program to chain organization, or whether a small branch sales operation would be the most efficient and effective.

In summary, Britain is an active market, a tough one, but often a rewarding one for those who make themselves competitive and are persistent. Why not give it a try?

DOING BUSINESS IN DENMARK

By the Commercial Division
Canadian Embassy
Copenhagen

Denmark is not only Hans Christian Andersen, the Little Mermaid, the Tivoli Gardens, and the Royal Danish Ballet, it is a sophisticated market with a high standard of living. Denmark is principally a secondary manufacturing country and its technological level is similar to Canada's.

Denmark has a free enterprise economy, and the great majority of businesses are privately owned. Manufacturing is the most dynamic sector and is made up mainly of small but highly specialized units in many of which (such as furniture) design is a key factor. The traditional industries such as food processing and beverages continue to expand, and metal working, particularly the fabrication of machinery, has attained importance. The "newer" industries such as plastics, pharmaceuticals, chemicals, and electronics are thriving. Denmark is a good market for Canadian products which has not been fully exploited.

Because of the small area of the country and the compactness of the market, foreign firms generally appoint one exclusive representative for Denmark. Although most firms or agents representing foreign firms are domiciled in the Greater Copenhagen area, exporters may at times find it advantageous to appoint a representative who resides in one of Denmark's other trade centres. There can be occasions when a local firm asks for the representation for all the Scandinavian countries because he deems the Danish market too small to warrant his activities here only. Canadian exporters are advised to consult the Commercial Counsellor in such instances before granting the representation. Remuneration of a representative may take the form of commission only, salary only, or a combination of commission and salary.

Correspondence supported by adequate price and product information may be sufficient to attract initial interest. Business letters should be addressed to firms rather than to individual addresses. English is generally acceptable; very few Danes speak or write French.

Prices should be quoted in Canadian or United States dollars, preferably c.i.f. Copenhagen in order to permit comparison with competing goods. Merchandise or equipment offered on f.o.b. terms Canadian factory or port will seldom attract serious interest unless of a highly specialized nature or unique design where price negotiation may not be a factor.

There is no uniformity in the method of payment. All the normal methods of payment are used. Payment on sight or within 30 to 60 days is usual. For capital goods, payment is within 90 or 120 days, occasionally 180 days. Quotations should be accompanied by an adequate supply of descriptive literature and samples for distribution to potentially interested agents and/or buyers.

When planning your visit to Denmark, advise the Commercial Division of the Canadian Embassy in Copenhagen well in advance of your departure. Please state the objective of your visit and the type of company you wish to call on, and send several sets of literature with a c.i.f. Copenhagen price list, your terms of payment and delivery, agent's commission and other relevant data. With this material at hand, the Commercial Division will be pleased to set up a program of appointments for you.

Visitors to Denmark should ask their travel agents to make all the travelling and hotel reservations well in advance as hotel accommodation can be difficult to obtain. Visitors planning to come during the May to September period would be well advised to arrange for hotel accommodation several months ahead. However, summer is generally a poor period for doing business in Denmark as many firms are closed for extended periods during July and August.

You will find that samples convey a more eloquent sales message than even the most handsomely printed literature, so whenever practical bring them along. Business cards are a must.

“Wonderful” Copenhagen is one of the more expensive European capitals. First class hotel accommodation and meals are expensive by Canadian standards.

The most practical way to get around Copenhagen is by taxi, and normally you can go from one appointment to the next in 15 to 20 minutes at the most. Most Danish taxi drivers are unusually polite and you can enjoy the now too rare delight of the driver actually getting out of his cab to open the door. You do not tip as this is included in the price shown on the taximeter.

For visits out of town, there are scheduled air flights and train connection depending on the destination, but at times it is more practical and saves time to use the rent-a-car service.

When should you come, how long should you stay? Two or three days are usually adequate for your visit. The best months are September to May.

On arrival we suggest you call at the Commercial Division of the Canadian Embassy for a briefing before starting on your round of calls. It is a must to arrive punctually for the appointments arranged. Should it not be possible to keep an appointment, you should cancel it by telephone or advise the Commercial Division. Greet your Danish colleagues with the normal handshake; hearty back slapping will induce a state of severe shock. When addressing Danes you are not expected to adopt the local habit of using business titles such as Mr. Director Hansen (Smith). Plain Mr., Mrs., or Miss followed by the surname will suffice. Presenting a giveaway will be accepted as a pleasant gesture by many, but is likely to embarrass managing directors of major companies.

Whether negotiations are proceeding smoothly or running into difficulties, you will find that lunching with your Danish opposite number helps to promote a more personal relationship and a more informal exchange of views. You should beware, however, if Aquavit is served during the meal! All tipping in restaurants has been abolished. The prices shown on the menus include 15 per cent service and 15 per cent added value tax.

Should you be invited to a private house for lunch or dinner, you may want to follow the local custom of sending or bringing the hostess flowers. Also, if you have purchased tax-free spirits in the duty-free shop at your previous embarkation point you can make your host a happy man.

DOING BUSINESS IN FRANCE

By the Commercial Division
Canadian Embassy
Paris

A good many Canadians may well be surprised to learn that France, with a GNP twice that of Canada, is the fifth largest industrialized nation of the world. It is the world's second largest importer of petrol, machinery and transportation equipment; third largest consumer of meat, buyer of passenger cars; second in aeronautical manufacture. And we could continue the list.

This being said, you may wish to penetrate this market, to analyze it, assess the competition, look for local representation and generally promote your products. There is no better way to do it than in person. The following are a few hints which may be helpful in your preparations.

Four B's

- 1) Be specific in describing the objectives of your visit to Trade Commissioners, potential clients and others.
- 2) Be on time for your appointments. The French work by the clock and first judgement is based on punctuality.
- 3) Be prepared to talk prices, quantities and delivery in Canadian or local terms.
- 4) Be thorough in your follow-up. Both your potential agent-client (and the Trade Commissioners if you wish them to help) need prompt, comprehensive replies.

Preparing for a Trip

Choose the right time. You should consider the following factors:

- 1) Customer purchasing habits.
- 2) Seasonal aspects (if applicable).
- 3) Economic, political and social criteria.
- 4) Holidays — in France you should start by forgetting August. The French are all on holidays then. It is unwise to plan a business visit between mid-July and mid-September unless prior appointments have been made.

Your trip could also be planned to coincide with a commercial exhibition involving the trade you may wish to contact; France has at least 60 international events a year of this kind, with professional attendance averaging 60,000 a show. Check with the Commercial Division of the Canadian Embassy in Paris concerning appropriate trade shows and schedules of exhibitions. If you come at the time of shows, book your hotel well in advance as there is always a shortage of rooms.

Who Makes the Trip?

The French are a people whose ways of thinking and negotiating practices are not the same as ours. Thus the choice of who should make the trip is of utmost importance. Depending on the purpose and the organization of your firm, it would be advisable to choose: the business manager or the chief of export sales for market survey or sales promotion; a competent technical expert or an engineer if technical considerations are paramount; the head of the firm if an important contract is to be signed.

The person chosen should be briefed on the business practices, geography and history of France. A keen interest in doing business with France should be evident to the prospective client — the French respect a healthy aggressiveness and a positive appreciation of their market. They also appreciate adaptation to local social graces, whether this means religiously shaking hands on meeting and parting, using titles rather than names (Monsieur le Directeur rather than Monsieur Smith), or ploughing through a two-and-a-half hour lunch. Seldom are first names used.

The English-speaking Canadian businessman is well advised to be accompanied by an interpreter if his host cannot handle English (and a surprising number can). If your French is barely passable, don't use it because it could negotiate you into a jam.

The Canadian should be thoroughly familiar with his business, his product and his competitors; have practical experience of selling; have some knowledge of financial and legal matters (Note: the Canadian Trade Commissioners in Paris can recommend names of Canadian lawyers practising locally who are proficient in French legal requirements); and be familiar with the procedures of French and international trade.

Your Product

Quality, price and presentation are essential everywhere — for France you should also seek out information on import regulations, duties and taxes, standards (CSA approval is not automatically accepted and applications, usually taken care of by your appointed representative, are handled at CSA's equivalent, AFNOR), packing requirements, local production, import and export statistics, distribution methods, and consumer habits and tastes. One of the purposes of your trip will be to determine whether any adaptations or changes in your product are necessary.

Literature

Sales and technical brochures are in demand. These should be in French and units of measurement should be expressed in metric terms.

If you want the Trade Commissioners to assist you in linking up potential customers, agents or distributors, you should send a dozen sets of your literature with prices to enable them to canvass the trade efficiently. Phone calls sometimes work, but the prospective French client prefers to have documentation in front of him before agreeing to a meeting. Such literature should be sent to the Trade Commissioner as far in advance as possible (at least two months prior to your trip). On your visit, be sure to bring catalogues and price lists (French francs and dollars, both f.o.b. and c.i.f.); technical specifications; references; samples (if appropriate); business cards (lots of them and in French, if possible); and your firm's stationery and letterhead.

Representation

Representatives, distributors and agents in France are often wary and misinformed about Canadian suppliers. The North American habit of imposing large quotas for first year sales, as well as 30-day payment terms, tends to get the short shift. The French custom is to test the market slowly and to pay even more slowly — 90 to 120 days is not an uncommon amount of time.

There are intricate laws governing the legal relationships between principals and representatives, salesmen and agents, and rescinding an agreement is complex and costly. Before appointing a representative or a commercial agent, check with a French lawyer or ask the Trade Commissioner who can give you some advice. One suggestion is still to choose him carefully and agree on a first year trial basis.

Follow-Up

Upon returning to Canada, you should: send a letter of thanks to all the people you meet on business; confirm any arrangements agreed upon or discussed at meetings (the French are more sensitive than most Europeans about lack of follow-up); and send copies of relevant correspondence (agency agreements, problems which could be solved by a local call) to the Trade Commissioner.

Miscellaneous

The Royal Bank of Canada, the Canadian Imperial Bank of Commerce and The National Bank of Canada all have complete banking facilities in Paris; the Bank of Montreal and the Bank of Nova Scotia have a resident representative.

Other Canadian services with Paris offices include two law firms, four stockbrokerages, one insurance company, one advertising agency, Air Canada, CN-France, and CP (ships, rail, air and hotels).

DOING BUSINESS IN THE FEDERAL REPUBLIC OF GERMANY

By the Commercial Division
Canadian Embassy
Bonn

Whether it is the stylized star on the hood of a Mercedes 250, the word LEICA engraved on a 35 mm camera or simply the words Made in Germany embossed on the blade of an Alpina carving knife, German products are internationally recognized for their high quality and dependability. To a consumer, these attributes are normally associated solely with the product itself. However, to an exporter seriously interested in penetrating the German market, the significance of these qualities is their application throughout an entire economic system and, in particular, their importance as an integral component of buyer preferences. Germany is the second largest trading nation in the world and, with the foreign currency reserves in excess of those of the United States and Japan combined, the most successful. This position was achieved not only by the quality, price and style of its products, but because of a reputation of delivery on schedule, meeting contracted standards of quality and providing quick efficient after-sales service.

It is not surprising that German buyers expect these same attributes to be associated with goods offered from abroad. Between the broad German industrial base and the wide spectrum of freely imported goods, Germany is indeed a buyer's market. While such a degree of competition may discourage many suppliers, a market for imported goods in excess of \$70 billion, plus the traditional long-term stability of relations involving German buyers make the effort well worthwhile.

Preparations

Without adequate preparation, penetration of the German market will be a slow and costly process. As a first step, exporters should obtain an initial reading and advice from one of the three Industry, Trade and Commerce Trade Offices located in Germany. This can best be done by sending detailed literature including all relevant pricing information for redistribution, and permitting sufficient time for the Trade Commissioner to canvass the market. Where feasible, literature should be printed in German and units of measurement expressed in metric terms.

As ITC has programs designed to assist interested exporters, it could also be useful to contact a regional ITC office in Canada for relevant particulars.

Some Comments on the Market

Purchasing Centres — The German market is much too large and diverse to approach as a single unit. Although for some products, such as precious jewellery, virtually the entire wholesale market is concentrated in one geographic area, it is more generally true that specific markets are more numerous, distinct and cater to different tastes. The area or areas of concentration should be chosen carefully to cater to the characteristics of the product involved, specific sales objectives and the resources that can be devoted to a particular product's promotion.

Market Penetration Vehicles — By far the best sales vehicle for the German market is the appropriate vertical trade fair. The trade fair was invented in Germany and has probably been developed there to the highest existing state of the art. Because of the established international reputation of German trade fairs, the impact of one exhibit extends well beyond the FRG, throughout Western Europe and, in many cases, to markets as far afield as the Pacific Rim. Detailed information on major fairs is readily available from any of the three Canadian trade posts. Depending on the nature of the product, it may be more effective to schedule a business visit to Germany or to invite German buyers to visit your facilities in Canada. Export assistance programs available through ITC cover each of these approaches.

Channels — Food products and raw materials normally enter at the bottom of the distribution chain while capital goods and semi-processed materials are well divided between importers and end-users. Consumer products face the broadest spectrum ranging from importers, agents and wholesalers to department stores, mail order houses and buying co-operatives. Naturally, each middleman in the chain adds to the total markup. For many products, however, the broader product exposure and specialized services provided by middlemen make their use economically advantageous.

Planning Your Business Visit

Timing — Vacations are important to German businessmen and offices are often left with only skeleton staffs during part of the summer period. Consequently, visits during July and August are ill advised. In addition, established purchasing habits and seasonal considerations, particu-

larly for consumer goods, are important factors to consider in scheduling your visit. The trade post should be consulted for advice in this regard. Where practical, it is often advantageous to pick a time for your visit which coincides with an appropriate trade fair.

Dealing with German Customers — As a German buyer's impressions of the product and its supplier are often of equal importance, the visiting Canadian exporter should be prepared to demonstrate the following attributes:

(a) *Awareness of Local Customs*

Punctuality, politeness and a degree of formality are far more significant to a German businessman than to his North American counterpart. Not to adhere to these established norms may jeopardize a meeting's outcome from the outset.

(b) *Competence*

It is not enough to carry samples and an ex-factory price list. A thorough knowledge of your product including delivery periods, shipping costs, servicing requirements, extent of distributor support and performance characteristics is essential. While German buyers will normally convert prices to DM and add in relevant duties and taxes, some knowledge of these factors is desirable.

(c) *Flexibility*

Germany is a buyer's market with practices which are often quite foreign to Canadian norms. Proposals for modified packaging, for credit terms, for correspondence in German or for other deviations from your usual business practices should be evaluated in accordance with the expected benefits rather than being immediately rejected as too demanding.

(d) *Realism*

The German market is too competitive to be a short-term moneymaker. The pay-off comes through long-term involvement, and all facets of your export program (such as promotional support, profit objectives, product modifications etc.) should be formulated with this sort of time frame in mind. In establishing performance levels, keep in mind that most German businessmen will not risk their reputation by becoming overly dependent on an unproven supplier. Sales may start off slowly, but they will increase substantially when your track record is established.

DOING BUSINESS IN IRELAND

By the Commercial Division
Canadian Embassy
Dublin

Because of its location and business norms, the Irish market does not differ markedly from other European countries. However, due to its small size (3.4 million people), and the predominance of agriculture, the market tends to be segmented. Furthermore, in light of its proximity and its historically close trading links with Britain the market tends to be competitive. Membership in the EEC is accentuating the competitiveness of this market as other member states also increase their export sales.

The distribution system is highly concentrated, and it has become increasingly difficult to locate well established agents who do not already carry similar lines. Our experience has demonstrated that because of the small size of this country, better market penetration for consumer goods is achieved in many cases by dealing direct with the larger retailers as dealing through a

wholesaler tends to overprice the already expensive Canadian goods. When the volume is deemed insufficient by the larger stores, an agent becomes invaluable as he can concentrate his efforts in servicing the large number of small outlets around the country.

Apart from traditional exports of Canadian raw material, e.g., wheat, newsprint, timber, aluminum, etc., the Irish market offers good possibilities for Canadian equipment for the mining and quarrying industry, electronic and scientific equipment. Here, as in other European countries, high quality products and keen prices are essential ingredients for successful exports. Since Ireland is likely to improve and modernize its infrastructure, this sector might become of greater interest to Canadian firms, in particular for high technology equipment for the public utilities.

Mindful of the gap between the Irish economy and other more industrialized member states of the Community, the Irish Government has developed a very comprehensive scheme of assistance to industry.

In addition to the favourable business climate, your visit to Ireland could be agreeably complemented by the beautiful scenery and the friendly attitude of your business host. Regular travellers to Britain should give serious consideration to a stopover in Ireland. There may be attractive business opportunities awaiting you.

General factors bearing on doing business in Ireland are:

- (1) Continuing substantial growth of GNP and disposable personal income particularly since joining EEC (due to increase in farm income resulting from EC Common Agricultural Policy equalization payments and heavy government investment in restructuring the economy).
- (2) Up-to-date consumer standards, expectations, tastes, habits and increasingly urban life style.
- (3) Steadily expanding links with suppliers in EEC countries other than the U.K. which has been traditional main supplier of manufactured or processed products to Ireland, as well as the main market for Irish exports.
- (4) Rapid development as a manufacturing base for a wide range of products for export due to the government's generous incentive program for new industries and membership in EEC (manufacturing sector now exports more than agriculture).
- (5) Continuing modernization of existing manufacturing and industrial capabilities.
- (6) Extensive involvement in international trade; imports in 1978 totalled 3.9 billion pounds, which was equivalent to 62 per cent of the GNP, exports were 3 billion.
- (7) Volume and value of Canadian exports to Ireland has been increasing at a modest rate from year to year, but Canada's percentage share of fast-rising annual total of Irish imports is steadily declining due to Ireland's rapidly growing inter-relationships with EEC suppliers and outlets.
- (8) Imports from Canada in 1979 totalled 52 million Canadian dollars, of which about 40 per cent were from resource industries, e.g. wheat, timber, pulp, paper, tobacco. The remaining 60 per cent represented a wide range of products sold in relatively modest quantities largely because of some particular characteristic or long-standing business relationship, with price being an important but not totally dominant factor.

During the past 15 years, the Irish economy has undergone a major restructuring from being based primarily on agriculture to an approximately balanced dependence on agriculture, manufacturing and tertiary sectors. Irish industry and commerce has become increasingly competitive and alert although some complaints are still heard that manufacturers' representatives and agents (for smaller companies undertaking manufacture under licence or on a joint-venture basis) lapse into being "order takers", i.e., rely too heavily on suppliers or partners for marketing.

Because of Ireland's extensive import dependence, distributors have become well established in virtually every product sector, generally for EEC manufacturers. Historically, many products have reached the Irish market through U.K. distributors but due to the rapid expansion of Ireland's trade and contacts with EEC in recent years, the advantageous position once enjoyed by U.K. distributors is eroding significantly, particularly since the long-standing parity link between the U.K. and Irish pound was broken in 1979 following Ireland's joining the European Monetary System.

Ireland is worth particular consideration for doing various kinds of business because of the decline of the cost of the Canadian dollar; increasing consumer income; generous incentives offered by the Irish Industrial Development Authority for new manufacturing operations or joint-ventures; availability of English speaking, youthful, educated labour force; and access to the vast EEC market. With the establishment of 700 new manufacturing plants (about 400 in the past seven years), largely in light industry and products incorporating new technology, the market for machinery, materials and components continues to expand.

DOING BUSINESS IN ITALY

By the Commercial Division
Canadian Embassy
Rome

Italy offers excellent sales opportunities to persistent and patient exporters.

Italy's process of industrialization has been both rapid and spectacular. Since the late 1940s and early 1950s, Italy has gained a solid and well-deserved reputation as a producer of consumer goods (clothing, shoes, furniture, domestic appliances), chemicals, steel, sophisticated electronic goods, machinery and a host of other products that continue to be reliable and competitive on international markets. At the same time, Italy is resource-poor and must import all the raw material inputs for industry as well as a large share of its requirements of foodstuffs — mainly cereals and meat.

When studying the Italian market, it is necessary to be both thorough and exacting. It is difficult to identify potential clients in a nation of over 55 million with more than 1 million retail establishments and nearly 100,000 wholesale outlets. In addition, the country is quite sharply polarized between north and south, and there are different variables at work in each area.

Before embarking on a trip to Italy, plan your objectives well. If your initial purpose is only to gather market information it may not be necessary to make a trip. Given the proper data on your products, the Canadian Trade Commissioners in Milan and Rome may be able to do much of the work. The Rome office is responsible for Italy from Florence south, and Milan covers Italy north of this dividing line. General enquiries should be sent to both posts.

If it is necessary to make a personal visit, carefully identify (and indicate to the Trade Commissioner) the type of contacts you wish to meet, i.e. a wholesaler/agent/distributor in the same products or in complementary products. If your marketing program envisages a licensing or cooperative venture in production, make this clear from the outset so that potential local agents may be made fully aware of your plans.

In preparing for your trip to Italy, the following points should be remembered:

- (1) Italians appreciate a formal and polite approach. If your contact has a title (Dottore, Ingegnere, Professore, etc.) always use it. Handshakes, presentation of business cards and other formal trappings of the European business world are even more appreciated by Italians when they realize you are making an effort that is not a normal part of the North American milieu.
- (2) Italian is the language of commerce in Italy. There are many businessmen, particularly in northern Italy, who speak French or English but remember, if you are using one of these languages it will be the Italian's second language and idioms or rapid conversation will only confuse matters. For your initial visit someone from the Trade Commissioner's office can accompany you to assist in communications. For routine visits to established agents, translators can be hired if required.
- (3) Come to Italy armed with all the information about your product, including c.i.f. prices. If your printed brochures are in English or French only, translate at least the key sections (including technical descriptions) into Italian and append this sheet to the brochure. It is a small expense that will take your product a long way. In addition, make a study of transport facilities (cost, mode, frequency, delivery time) to assist a potential buyer in evaluating the cost/benefits of your product.
- (4) Holidays are important to Italians, so forget about the month of August, the last two weeks of July and the first two of September.

When you arrive in Italy, it would be advisable to contact the Trade Commissioner to check for such things as last minute changes in schedules or appointment venues.

It is preferable to make an appointment with the Italian businessman. However, Italians, for all their formality, do not tend to follow appointment schedules too rigorously. Be at the appointed place on time, but be prepared for a short wait — your contact will arrive eventually.

At your meetings, be well-informed about your competition in Italy, pointing out the advantages of your products using local terms and standards (i.e., currency, metric units, etc.). If your potential client cannot make an immediate comparison, valuable time and continuity will be lost.

Once you have visited all your potential agents/buyers/etc., and have made your presentations and offers in the most professional and complete manner possible, the great waiting game begins. Italians do not make immediate decisions. Patience and persistence must be your strategy. Through direct personal contact and through the Trade Commissioners, you must persevere. Any lapse in your interest will certainly produce the same in the Italian businessman.

DOING BUSINESS IN THE NETHERLANDS

By the Commercial Division
Canadian Embassy
The Hague

Wooden shoes, windmills and tulips mean one thing to most people: Holland. But The Netherlands is a lot more than that. In fact, dollar for dollar, The Netherlands offer an excellent market for Canadian exporters (and investors). Here are some of the reasons why:

Although The Netherlands is a small nation in size, measuring less than 14,000 square miles (36,400 km², about the size of Vancouver Island), it is one of the world's most densely populated countries with almost 14 million inhabitants. Being only 230 miles (370 km) long and about 120 miles (193 km) wide it is possible to reach any point in The Netherlands by automobile from Amsterdam in two and a half hours. More than half of the Dutch population is located in the western coastal area of the country which includes the three major cities, Amsterdam, Rotterdam and The Hague, the latter being the country's administrative centre. All three cities are within an hour's drive of each other. Fast, efficient train and bus service links all Dutch commercial centres. A businessman can make a morning appointment in Rotterdam and be back in Amsterdam for an afternoon meeting. Dutch businessmen are scrupulous about honouring appointments and expect the same from visiting businessmen.

The Netherlands represents an ideally compact and concentrated market. It also helps considerably to reduce transportation and distribution costs for exporters.

Excluding agricultural products and natural gas, The Netherlands must import most primary commodities and a high percentage of manufactured goods. If a Canadian exporter has a competitive product, The Netherlands is a good potential market.

An additional advantage of selling to The Netherlands is that Rotterdam is the world's largest port and serves as an excellent entry point into the lucrative EEC countries, especially Germany. (Amsterdam also is one of Europe's busiest ports). In fact, there are more than 160 million people within a radius of 300 miles (483 km) of the major Dutch cities! Because of its strategic location, The Netherlands has taken over a great proportion of the transport business for the Common Market nations.

Doing business in The Netherlands is particularly easy for Canadians, as most Dutch businessmen speak English fluently, and a significant number also speak French. Dutch firms and businessmen are hard bargainers, and potential exporters should be prepared accordingly. The Dutch buyer wants quality but wants it at a low price. Dutch businessmen expect punctuality in all business dealings. Canadian exporters must be ready to discuss detailed sales and price matters during the very first call on a Dutch firm or agent.

It is highly recommended that businessmen considering visiting Holland advise the Commercial Division of the Canadian Embassy of their intentions and provide product brochures so that the Commercial Division can survey the market potential and organize an appropriate program for the visit. Plenty of advance notice will do a lot to ensure that a business trip is a success.

Dutch firms which buy in large quantities prefer, understandably, to deal directly with the manufacturer. Canadian exporters who do not anticipate large volume sales will have to deal through an importer or distributor or agent. If an exporter's product is quite specialized or high priced, finding an agent is the best bet to promote his product. Once an agent is selected it is important to work closely with him and keep him well informed. This will pay real dividends in the long

run. The terms of contract with agents depend on what kind of arrangement has been made between the two parties. There are no rigid rules. Information concerning Dutch firms and potential agents can be obtained through the Commercial Division of the Canadian Embassy at The Hague. Dutch buyers resist any attempt to have them accept large initial buying quotas. Agents also do not like sales quotas. Payments can be made cash, upon receipt, but terms of 60, 90 or 180 days are also common practice on large orders.

It is recommended that a potential exporter provide product brochures and price quotations c.i.f. Rotterdam or Amsterdam, preferably in Dutch guilders. All product descriptions and specifications should be in metric. They need not be translated in Dutch, although it is always a good idea. Once a business contact has been established, it is also important that it be quickly followed up, and the Dutch firm or commercial agent will expect prompt replies to correspondence and orders.

It would be advisable to avoid first-time or exploratory business visits during the period July-August as a large number of Dutch take their summer vacations during that period. (Plants and firms often close during the summer vacation period.)

Exhibitions

Participation in trade exhibitions in The Netherlands is often a highly recommended way to introduce a product to this market. The two largest trade exhibition centres are the Royal Netherlands Industries Fair in Utrecht, and the RAI in Amsterdam. A wide variety of fairs are held regularly both for the trade and for the public.

As stated earlier, The Netherlands is a large importer of all types of goods from primary commodities to sophisticated manufactured items. In addition to purchasing significant amounts of such Canadian export commodities as minerals, forest products, grains and other basic materials, The Netherlands has also imported increasing amounts of manufactured goods and equipment, such as electrical and electronic products, defence equipment and textile and consumer products. Exports of Canadian clothing to The Netherlands have been particularly encouraging lately.

Although the foregoing surveys only briefly some market sectors of importance or interest to Canadian exporters, it does show that there is good market potential for a vast range of Canadian product lines in The Netherlands. If a Canadian businessman wants to know the potential for his own particular product lines he need only write or telex the Commercial Division of the Canadian Embassy. The Commercial Division will be pleased to survey the Dutch market and suggest the best course of action to pursue.

GREECE

On January 1, 1981, Greece became the tenth member of the European Economic Community.

There will be a transitional period of some complexity in the trade field as Greek tariffs, rules and regulations are adjusted to those of the Communities. The basic transitional period for imported items will be five years although in a few cases it will be stretched to seven years. The ultimate result is expected to be improved access for Canadian industrial goods but the adoption of the Common Agricultural Policy will inhibit sales of Canadian agricultural products.

General

Greece is a relatively small market (9.2 million people) and its economy is characterized by a strong service sector (shipping and tourism) and a small industrial sector, thus it must import a broad range of products to fill its needs. The result is that service receipts are used to offset a traditional deficit in the merchandise trade balance.

Greek import procedures are expected to be greatly simplified by the implementation of EEC import rules but there will be a transitional period of some complexity as Greek officials and agents become familiar with the new system. Canadian exporters are advised to seek the advice of the Commercial Section of the Canadian Embassy in Athens which will recommend both a course of action and the names of possible agents.

Banking

The Bank of Nova Scotia maintains three branch offices in Greece. Roymideast has established a co-ordination office for its middle Eastern activities in Athens.

Transport

CP Air and Air Canada both maintain sales offices in Athens.

National Regulations

Import Regulations — Import Approvals — All commercial imports into Greece from Canada exceeding U.S. \$660 (c.i.f.) or U.S. \$600 (f.o.b.) must be covered by a formal import approval. These must be obtained by the Greek importer. Import approvals, once granted, automatically guarantee the foreign exchange necessary for payment. No shipment exceeding the above amounts should be made prior to the issuance of such import approval as otherwise fines are imposed by the Greek import authorities. This is extremely important. Before permitting loading, exporters should have an assurance by letter or cable from the consignee that he has actually obtained an approval.

Certificates of Origin — In order to obtain minimum or “conventional” rates of duty, goods originating in Canada must be covered by a separate certificate of origin issued by a Chamber of Commerce and/or by the Greek consulate. This certificate of origin must always accompany the shipping documents. In the case of transshipped goods the certificate of origin must be issued by the Greek consulate.

Greek regulations require declarations of origin to be made by the manufacturer or actual exporter and not by an agent or shipping agent on their behalf. Failure to observe this requirement is likely to result in rejection of the certificates by the Greek authorities.

The certificate of origin is a separate and distinct document, and a declaration of origin contained on an invoice or other document is unacceptable.

Special Certificates

Animal and Livestock Products — All shipments of animals and livestock products including hides and skins must be accompanied by a sanitary certificate issued by a Greek consul in the country of origin.

The date of slaughter, the kind of meat, the name of the packers, and whether the packers installations fulfill sanitary regulations should be listed on certificates covering frozen meat and poultry.

Greek import regulations for these products are strict and a full set of regulations applying to the product should be obtained and examined carefully to ensure conformance prior to shipment.

Plant and Forestry Products — Phytosanitary certificates are required for the importation of plants (fresh vegetables, seeds, potatoes, etc.) and forestry products (i.e., lumber, free from *Endoconaliphora Fagaceary Bretz*). These must be issued by the Plant Protection Division of the Canadian Department of Agriculture and do not require a Greek consular visa.

Labelling, Packing and Marking

Special regulations apply to goods imported into Greece for repacking or reprocessing for retail sale. Goods imported for direct retail sale are not affected unless they are for personal consumption or use (food, non alcoholic beverages, soaps, etc.). After testing and approval by the Greek State Laboratory, they must show on their label the name of the manufacturer, brand, and contents in Greek, or in Greek and two foreign languages. The name and address of the Greek agent must also be listed.

Alcoholic beverages must be approved by the Greek State Laboratories, and a label issued by this organization indicating origin must be affixed. The label must indicate the percentage of alcoholic content (according to Greek regulations) but it is not necessary that the suppliers' label and other identification marks be in Greek.

A circulation permit must be obtained from the State Control Laboratory of Pharmaceuticals for pharmaceuticals and patent medicines. These products may be circulated with the same markings and labels as used in the country of origin and should list an analysis of the contents by percentages, manufacturer's name, brand name and address of the agent in Greece. The retail price must also be listed on a perforated label which can be removed to support claims for reimbursement from social insurance funds.

Samples

Samples of goods of no commercial value are admitted duty and tax free. Samples of commercial value, when consigned to local agents of foreign exporters who are members of associations of commercial agents, are exempt from import duties and taxes up to 2,000 drachmas per annum for each business firm. Other kinds of samples are subject to import charges unless they are made unfit for sale as merchandise but not to the extent of destroying their usefulness as samples.

Samples of value, when carried or temporarily imported, may be cleared through customs against a cash deposit or an acceptable bond to cover the amount of duty and taxes involved. The deposit is refunded or the bond released upon re-export of the samples within six months from the date of entry. An extension may be granted if applied for before expiration of the original term.

Greece is a member of the International Convention to Facilitate the Importation of Commercial Samples and Advertising Material and Canadian exporters may use the ATA Carnet system outlined on page 14 .

CANADIAN TRADE COMMISSIONER POSTS IN THE MEMBER-COUNTRIES OF THE EEC

BELGIUM	Commercial Division Canadian Embassy rue de Lozum, 6 B-1000 Brussels, Belgium	Cable: CANADIAN Tel: 513.79.40 (Area Code 2) Telex: 21613 (DOMCAN B) (Destination Code 46) Territory: Luxembourg
BRITAIN	Commercial Division Canadian High Commission One Grosvenor Square London, W1X 0AB, England	Cable: DOMINION London Tel: 629-9492 (Area Code 01) Telex: 261592 (CDALDN G) Territory: England, Wales, Gibraltar
	Canadian Consulate Ashley House 195 West George Street Glasgow G22H4, Scotland	Cable: CANTRACOM Tel: 248-3026 (Area Code 041) Telex: 778650 (CDAGLW G) (Destination Code 77) Territory: Northern Ireland, Scotland
DENMARK	Commercial Division Canadian Embassy Kr. Bernikowsgade 1 1105 Copenhagen K, Denmark	Cable: CANADIAN Tel: (01) 12 22 99 Telex: 27036 (DMCNC DK) (Destination Code 55) Territory: Greenland, Faroe Islands
FRANCE	Commercial Division Canadian Embassy 35 Avenue Montaigne 75008 Paris, France	Cable: CANADIAN PARIS Tel: 723-5015 (Area Code 01) Telex: 280806 (DOMCAN A PARIS) (Destination Code 42) Territory: Andorra, Monaco
GERMANY	Commercial Division Canadian Embassy Friedrich-Wilhelmstrasse 18 53 Bonn, West Germany	Cable: CANADIAN Tel. 231061 Telex: 886421 (DOMCA D) (Destination Code 41) Territory: States of Baden- Wuerttemberg, Bavaria Hesse, Rhineland- Palatinate, Saar
	Canadian Consulate General Immermannstrasse 3 4 Duesseldorf, West Germany	Cable: CANADIAN Tel: 353471 (Area Code 0211) Telex: 87144 (DMCN D) (Destination Code 85) Territory: State of North Rhine-Westphalia

	Canadian Consulate General Esplanade 41-47 2000 Hamburg 36, West Germany	Cable: CANADIAN Tel: 351805 Telex: 215555 (DMCNH D) (Destination Code 41) Territory: City States or Ham- burg and Bremen; States of Lower Saxony and Schleswig-Holstein; West Berlin
GREECE	Commercial Division Canadian Embassy 4 Ioannou Ghennadiou Street Athens 140, Greece	Cable: CANADIAN ATHENS Tel: 739-511 Telex: 215584 (215584 DOM GR) (Destination Code 601)
IRELAND	Commercial Division Canadian Embassy 65/68 St. Stephen's Green Dublin 2, Ireland	Cable: DOMCAN Tel: 781-988 (Area Code 01) Telex: 5488 (DMCN E1) (Destination Code 500)
ITALY	Commercial Division Canadian Embassy Via G.B. de Rossi 27 00161 Rome, Italy	Cable: CANADIAN Tel: 864-327/855-351 (Area Code 6) Telex: 610056 (DOMCAN 1) (Destination Code 43) Territory: Provinces of Tos- cana, Marche, Umbria, Lazio, Abruzzi-Molise, Puglia, Campania, Basilicata, Calabria, Sicilia, Sardegna Other countries: Malta
	Canadian Consulate General Via Vittor Pisani 19 20124 Milan, Italy	Cable: CANTRACOM Tel: 652-600/657-0451 Telex: 310368 (310368 CANCON 1) (Destination Code 43) Territory: Provinces of Emilia- Romagna, Lombar- dia, Piemonte, Trentino-Alto Adige, Veneto, Liguria, Trieste, Val d'Aosta, Friuli-Venezia, Giulia
NETHERLANDS	Commercial Division Canadian Embassy Sophialaan 7 The Hague, The Netherlands	Cable: CANADIAN Tel: 61-41-11 (Area Code 070) Telex: 31270 (31270 DMCN NL) (Destination Code 44)

REGIONAL OFFICES OF THE DEPARTMENT OF INDUSTRY, TRADE AND COMMERCE

NEWFOUNDLAND	127 Water Street, 2nd Floor P.O. Box 6148 St. John's, Newfoundland A1C 5X8	Tel: (Area Code 709) 737-5511 Telex: 016-4749
NOVA SCOTIA	Suite 1124, Duke Tower 5251 Duke Street, Scotia Square Halifax, Nova Scotia B2J 1N9	Tel: (Area Code 902) 426-7540 Telex: 019-21829
PRINCE EDWARD ISLAND	Dominion Building 97 Queen Street P.O. Box 2289 Charlottetown, Prince Edward Island C1A 8C1	Tel: (Area Code 902) 892-1211 Telex: 014-44129
NEW BRUNSWICK	Suite 642, 440 King Street Fredericton, New Brunswick E3B 5H8	Tel: (Area Code 506) 452-3190 Telex: 013-46140
QUEBEC	685, rue Cathcart, Suite 600 C.P. 1270, Station "B" Montréal (Québec) H3B 3K9	Tel: (Area Code 514) 283-6254 Telex: 055-60768
	Suite 620, 2 Place Québec Québec (Québec) G1R 2B5	Tel: (Area Code 418) 694-4726 Telex: 051-3312
ONTARIO	1 First Canadian Place, Suite 4840 P.O. Box 98 Toronto, Ontario M5X 1B1	Tel: (Area Code 416) 369-4951 Telex: 065-24378
MANITOBA	507 Manulife House 386 Broadway Avenue Winnipeg, Manitoba R3C 3R6	Tel: (Area Code 204) 949-2381 Telex: 075-7624
SASKATCHEWAN	Room 980, 2002 Victoria Avenue Regina, Saskatchewan S4P 0R7	Tel: (Area Code 306) 569-5020 Telex: 071-2745
ALBERTA AND NORTH- WEST TERRITORIES	500 Macdonald Place 9939 Jasper Avenue Edmonton, Alberta T5J 2W8	Tel: (Area Code 403) 420-2944 Telex: 037-2762

BRITISH COLUMBIA	Suite 2743 Bentall Centre, Tower III 595 Burrard Street P.O. Box 49178 Vancouver, British Columbia V7X 1K9	Tel: (Area Code 604) 666-1434 Telex: 04-51191
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TRADE REPRESENTATION IN CANADA OF EEC MEMBER COUNTRIES

BELGIUM	Embassy of Belgium 85 Range Road, Suites 601-604 Ottawa, Ontario K1N 8J6	Tel: (Area Code 613) 236-7269-8-9
	Belgian Consulate-General Suite 2222, Place Ville-Marie Montreal, Quebec H3B 3M4	Tel: (Area Code 514) 866-8678-9
	Belgian Consulate General 8 King Street East, Suite 1901 Toronto, Ontario M5C 1B5	Tel: (Area Code 416) 364-5283
	Belgian Consulate General 701 West Georgia Street, Suite 1560 I.B.M. Tower P.O. Box 10119, Pacific Centre Vancouver, British Columbia V7Y 1C6	Tel: (Area Code 604) 682-1878
BRITAIN	British High Commission 80 Elgin Street Ottawa, Ontario K1P 5K7	Tel: (Area Code 613) 237-1530
	British Consulate General Three McCauley Plaza, Suite 1404 10025 Jasper Avenue Edmonton, Alberta T5J 1S6	Tel: (Area Code 403) 428-0375
	British Consulate General 635, ouest Boulevard Dorchester Montréal (Québec) H3B 1R6	Tel: (Area Code 514) 866-5863
	British Consulate General 200 University Avenue Toronto, Ontario M5H 3E3	Tel: (Area Code 416) 864-1290

British Consulate General Tel: (Area Code 604) 683-4421
 407-602 Hastings Street West
 Vancouver, British Columbia
 V6B 1P6

Assistant British Trade Tel: (Area Code 204) 942-3151
 Commissioner
 York Centre, Suite 2500
 145 Hargrove Street
 Winnipeg, Manitoba
 R3C 3R8

DENMARK

Embassy of Denmark Tel: (Area Code 613) 234-0704/
 85 Range Road, Suite 702 0116/4619
 Ottawa, Ontario
 K1N 8J6

Danish Consulate General Tel: (Area Code 514) 849-5391
 1245, ouest rue Sherbrooke, Suite 1525
 Montréal (Québec)
 H3G 1G2

Danish Consulate Tel: (Area Code 416) 962-5661
 151 Bloor Street West, Suite 310
 Toronto, Ontario
 M5S 1S4

FRANCE

Embassy of France Tel: (Area Code 613) 232-1795
 42 Sussex Drive
 Ottawa, Ontario
 K1M 2C9

French Consulate General Tel: (Area Code 514) 878-4381
 2 Ellysée (étage E), Place Bonaventure
 Montréal (Québec)

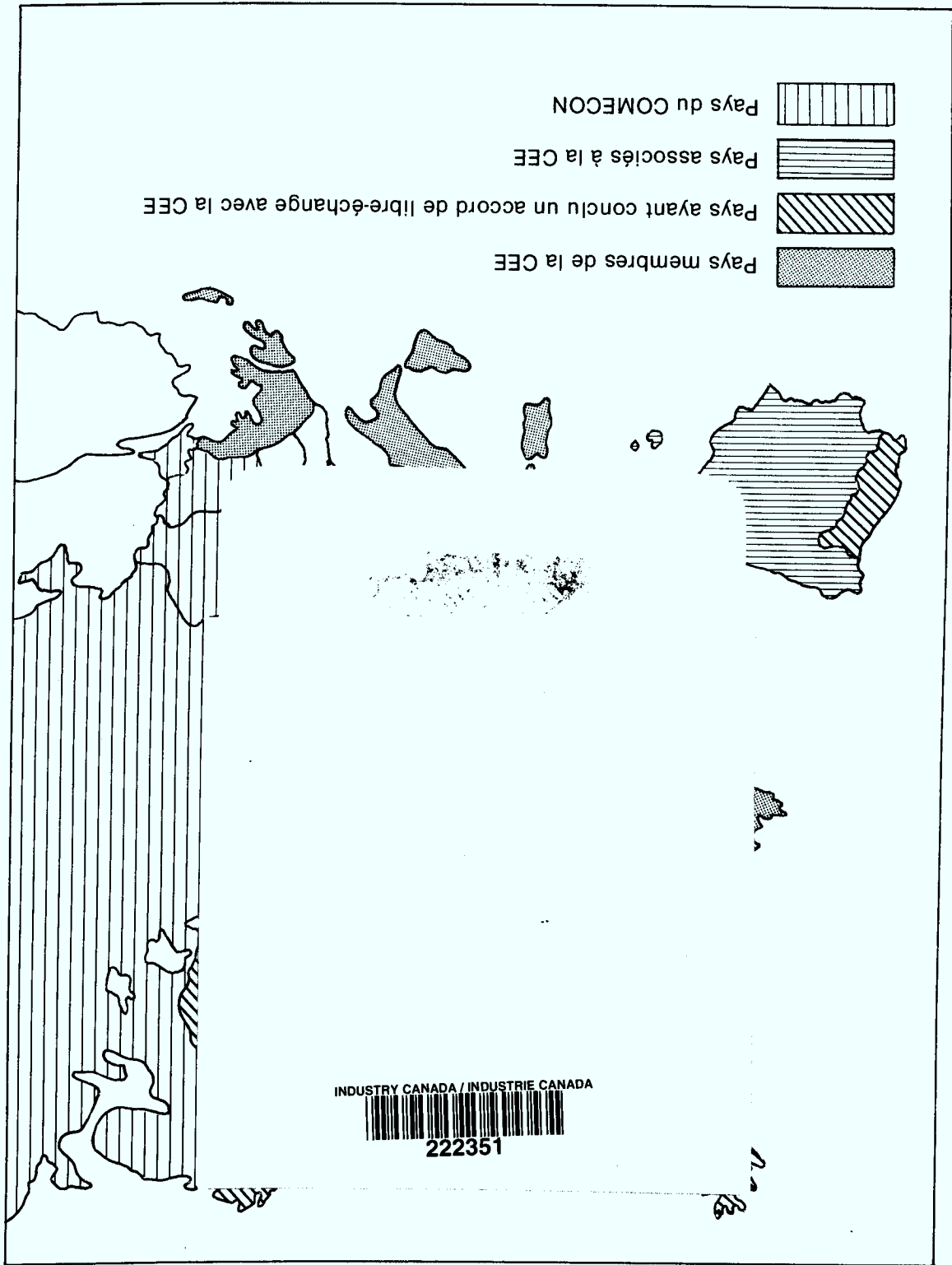
French Trade Commissioner Tel: (Area Code 418) 688-0403
 1110, avenue des Laurentides
 Québec (Québec)
 G1S 3C3

French Trade Commissiöner Tel: (Area Code 416) 362-1257
 40 University Avenue, Suite 302
 Toronto, Ontario
 M9J 1T1

French Consulate General Tel: (Area Code 604) 681-2301
 The Vancouver Block, Suite 1201
 736 Granville Street
 Vancouver, British Columbia
 V6Z 1H9

GERMANY (FRG)	Embassy of the Federal Republic of Germany 1 Waverley Street Ottawa, Ontario K2P 0T8	Tel: (Area Code 613) 232-1101- 2-3-4-5
	German Consulate General 11456 Jasper Avenue, Suite 402 Edmonton, Alberta T5K 0M1	Tel: (Area Code 403) 488-0144
	German Consulate General 3455, rue Mountain Montréal (Québec) H3G 2A3	Tel: (Area Code 514) 286-1820
	German Consulate General 77 Admiral Road Toronto, Ontario M5R 2L5	Tel: (Area Code 416) 925-2813-4-5
	German Consulate General 501-325 Howe Street Vancouver, British Columbia V6C 2A2	Tel: (Area Code 604) 684-8377
GREECE	Embassy of Greece 76-80 MacLaren Street Ottawa, Ontario K2P 0K6	Tel: (Area Code 613) 238-6271-2-3
	Greek Consul-General 1010, ouest rue Sherbrooke, Suite 204 Montréal (Québec) H3A 2R7	Tel: (Area Code 514) 845-2105
	Greek Consul-General 100 University Avenue, Suite 511 Toronto, Ontario M5J 1V6	Tel: (Area Code 416) 368-3322
IRELAND	Greek Consul 1 Bental Centre 505 Burrard Street, Suite 890 Vancouver, British Columbia V7X 1M4	Tel: (Area Code 604) 681-1381
IRELAND	Embassy of Ireland 170 Metcalfe Street Ottawa, Ontario K2P 1P3	Tel: (Area Code 613) 233-6281

ITALY	Embassy of Italy 170 Laurier Avenue West Ottawa, Ontario K1P 5V5	Tel: (Area Code 613) 232-2402-3
	Italian Consulate General 3489, avenue Drummond Montréal (Québec) H3G 1X6	Tel: (Area Code 514) 849-8351- 2-3-4
	Italian Consulate General 136 Beverley Street Toronto, Ontario M5T 1Y5	Tel: (Area Code 416) 364-1566
	Italian Trade Commission 736 Granville Street, Suite 407 Vancouver, British Columbia V6Z 1G4	Tel: (Area Code 604) 685-8451
THE NETHERLANDS	Embassy of The Netherlands 275 Slater Street, 3rd Floor Ottawa, Ontario K1P 5H9	Tel: (Area Code 613) 237-5030
	Netherlands Consulate General 1 Place Ville-Marie, Suite 1736 Montréal (Québec) H3B 2C1	Tel: (Area Code 514) 866-4875
	Netherlands Consulate General 10 King Street East Suites 900-901 Toronto, Ontario M5C 1C3	Tel: (Area Code 416) 364-5443/ 5444
	Netherlands Consulate General Crown Trust Building, Suite 721 475 Howe Street Vancouver, British Columbia V6C 2B3	Tel: (Area Code 604) 684-6448/ 6449



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