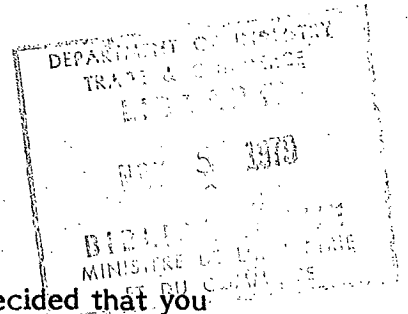


**GENERAL INFORMATION
ON
STARTING AN EXPORT BUSINESS**

**BUSINESS CENTRE
DEPARTMENT OF INDUSTRY, TRADE AND COMMERCE
OTTAWA
K1A 0H5**

**List of Canadian Trade
Commissioners Attached**

THE EXPORT AGENCY



Whatever your reason, whatever your goal, you have decided that you want to export goods from Canada.

You still have a lot to think about.

Export is not a casual affair, it is big business. Canadian exports in 1977 totalled \$43.5 billion, excluding re-exports.

Exporting must be tackled with energy and determination, and with the intent of making it last.

This booklet is not a "How To" of exporting. It has been prepared in response to the most frequently asked questions about exporting. Treat it as a guide to the questions you still have to ask the exporters - and yourself.

This is a brief and by no means exhaustive outline of the steps that should be taken after your decision to be an exporter -- and the situations you are likely to encounter along the way. If our counsellors can be of assistance, call the Business Centre at Zenith 0-3200 from anywhere in Canada.

All sources of information and assistance mentioned in this guide are listed in the directory at the back.

EXPORTING--MARKET SURVEY

Your first two concerns as an exporter are interdependent -- product and market.

Both can be handled in the first step -- the market survey.

A thorough market survey is essential to any venture, whether you feel you have a "fail-safe" product, or are familiar with a particular market you would like to enter, or are just shopping around for opportunities.

Among the many factors that market survey should take into consideration are:

- identification of your customers
- your competition
- your product and its adaptability
- pricing and discounts
- advertising requirements
- local standards
- local physical conditions
- local cultural requirements
- maintenance requirements, warranties and guarantees
- local legal requirements
- packaging
- labelling
- language differences

distribution methods and franchising
transportation
delivery

In short, everything that will affect your export business should be thoroughly investigated to help you avoid mistakes, problems and delays later on.

In starting the market survey, you will find assistance and advice available from a variety of sources.

One of the best introductory documents available at this stage is the "Markets for Canadian Exports" series published by the Federal Department of Industry, Trade and Commerce. These booklets provide basic information on geographic, climatic, cultural, economic and market conditions of specific countries or areas. Assistance is also available through this department's Regional Offices across Canada and through the Trade Commissioner Service around the world. Some airlines will provide varying degrees of market research; shipping companies can provide information on specific cargo movements and world trade; local Chambers of Commerce and Boards of Trade are helpful; the Canadian Export Association, the Canadian Manufacturers' Association and the Canadian chartered banks have information on world markets; or you can approach private market research firms at this stage. To get the best answers, be sure that your questions are clear and precise.

Your market survey should also include a preliminary check on restrictions such as foreign import and exchange controls or Canadian export controls. In most countries, once an import permit is given, it carries with it the right to secure the necessary foreign exchange to pay for the goods. Only a

small number of countries have no import or exchange permit regulations. Check with the Department of Industry, Trade and Commerce, Office of Special Import Policy (area code 613-995-8356) about the Canadian Export Control List. You should also contact the foreign embassies or consulates in Canada for information on foreign exchange controls and import control regulations in force in their countries.

EXPORTING--ESTABLISHING BUSINESS

Once your market survey is completed, you should know where you can profitably export specific products, and the kinds of situations and problems you are likely to encounter.

If your survey indicates a good chance for success, and you have not already done so, you are ready to establish your business. You should investigate the various forms of business organizations and establish yours on the basis of the most appropriate to you. There are four basic forms to look at: sole proprietorship, partnership, corporation and co-operative. Each of these has its own advantages and disadvantages to be considered carefully. Be sure that whichever form you choose, you comply with all federal and provincial corporations offices, the federal Department of Consumer and Corporate Affairs and the Doing Business in Canada "Forms of Business Organization booklet." Consult your lawyer for advice on procedures and regulations.

EXPORTING--FINDING THE GOODS

Your company is legally established and ready to start exporting. If you are just starting out without any previous experience, choose a product which is not too big and thus not requiring complex after sales servicing, nor from a large manufacturer who probably will have his own export division.

If you have had experience with a particular product - "stick with it". Ensure that any potential exporter can meet market demands. Now, where does it come from?

If you do not already have a supplier, your search could include one or all of the following:

- the Canadian Manufacturers' Association (ask them about the Canadian Trade Index, which lists Canadian manufacturers interested in export markets)
- Statistics Canada (ask them about the monthly printouts of all commodities currently exported, and the countries to which they are consigned)
- Department of Industry, Trade and Commerce
- Provincial Departments of Industry and Trade
- Canadian Chartered Banks
- Boards of Trade
- Chambers of Commerce
- Canadian Exporters Association
- Trade Associations

FINDING THE BUYER

Your market survey should have identified potential buyers in the countries in which you are interested. The best market survey includes personal visits, to make initial contacts. Canadian Trade Commissioners can help set up appointments in their territory. In many cases, you will be selling to commission agents - be careful that you understand and comply with all local regulations regarding agency agreements. Know what your contact entitles you to and what it obligates you to.

PRICING

You know the market, you have the products: How do you price them?

The right price should be quoted in the manner most acceptable to the buyer. The overseas buyer usually prefers prices quoted CIF at a port which he designates. In some countries, it is customary to quote in U.S. dollars. Price may be related to dimensions, weight, volume, contents, etc., and may be required in metric measurements. The buyer will be happy to explain his requirements to you.

The buyer is happy, you're happy, and you're almost ready to send those products out -- it's all over now but the paperwork.

CUSTOMS

Find out about the customs tariff classification, rate of customs duty and extra import charges, where applicable, by consulting either the federal department of Industry, Trade and Commerce or the Canadian Manufacturers' Association. Tell them exactly what your product is, and where it's going, and they'll help you find out what the duties are, whether duties are on an ad valorem or specific basis, and if your goods are given any tariff preference.

MARKING & LABELLING

Most countries have their own marking and labelling regulations: in some countries, goods must be clearly marked as to country of origin or

manufacture; many have regulations specifically for food and pharmaceuticals products. Canadian food and drug laws must be observed, and trade mark regulations should also be complied with. Your buyer or his embassy can advise you on local regulations: contact with the Canadian Trade Commissioner in the area to which you are exporting is recommended for full information on requirements.

DOCUMENTATION

It is vitally important that you take the time to fully understand and comply with the buyer's requirements and the regulations of the import country (as well as Canadian regulations) on letters of credit, bills of lading, commercial invoices, insurance, customs invoices, import and/or exchange permits, etc. All documentation must be completed in accordance with Canadian and local requirements. In many cases, documentation must be completed in the language of the importing country in more copies than Canadians are accustomed to.

TRADE TERMS

Remember that trade terms do not always have the same meaning in all countries. If there is any doubt, avoid misunderstandings: avoid abbreviations.

SHIPPING AND MARINE INSURANCE

Marine insurance, designed to afford protection to those having an interest in the goods against perils from which the ocean carrier is relieved from liability, is an indispensable adjunct of ocean commerce. Details are best obtained from your carrier or insurance company. Check into all available types

of insurance for export shipments to be sure you're getting the coverage best suited to your needs.

EXPORT DEVELOPMENT CORPORATION

Assistance and advice are available to the exporter from a variety of sources in Canada, including:

- 1) Export Development Corporation
110 O'Connor Street
P.O. Box 655
Ottawa, Ontario
K1P 5T9

Tel: (613) 237-2570
Cable: EXCREDCORP
Telex: 053-4136
Facsimile: (613) 237-6920

The Export Development Corporation (EDC) operates on a commercially self-sustaining basis to help Canadian exporters meet international credit competition through the provision of credit insurance, guarantees, loans and other financial services. These facilities assist in the development of Canada's export trade, creating employment for Canadians.

The facilities provided by EDC are not intended to subsidize exporters. Canadian firms still have to compete in the export markets of the world on the basis of a competitive product in terms of price, quality, service and delivery. EDC endeavours to place them, in terms of credit, in a position of competitive equality with exporters in other countries who have access to similar facilities.

The principal services are:

(a) Long-Term Loans

EDC arranges and guarantees long-term loans to buyers of capital equipment and/or technical services from Canada. Working in conjunction with the Canadian banking community, the Corporation provides terms which are as internationally competitive as possible. Usually the Canadian exporter submits the loan application to EDC on behalf of the foreign buyer, and funds are disbursed directly to Canadian suppliers on behalf of the borrower.

Lines of credit extended in a number of countries open the door for Canadian enterprise to bid on foreign projects, assuring them that financing arrangements will support their commercial sales.

Eligible transactions must have the highest possible Canadian material/labour content and meet a minimum standard in this respect.

(b) Export Credits Insurance

Canadian firms of any size can insure their export sales against non-payment by foreign buyers. EDC export credits insurance policies indemnify exporters for a percentage (generally 90 per cent) of losses arising from political and commercial risks involved in doing business abroad. Risks covered include insolvency of the buyer, protracted default blockages of funds and the imposition of trade restrictions not in effect when the transaction was made.

Almost any kind of transaction involving the export of goods, services or technology may be insured by EDC. Insurance premiums are set at the lowest possible level consistent with sound underwriting principles. Whole turnover policies are available to cover consumer goods and general commodities sold on short-term credit; specific contract policies are issued for capital goods or services sold on credit terms up to five years.

(c) Surety Insurance

Exporters who must provide bid and performance bonds and financial institutions supplying the guarantees can be protected by EDC's surety insurance against a call on these bonds. A member of an exporting consortium can also protect himself against non-performance by the other members.

(d) Contractor's Surety Insurance

This insurance may be provided in respect of construction projects which do not normally meet EDC operating criteria because of the substantial portion of local costs involved. In assessing a satisfactory Canadian content in such cases, EDC takes both tangible and intangible factors -- such as enhancing Canada's reputation abroad -- into consideration.

(e) Foreign Investment Guaranteed

Canadians can insure against loss of their investments abroad by reason of political actions. The Foreign Investment Guarantee program covers three broad political risks, namely: inconvertibility or the inability to repatriate earnings or capital, expropriation, and war or revolution. It enables Canadian

companies to enter foreign markets more confidently through joint ventures, management contracts and various technical service contracts. The major criterion determining support is that the investment maximize the benefits to Canada and the host country.

ASSOCIATIONS

- 1) THE CANADIAN EXPORT ASSOCIATION (CEA)
Suite 250
99 Bank Street
Ottawa, Ontario
K1P 6B9
Tel: (613) 238-8888

The Canadian Export Association is a private, non-profit organization devoting its efforts exclusively to the interests of Canadian exporters and the service industries which cater to them. Its two main objectives are to advance the interests of Canadian exporters and others involved in export, and to foster the growth of exports in the interests of Canada.

Members are kept informed of international and domestic developments affecting export trade and have access to many CEA services including a lending library, documentation guide, certification service and day-to-day response to questions on individual or group problems in exporting.

- 2) THE CANADIAN MANUFACTURERS' ASSOCIATION (CMA)
1 Yonge Street
Toronto, Ontario
M5E 1J9
Tel: (416) 363-7261

The Canadian Manufacturers' Association objectives are to promote Canadian industries and to further the interests of Canadian manufacturers and exporters. The Canadian Manufacturer has an impressive roster of export services providing valuable assistance in establishing and maintaining export programs. The Export, Legislation and Taxation, and Transportation Departments of the CMA offer advice and assistance in almost every stage of the exporting business.

The "Canadian Trade Index", published annually, contains an alphabetical and geographical list of Canadian manufacturers, indicating those interested in export markets, and a special section outlining export methods and services with lists of major customs brokers, freight forwarders and highway freight and parcel carriers.

The CMA suggests that the successful exporter is one who:

- i) Makes firm long-term export plans
- ii) Manufactures and/or supplies the right product for the market
- iii) Institutes a simple and logical system of costing for exports
- iv) Offers reasonable credit terms
- v) Employs personnel who are experienced in export and travel and who know the languages
- vi) Visits customers through regular trips overseas, and does not attempt to organize exports solely from the desk in the home office
- vii) Supports products and visits to customers abroad with attractive multi-lingual promotional literature and advertising
- viii) Uses the right approach in overseas dealings: acquaint yourself with local conditions and customs: make your contacts in a friendly manner; diligently avoid the "hard-sell" approach

ix) Never makes a commitment that cannot be fulfilled. Nothing does more harm than to fail to live up to undertakings on prices, or on deliveries and servicing of export customers

x) Exhibits at trade fairs abroad

3) THE CANADIAN BANKERS' ASSOCIATION
Box 282, Toronto-Dominion Centre
Toronto, Ontario
M5K 1K2
Tel: (416) 362-6092

The Canadian Bankers' Association through the chartered banks provide the principal mechanism through which the majority of Canadian's commercial and financial transactions are effected. The banks have developed substantial and efficient international organizations with over 300 offices operating abroad. They provide comprehensive networks of facilities and services relating to foreign trade and financial transactions, deposit-gathering and lending and the development of on-the-spot contacts.

Among the work the chartered banks handle for exporters:

- to appraise, advise and submit surveys, reports on market conditions, sales prospects and import and exchange regulations in Canada and abroad
- to prepare reports and advise on the credit status of buyers and potential buyers in foreign countries
- to provide liaison between foreign financial assistance corporations
- to handle commercial letters of credit and give guidance

- to pay or negotiate drafts drawn under letters of credit on foreign or Canadian banks
- to collect time and sight drafts drawn by exporters on foreign importers
- to advance money against drafts for collection, or against drafts drawn under letters of credit in favour of exporters
- to fulfill orders of exporters in their foreign exchange transactions in the principal foreign currencies both for immediate and future delivery
- to handle foreign remittances and transfers
- to provide liaison between federal and provincial government organizations in their various assistance programs for exporters
- to assist Canadian companies in entering the export business

For detailed information and answers to specific questions related to your particular situation, consult with the chartered bank of your choice.

FEDERAL DEPARTMENT OF INDUSTRY, TRADE AND COMMERCE
235 Queen Street
Ottawa, Ontario
K1A 0H5

The Department of Industry, Trade and Commerce offers a wide range of assistance and counselling to Canadian exporters. Among them are:

BUSINESS CENTRE

The Business Centre is, for Canadian and foreign businessmen, the central contact point for a wide range of services in the Department of Industry, Trade and Commerce as well as in other Federal Government departments and

agencies. The objective of the Business Centre is to improve and increase the accessibility of the business community to the entire range of governmental programs and services available to them. Since March 1st, 1978, the Business Centre has been available to the business community as a major clearing house for information and help in virtually every facet of Canada's business and industry.

The Business Centre, has a staff of Counsellors who are thoroughly knowledgeable in the availability and source of government programs and services. They can provide complete and accurate information and guidance about relevant programs and other types of assistance. In addition, they can arrange meetings with appropriate responsibility centres and officials as required. They can also follow up on business requests to resolve any problems that may arise after an initial referral.

The established terms of reference for the Centre include:

- To improve the physical accessibility of the Department of Industry, Trade and Commerce, and the government in general, to Canadian businessmen.
- To be a central contact point within the department for businessmen seeking information about federal programs and services.
- To help businessmen visiting Ottawa or wishing to visit Ottawa in contacting the people and departments of use to their particular needs.
- To give advice on various industrial or trade matters and problems or to refer the caller to persons or departments directly concerned.
- To provide telephone or written information and enquiry services.

The Licensing Opportunities Section has been incorporated into the Business Centre to continue the production and publication of the New Products Bulletin. This monthly bulletin informs Canadian industry, through its wide circulation, of licensing and joint venture opportunities that may be investigated for the purpose of forming manufacturing affiliations.

The Business Centre up-dates, reviews, publishes and has available for distribution the Doing Business in Canada series of publications.

The Business Centre's address for those wishing to write or visit is as follows:

The Business Centre
Department of Industry, Trade and Commerce
Level 01 (Centre Area)
235 Queen Street
Ottawa, Ontario
K1A 0H5
Tel: - Collect (613) 995-5771
Telex: 053-4123

The Business Information Centres are accessible in your province by asking the long distance operator for direct toll-free ZENITH 0-3200. This line is operative 24 hours a day, seven days a week. During non-office hours, the Centre is equipped with an electronic telephone answering service so that callers may leave their name and telephone number. A Counsellor will return the call the next working day.

REGIONAL OFFICES

The Regional Offices across Canada, whose locations are shown in Appendix 'A', assist exporters and potential exporters with design and implementation of market plans; they help in locating and evaluating new

markets and in expanding existing ones; they bring to bear departmental financial assistance for market development and explain opportunities in trade fairs, missions and in-store promotions. Counselling is available on pricing, documentation, tariffs, labelling and modes of transportation as well as on financing and insurance abroad. The offices have detailed knowledge of current regulations on export and import controls and can help to identify licensing and joint ventures abroad.

TRADE COMMISSIONER SERVICE

In 1855, Canada's first full-time commercial representative arrived in Sydney, Australia. Paralleling the increasing volume and sophistication of Canadian international trade, the Trade Commissioner Service of IT&C now deploys approximately 300 commissioners and 170 locally engaged commercial officers through a network of 89 offices in 67 countries.

The traditional role of the TCS is to respond to requests for assistance for Canadian exporters and to aid foreign importers locating Canadian sources of supply. In addition to liaison, the Trade Commissioner acts as an export market consultant to assist Canadian exporters in all phases of marketing, such as identification of export opportunities, assessment of the degree of competition in the market, introductions to foreign businessmen and government officials, screening and recommendation of agents, guidance on terms of payment and assistance with tariff or access problems.

To complement these activities, Trade Commissioners now also systematically identify market development opportunities and contribute to the operation of departmental export market programs. As part of these programs, they:

- Recommend promotional projects such as trade fairs and missions and assist in their organization;

- Identify Canadian capacity for international marketing;

- Encourage Canadian exporters to take advantage of opportunities in foreign markets; and

- Help educate novice exporters in the intricacies of foreign trade.

PROGRAM FOR EXPORT MARKET DEVELOPMENT (PEMD)

The program for Export Market Development was established in 1971 to encourage and assist established Canadian suppliers of goods and services to enter new export markets or to undertake additional export development activities. By sharing the incurred costs, PEMD reduces the risks to the supplier.

The incentives offered under PEMD are in the form of financial contributions where there is a proven need to share the risk of developing and/or maintaining overseas markets; bidding on capital projects of unusual size or complexity; the risk of unusual international competition or creating an export consortium to meet sales opportunities abroad. These contributions are repayable to the Crown if export sales are achieved. Repayment is not required if sales or contracts are not obtained.

The Program is divided into five sections representing a range of activities aimed at the exploitation of export opportunities:

SECTION A - Specific Project Bidding Outside Canada

SECTION B - Market Identification

SECTION C - Participation in Trade Fairs Outside Canada

SECTION D - Incoming Buyers

SECTION E - Export Consortium Assistance

For further information you should contact the nearest Regional Office of Industry, Trade and Commerce as shown in Appendix 'A'.

PROMOTIONAL PROJECTS PROGRAM

The objective of the PPP is to promote the export of Canadian products and services, and includes a wide variety of trade promotional techniques within three general categories: trade fairs outside Canada, incoming and outgoing trade missions and trade visitors (including incoming buyers and export-oriented training). The program evolves from consultation between industry sector branches, International Bureaux, Trade Commissioner posts and industry itself.

Forms of assistance vary according to the promotion. A typical example of illustrated in trade fair promotions - assistance includes project management, exhibit design and construction, assistance in shipping products and a publicity program. Each participant pays a nominal fee.

Canadian companies with export capability seeking markets in other countries are eligible. The decision on which companies are invited to participate in PPP projects is made within the department and is based on a number of criteria which reflect the program's objectives and the ability of the company to service the market.

The company will be required to provide information on sales results and agency agreements to assist the department in measuring the usefulness of the promotion. Exhibits must be staffed by competent company representatives who have the mandate to quote prices and carry on contractual negotiations. Technical and sales literature should be available in the language of the host country.

INTERNATIONAL BUREAUX

The IT&C International Bureaux are the central point of contact on matters affecting Canada's trade and economic relations with other countries and areas. They are responsible for developing trade relations and export marketing strategies for these areas. Services provided include:

Market Information

- a) General economic outlook for countries and areas
- b) Specific market information for particular products

Market Access Information

- a) Tariff rates
- b) Phytosanitary regulations
- c) Licensing, import, foreign exchange
- d) Product standards
- e) Non-tariff barriers
- f) Documentation requirements.

When requesting information from the appropriate bureau:

- a) Specify the country (or countries) for which you desire information;
- b) Specify the particular products which you intend to export; illustrative literature and product specifications are important for accurate tariff classification. Omnibus letters requesting tariffs for a wide range of products for a large number of countries (particularly where they involve two or more divisions) require a great deal of time to answer.

CANADIAN COMMERCIAL CORPORATION

The Canadian Commercial Corporation, which is wholly owned by the Government of Canada, was established by an Act of Parliament in 1946 to assist in the development of trade between Canada and other nations. The Corporation may act either as the principal or agent in the import or export of goods and commodities to or from Canada.

Under this broad charter, the Corporation has acted primarily as the contracting agency when other countries and international agencies wish to purchase from Canada on a government-to-government basis.

Specific enquiries for further information should be directed to:

The Secretary
Canadian Commercial Corporation
112 Kent Street
Ottawa, Ontario
K1A 0S6
Tel. (613) 996-0034
Telex
Facsimile

HELPFUL ADDRESSES

Business Centre

INDUSTRY, TRADE AND COMMERCE

A toll free call from anywhere in Canada will put you in touch with the Business Centre, maintained by the Department of Industry, Trade and Commerce specifically to provide information and advice on Government of Canada programs affecting your business. Ask your long long distance operator for ZENITH 03200

THE BUSINESS CENTRE is located at
Level 01 (Central area)
235 Queen Street (24)
Ottawa, Ontario
K1A 9H5
Tel: 995-5771
Telex 053-4123

Canadian Importers Association
World Trade Centre
60 Harbour Street
Toronto, Ontario
M5G 1B7
Tel: (416) 862-0002

Canadian Standards Association
178 Rexdale Blvd.
Rexdale, Ontario
M9W 1R3
Tel: (416) 744000

Publishing Centre
Mail Order Division
Printing and Publishing
Supply and Services, Canada
Hull, Quebec
K1A 0S9
Tel: (613) 995-1781

Dominion Chartered Customs
House Brokers Association
Suite 18
46 Elgin Street
Ottawa, Ontario
K1P 5G6
Tel: (613) 238-3394

Department of Agriculture
Agriculture Canada
Sir William Logan Building
580 Booth Street
Ottawa, Ontario
K1A 0Y9
Tel: (613) 994-5533

Department of Health and Welfare
Health and Welfare Canada
Health Protection branch
Tunney's Pasture
Ottawa, Ontario
K1A 0L2
Tel: (613) 996-7171

- Pesticides Section
Food Production & Marketing Branch
(re: licensing sale of pesticides)
- Imports Division
Health of Animals Branch
(re: imports of animals)
- Plant Quarantine Division
(re: imports of plants and plant materials)

**THE DEPARTMENT OF INDUSTRY,
TRADE AND COMMERCE - REGIONAL OFFICES**

NEWFOUNDLAND

Newfoundland Region
127 Water Street
St. John's Newfoundland
A1C 5X8 Tel: (709) 737-5511

NOVA SCOTIA

Nova Scotia Region
Suite 1124, Duke Tower
5251 Duke Street, Scotia Square
Halifax, Nova scotia
B3J 1N9 Tel: (902) 426-7540

PRINCE EDWARD ISLAND

Prince Edward Island Region
P.O. Box 2289
Dominion Building, 97 Queen Street
Charlottetown, Prince Edward Island
C1A 8C1 Tel: (902) 892-1211

NEW BRUNSWICK

New Brunswick Region
Suite 642, 440 King Street
Fredericton, New Brunswick
E3B 5H8 Tel: (506) 452-3190

QUÉBEC

Québec Region
Room 600
685 Cathcart Street
Montréal, Québec
H3B 3K9 Tel: (514) 283-6254

Québec City Office
Suite 620, 2 Place Québec
Québec, Québec
G1R 2B5 Tel: (418) 694-4726

ONTARIO

Ontario Region
Commerce Court West, 1st Floor
P.O. Box 325
Toronto, Ontario
M5L 1G1 Tel: (416) 369-3711

MANITOBA

Manitoba Region
507 Manulife House
386 Broadway Avenue
Winnipeg, Manitoba
R3C 3R6 Tel: (204) 949-2381

SASKATCHEWAN

Saskatchewan Region
Room 980, 2002 Victoria Avenue
Regina, Saskatchewan
S4P 0R7 Tel: (306) 569-5020

ALBERTA AND NORTHWEST TERRITORIES

Alberta and Northwest Territories Region
500 Macdonald Place
9939 Jasper Avenue
Edmonton, Alberta
T5J 2W8 Tel: (403) 425-6330

BRITISH COLUMBIA AND YUKON

British Columbia and Yukon Regions
P.O. Box 49178, Suite 2743
Bentall Centre, Tower III
595 Burrard Street
Vancouver, British Columbia
V7X 1K8 Tel: (604) 666-1434

Revenue Canada - Customs & Excise
Customs Regional Offices - Operational Managers:

Atlantic Region

Halifax Insurance Bldg.
5670 Spring Garden Road
Halifax, Nova Scotia
B3G 2Z8 (902) 426-2915

Quebec Region

2 St. André Street
Québec, Québec
G1K 7P6 (418) 694-4445

Montreal Region

400 Youville Square
Montréal, Québec
H2Y 3N4 (514) 283-5991

Ottawa Region

1650 Carling Ave.
Ottawa, Ontario
K2A 3Y1 (613) 593-7222

Toronto Region

55 Bloor St. West
Toronto, Ontario
M5W 1A3 (416) 996-8266

Hamilton Region

10 John St. South
Hamilton, Ontario
L8N 3V8 (416) 523-2812

Windsor Region

185 Ouellette St.
Windsor, Ontario
N9A 4H8 (519) 254-9202

London Region

451 Talbot St.
Terminal "A"
London, Ontario
N6A 4T9 (519) 679-4131

Winnipeg Region

Federal Building
269 Main Street
Winnipeg, Manitoba
R3C 1B3 (204) 985-3064

Saskatchewan Region

104 Town Square
1919 Rose St.
Regina, Saskatchewan
S4D 3P1 (306) 569-6212

Alberta Region

134 - 11th Avenue South East
Calgary, Alberta
T2G 0X5 (403) 231-4614

Pacific Region

1001 West Pender
Vancouver, British Columbia
V6E 2M8 (604) 666-1450

**Federal and Provincial authorities responsible for matters
related to incorporation of companies and other corporate affairs**

- a) Federal - Director
Corporations Branch
Department of Consumer Affairs
Hull, Quebec K1A 0C9
- b) Alberta - Registrar of Companies, Companies Branch
Department of Consumer and Corporate Affairs
Century Place
9803 - 102A Avenue
Edmonton, Alberta T5J 3A3
- c) British Columbia - Registrar of Companies
Corporate and Financial Services Division
Attorney General's Department
Burdett Avenue
Victoria, British Columbia
- d) Manitoba - Director, Companies Branch
Department of Consumer, Corporate and
Internal Services
210 Osborne Street North
Winnipeg, Manitoba R3C 0V8
- e) New Brunswick - Deputy Provincial Secretary
Department of Provincial Secretary
Fredericton, New Brunswick
E3B 5H1
- f) Newfoundland - Assistant Deputy Attorney General
Registrar of Deeds and Companies
Department of Justice
Confederation Building
St. John's, Newfoundland
- g) Nova Scotia - Registrar of Joint Stock Companies
Department of Provincial Secretary
1723 Hollis Street, P.O. Box
998
Halifax, Nova Scotia
B3J 2X3
- h) Ontario - Companies Division
Ministry of Consumer and Commercial
Relations
555 Yonge Street
Toronto, Ontario. M4Y 1Y7

i) Prince Edward Island

- Deputy Provincial Secretary
Department of Provincial Secretary
P.O. Box 2000
Charlottetown, Prince Edward
Island

j) Québec

- Directeur
Service des Compagnies
Ministère des Consommateurs, Coopératives
et Institutions financières
800 Carré d'Youville
Québec, Québec G1A 1L7

k) Saskatchewan

- Registrar of Joint Stock Companies
Department of Provincial Secretary
Legislative Building
Regina, Saskatchewan S4S 0B3

l) Yukon Territory

- Registrar of Joint Stock Companies
Government of the Yukon Territory
P.O. Box 2703
Whitehorse, Y.T. Y1A 2C6

m) Northwest Territories

- Registrar of Companies
Government of the Northwest Territories
Yellowknife, NWT

Regional Offices of the Department of Consumer and Corporate Affairs

a- District Headquarters, Atlantic Region

6th Floor Bank of Montreal Tower
5151 George Street
Halifax, Nova Scotia
B3J 1M5

General number

(902) 426-6080

b- District Headquarters, Quebec

855 St. Catherine St., East
Montreal, Quebec
H2L 4N4

General number

(514) 283-5394

c- District Headquarters, Ontario

Federal Building , 6th Floor
4900 Yong Street
Willowdale, Ontario
M2N 6B8

General number

(416) 224-4031

d- District Headquarters, Prairie Region

300-303 Main Street
Canadian Grain Commission Bldg.
Winnipeg, Manitoba
R3C 3G7

General number

(204) 949-2654

e- District Headquarters, Pacific Region

P.O. Box 10,059
Pacific Centre Ltd.
700 West Georgia Street
Vancouver, British Columbia
V7Y 1C9

General number

(604) 666-6971

Statistics Canada - Regional User Advisory Service

Central Inquiries Service

Statistics Canada,
Ottawa, Ontario.

K1A 0T6
(613) 992-2959
992-4734)

St. John's

Statistics Canada
P.O. Box 8556
3rd Floor, Viking Building
Crosbie Road
St. John's, Newfoundland
A1B 3P2
(709-726-0713)

Halifax

Statistics Canada
1256 Barrington Street
Halifax, Nova Scotia
B3J 1Y6
(902-426-5331)

Montreal

Statistics Canada
Alexis Nihon Plaza
1500 Atwater Avenue
Montréal, Québec
H3Z 1Y2
(514-283-5725)

Vancouver

Statistics Canada
16 East Hastings Street
Vancouver, B.C.
V6A 1N1
(604-666-3695)

Toronto

Statistics Canada,
25 St. Clair Avenue East,
Toronto, Ontario.
M4T 1M4
(416-966-6586)

Winnipeg

Statistics Canada
Room 500, General Post Office
266 Graham Avenue
Winnipeg, Manitoba
R3C 0K4
(204-985-4020)

Regina

Statistics Canada
530 Midtown Centre
Regina, Saskatchewan
S4P 2B6
(306-569-5405)

Edmonton

Statistics Canada
10th Floor, Baker Centre Building
10025 106th Street
Edmonton, Alberta
T5J 1G9
(403-425-5052)

Toll free access to the regional statistical information service is provided in Charlottetown, Moncton, Saint John and Sydney by calling the operator and asking for ZENITH 22066. Throughout Saskatchewan, the Regina office can be reached by dialing 1-800-667-3524, and throughout Alberta, the Edmonton office can be reached by dialing 1-800-222-6400.

GLOSSARY OF COMMERCIAL TERMS

A/R	All risks
A/S	At sight
B/L	Bill of lading
Bs/L	Bills of lading
CAD	Cash against documents
C&F	Cost and freight
C&I	Cost and insurance
CIF	Cost, insurance, freight
CIF&C	CIF plus commission
CIF&E	CIF plus exchange
CIF&I	CIF and interest
COD	Cash on delivery
C/S	Case(s)
CWT	Hundred weight (112 or 100 lbs)
D/P	Documents against payment
FAA	Free all average (insurance)
FAS	Free alongside (ship)
FOB	Free on board
FPA	Free of particular average (insurance)
GA	General average (insurance)
IB	In bond
L/C	Letter of credit
LCL	Less than carload lots
M/V	Motor vessel
NCV	No commercial value
N.O.P.	Not otherwise provided
N.O.S.	Not otherwise specified
P.A.	Particular average (insurance)
PL	Partial Loss
Pro-forma	Form for the guidance only, e.g., "pro forma invoice"
S/D	Sight Draft
SS	Steamship
TBL	Through bill of lading (from point of original to final destination when trans-shipment required)
TT	Telegraph (or cable) transfer (of money)
W/M	Weight or measure
WPA	With partial average (insurance)
WR	War Risk (insurance)

CANADA'S TRADE PERFORMANCE

1960 - 1977

VOLUME I

GENERAL DEVELOPMENTS

Economic Intelligence Group
Policy Analysis Branch
Department of Industry, Trade and Commerce
October, 1978

TABLE 4.8
EXPORT ORIENTATION
BY MAJOR MANUFACTURING GROUPS

	<u>1965-1977</u> <u>Average</u>	<u>1965</u>	<u>1977</u>	<u>% Change</u> <u>1977/1965</u>
	(percent)			
Manufacturing	24.6	16.6	28.1	69.2
Transportation Equip.	61.7	15.2	73.1	380.9
Paper & Allied Ind.	52.5	49.8	56.0	12.4
Primary Metals	44.1	41.8	44.2	5.7
Wood Products	42.4	41.6	49.4	18.7
Machinery	41.2	28.4	51.1	79.9
Miscellaneous Ind.	19.2	16.0	16.6	3.7
Chemicals	16.3	14.6	20.4	39.7
Electrical Prod.	13.0	7.9	13.7	73.4
Food & Beverages	9.6	9.7	11.0	13.4
Non-Met. Min. Pr.	7.1	5.5	8.3	50.9
Rubber & Plastics	6.5	4.5	9.0	100.0
Leather Products	6.2	4.1	8.5	107.3
Textiles	4.9	3.7	5.7	54.0
Metal Fabricating	4.6	2.2	6.3	186.3
Clothing	4.2	1.7	4.3	152.9
Furniture	4.1	1.7	5.6	229.4
Petroleum & Coal Pr.	3.9	0.8	2.4	200.0
Printing & Publish.	2.1	1.0	2.6	160.0
Knitting Mills	2.0	2.5	1.4	-44.0
Tobacco Products	0.5	0.2	0.5	150.0

TABLE 4.9

MANUFACTURING BY MAJOR SECTOR

EXPORT ORIENTATION 1965 - 1977

	<u>1965-77</u>	<u>1965</u>	<u>1966</u>	<u>1967</u>	<u>1968</u>	<u>1969</u>	<u>1970</u>
	(percent)						
Manufacturing	24.6	16.6	18.1	20.4	23.0	24.4	26.2
Food & Beverages	9.6	9.7	9.5	9.0	9.0	9.3	9.7
Tobacco Products	0.5	0.2	0.5	0.6	0.6	0.8	0.6
Rubber Products	6.5	4.5	3.7	4.4	4.1	4.1	4.9
Leather Products	6.2	4.1	4.3	4.7	5.5	5.5	6.8
Textiles	4.9	3.7	4.1	3.7	4.8	4.3	5.0
Knitting Mills	2.0	2.5	1.8	1.7	1.5	2.4	2.3
Clothing	4.2	1.7	2.1	2.1	2.9	4.3	4.8
Wood Products	42.4	41.6	38.8	39.0	38.8	40.9	43.1
Furniture	4.1	1.7	2.1	1.8	2.0	3.6	4.8
Paper & Allied Industries	52.5	49.8	49.9	49.5	50.4	52.4	52.3
Printing & Publishing	2.1	1.0	1.1	1.3	1.4	1.7	2.0
Primary Metals	44.1	41.8	41.1	46.4	49.2	43.2	53.4
Metal Fabricating	4.6	2.2	2.4	2.7	3.4	3.2	3.8
Machinery	41.2	28.4	29.0	31.7	33.5	35.4	38.2
Transportation	61.7	15.2	29.1	44.1	54.7	60.6	68.9
Electrical Products	13.0	7.9	8.6	9.9	14.1	14.1	15.7
Non-Metallic Mineral Products	7.1	5.5	5.7	5.5	5.6	6.2	7.5
Petroleum & Coal Products	3.9	0.8	1.0	1.2	1.6	1.9	2.8
Chemicals	16.3	14.6	14.2	14.1	14.2	15.1	16.5
Miscellaneous Manufacturing	19.2	16.0	18.9	21.2	21.0	23.4	26.0

TABLE 4.9 (Cont'd)

MANUFACTURING BY MAJOR SECTOREXPORT ORIENTATION 1965 - 1977

	<u>1971</u>	<u>1972</u>	<u>1973</u>	<u>1974</u>	<u>1975</u>	<u>1976</u>	<u>1977</u>
	(percent)						
Manufacturing	25.3	25.7	26.4	24.7	23.7	25.8	28.1
Food & Beverages	9.6	9.6	11.1	8.5	8.4	9.4	11.0
Tobacco Products	0.5	0.7	0.3	0.6	0.4	0.5	0.5
Rubber Products	4.4	5.3	7.1	6.5	6.7	10.1	9.0
Leather Products	5.7	5.9	6.7	5.2	6.5	7.4	8.5
Textiles	5.0	4.5	5.5	6.0	4.7	4.8	5.7
Knitting Mills	2.3	2.5	2.4	2.0	1.4	1.7	1.4
Clothing	5.1	5.2	6.0	5.6	4.4	3.9	4.3
Wood Products	43.2	45.7	46.9	39.4	32.9	41.8	49.4
Furniture	4.5	4.2	4.9	4.6	4.2	4.5	5.6
Paper & Allied Industries	51.2	49.6	49.8	52.0	54.2	55.5	56.0
Printing & Publishing	2.0	2.1	2.3	2.6	2.3	2.8	2.6
Primary Metals	45.3	42.7	45.3	43.5	38.7	43.0	44.2
Metal Fabricating	4.1	4.9	4.8	5.5	5.2	5.0	6.3
Machinery	39.5	39.2	43.2	43.2	45.9	44.6	51.1
Transportation	66.0	68.3	66.4	61.1	63.4	69.4	73.1
Electrical Products	13.2	12.8	13.9	14.1	13.2	13.2	13.7
Non-Metallic Mineral Products	6.6	7.8	8.7	7.8	6.6	6.8	8.3
Petroleum & Coal Products	3.4	6.0	7.1	7.2	5.7	3.0	2.4
Chemicals	15.6	15.6	15.4	16.3	15.2	17.2	20.4
Miscellaneous Manufacturing	21.1	19.9	21.3	17.8	17.2	16.7	16.6

TABLE 4.10

IMPORT PENETRATIONBY MAJOR MANUFACTURING GROUPS

	<u>1965-1977</u> <u>Average</u>	<u>1965</u> <u>(percent)</u>	<u>1977</u>	<u>% Change</u> <u>1977/1965</u>
Manufacturing	27.6	20.0	30.7	53.5
Machinery	69.8	63.9	75.2	17.7
Transportation Equip.	65.0	30.0	75.1	150.3
Miscellaneous Ind.	51.6	43.6	54.0	23.9
El. & Electronics Prod.	30.0	20.6	35.6	72.8
Chemicals	28.0	24.6	31.3	27.2
Leather Products	26.6	13.4	36.0	168.7
Knitting Mills	25.9	9.2	30.5	231.5
Textiles	25.5	24.7	26.3	6.5
Primary Metals	25.3	25.2	22.5	-10.8
Rubber Products	20.9	14.2	23.4	64.8
Non-Met. Min. Prod.	15.7	15.0	16.4	9.3
Metal Fabricating	14.2	11.6	15.8	36.2
Printing & Publishing	13.8	12.8	14.7	14.8
Wood Products	10.7	8.2	11.4	39.0
Clothing	9.0	4.7	11.6	146.8
Furniture	8.9	5.1	13.0	154.9
Food & Beverages	8.3	6.3	10.2	61.9
Paper & Allied Ind.	8.0	6.1	9.9	62.3
Petroleum & Coal Pr.	6.6	11.1	3.6	-67.3
Tobacco Prod.	1.3	1.2	1.3	8.3

TABLE 4.11

MANUFACTURING BY MAJOR SECTOR
IMPORT PENETRATION 1965 - 1977

	<u>Average</u> <u>1965-77</u>	<u>1965</u>	<u>1966</u>	<u>1967</u>	<u>1968</u>	<u>1969</u>	<u>1970</u>
	(percent)						
Manufacturing	27.6	20.0	21.1	23.2	24.7	26.4	26.1
Food & Beverages	8.3	6.3	6.4	6.2	6.4	7.4	7.4
Tobacco Products	1.3	1.2	1.0	1.0	1.0	1.1	1.0
Rubber Products	20.9	14.2	14.5	14.8	17.5	17.9	17.5
Leather Products	26.6	13.4	14.4	16.3	19.4	20.7	22.5
Textiles	25.5	24.7	24.5	24.1	22.5	23.0	23.0
Knitting Mills	25.9	9.2	12.2	12.7	19.0	18.7	21.6
Clothing	9.0	4.7	4.7	5.6	6.6	7.2	6.9
Wood Products	10.7	8.2	7.9	8.3	8.9	9.2	8.4
Furniture	8.9	5.1	5.0	5.2	5.5	5.7	5.7
Paper & Allied Industries	8.0	6.1	5.8	5.7	6.1	6.4	5.9
Printing & Publishing	13.8	12.8	12.3	13.3	13.7	14.4	14.5
Primary Metals	25.3	25.2	22.6	24.8	24.4	25.9	26.0
Metal Fabricating	14.2	11.6	11.2	12.7	12.3	13.3	12.9
Machinery	69.8	63.9	63.9	64.5	65.5	66.3	66.6
Transportation	65.0	30.0	39.0	50.2	58.4	61.5	67.9
Electrical Products	30.0	20.6	22.0	23.3	23.7	26.8	26.1
Non-Metallic Mineral Products	15.7	15.0	15.5	16.3	14.0	15.2	15.7
Petroleum & Coal Products	6.6	11.1	10.6	11.3	11.5	11.6	10.4
Chemicals	28.0	24.6	23.5	24.4	24.6	26.3	27.3
Miscellaneous Manufacturing	51.6	43.6	44.8	48.9	48.5	51.1	52.1

TABLE 4.11 (Cont'd)

MANUFACTURING BY MAJOR SECTORIMPORT PENETRATION 1965 - 1977

	<u>1971</u>	<u>1972</u>	<u>1973</u>	<u>1974</u>	<u>1975</u>	<u>1976</u>	<u>1977</u>
	(percent)						
Manufacturing	26.6	28.1	29.2	29.5	29.2	29.5	30.7
Food & Beverages	7.1	8.0	9.3	9.0	8.5	9.5	10.2
Tobacco Products	1.2	1.2	1.3	1.3	1.6	1.5	1.3
Rubber Products	18.4	19.8	21.1	27.2	25.0	21.4	23.4
Leather Products	23.7	26.7	26.3	28.5	32.9	34.5	36.0
Textiles	23.0	25.4	26.7	28.4	26.2	27.4	26.3
Knitting Mills	27.5	30.3	26.8	27.2	31.0	35.5	30.5
Clothing	7.0	7.8	8.8	9.9	10.1	14.1	11.6
Wood Products	8.6	9.9	10.8	12.9	12.5	12.2	11.4
Furniture	5.8	7.1	9.3	11.4	10.5	12.1	13.0
Paper & Allied Industries	6.5	6.8	7.2	7.4	10.5	11.4	9.9
Printing & Publishing	14.3	13.9	13.3	13.6	13.8	13.8	14.7
Primary Metals	25.2	24.8	27.0	32.9	24.4	21.9	22.5
Metal Fabricating	13.2	14.4	14.8	15.5	15.4	15.0	15.8
Machinery	67.2	68.4	71.2	71.4	72.5	71.9	75.2
Transportation	66.1	68.9	69.0	66.9	69.0	71.9	75.1
Electrical Products	27.8	31.0	32.6	33.0	31.1	33.8	35.6
Non-Metallic Mineral Products	14.7	15.1	15.5	16.7	16.0	15.9	16.4
Petroleum & Coal Products	9.4	8.4	6.9	7.2	4.7	3.1	3.6
Chemicals	25.9	27.8	28.4	31.0	28.4	28.8	31.3
Miscellaneous Manufacturing	50.4	51.6	54.1	52.6	52.4	52.5	54.0