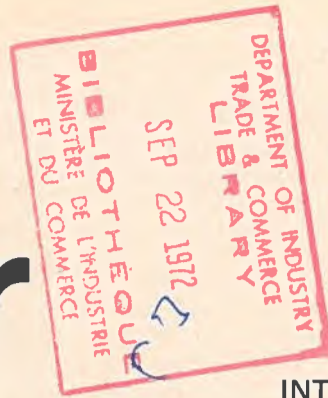


canada courier

SPECIAL EDITION
THIRD ASIAN INTERNATIONAL TRADE FAIR

INTERNATIONAL
VOLUME 10, NUMBER 6, OTTAWA 1972



More detailed information on any product or service mentioned in this issue is available through the nearest Canadian Government Trade Representative, or by completing the Trade Inquiry Form on page 7 and mailing it to Canada Courier, Department of Industry, Trade and Commerce, Ottawa, Canada. Postal code: K1A 0H5.

Trade and economic relations between Canada and ECAFE countries

by J. B. O'Neill
Chief, Asian Division

Department of Industry, Trade and Commerce, Ottawa

Canada is participating in the Third Asian International Trade Fair being held under the auspices of the Economic Commission for Asia and the Far East (ECAFE) in New Delhi this year. There is particular pleasure felt by Canadians in supporting this first effort by India, a fellow Commonwealth country, Canada having taken part in earlier Asian Fairs held in Bangkok, Thailand and Tehran, Iran.

Although Canada has not been admitted to ECAFE it has been active in many of the major regional development schemes initiated by the organization — including the Mekong River Project and the Asian Development Bank. Canada is the only Pacific member of the Colombo Plan which does not belong to the Commission. Nevertheless Canada enjoys growing trade and economic relations with member countries, many of which arise from membership in other organizations such as the Commonwealth or the General Agreement on Tariffs and Trade (GATT).

Under the Commonwealth preferential tariff system Canada exchanges tariff preferences with ECAFE countries such as Australia, New Zealand, Sri Lanka, Malaysia and Singapore and grants preferences to India and Pakistan. Most-favoured-nation customs treatment is granted by Canada to imports from other ECAFE countries. This is in accordance with the multi-lateral trade agreement obligations of the General Agreement on Tariffs and Trade of which Canada is a signatory along with ECAFE countries such as Japan, Burma, Indonesia and Korea. However, even with non-GATT countries such as Iran, with which no formal trade agreement obligations exist, Canada exchanges most-favoured-nation treatment on an informal reciprocal basis. With other non-GATT ECAFE countries such as Thailand and the Philippines, these obligations have

been, or will be, formalized in bilateral trade agreements patterned on the GATT.

When Canada implements the United Nations Conference on Trade and Development (UNCTAD) General Preference Scheme, the developing countries in the ECAFE region will be among the principal beneficiaries. Under the Scheme, Canada will be providing duty-free entry for a wide range of manufactured and semi-manufactured goods that at present enter duty free only when imported from countries entitled to the British Preferential rate. This will mean that developing countries that now enjoy B.P. tariff treatment in the Canadian market will share these preferences with other developing countries. However, the total market for their goods will increase as other countries open their markets to developing countries for the first

Continued on page 2



The roof's off . . . just to give a better view of this model of the Canadian Pavilion at the Third Asian International Trade Fair in New Delhi, November 3 to December 17, 1972. Canada's pavilion was designed by a Bombay architect, Raj Karer. Inside, exhibits will be focussed on the industry areas where advanced Canadian technology is recognized — mining and forestry are examples.

Word of welcome



from Anthony T. Eyton
Commercial Counsellor
Canadian High Commission,
New Delhi

1972 is a very special year for India, and for Canada too. In the 25 years since independence, India and Canada have enjoyed a continuing important partnership in trade and development. The Third Asian International Trade Fair will afford India an opportunity to demonstrate to the world their striking achievements in both the agricultural and industrial sectors. The Canadian Pavilion, with its integrated institutional/informational exhibits, will focus broadly on the trade and development partnership which Canada enjoys with most Asian countries.

I have a special word of welcome for Indian and other visiting Asian businessmen. Come and see us at the Canadian Pavilion. Most of the time, I will be there to answer

your queries. We will also have four specialist officers from Canada's Department of Industry, Trade and Commerce on hand, and another seven officers from the Canadian High Commission will be working rotating shifts at the Pavilion. Although we will not have much equipment or machinery on display, we will have knowledgeable officers available to answer your more specific questions.

It is my impression that Canadian industrial capability is not well known in Asia. Industrialists planning plant expansions rarely invite price quotations for needed machinery from Canadian firms. Purchasers of industrial and fine chemicals generally source their requirements from European or Japanese suppliers without even considering Canada. Canada is a highly industrialized country with a 1972 Gross National Product projected to exceed \$100 billion. Canada ranks sixth in terms of total trade among the world's trading nations. Canadian exporters are keen to expand and diversify their overseas markets. I could say more, but I hope I need not. My message to Indian and other Asian businessmen is simply this — consider Canada as a possible source of whatever it is you wish to import. Indian businessmen can direct their inquiries to me. Other Asia businessmen can contact Canadian High Commissions or Embassies located in their own countries; these are listed on page 8. We guarantee quick and detailed responses.



From forest to mill — see Pulp and paper: global export, page 6.

And inside. . .	Page		Page
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Richard Waugh, Managing Editor
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Trade and economic

Continued from page 1
 time under the General Preference Scheme.

In cases where Canada does not now grant preferential tariff treatment, imports from developing countries will receive tariff reductions equal to at least one-third of the most-favoured-nation rate on most other manufactured and semi-manufactured goods, and similar reductions on imports of those industrial primary products that are not already free of duty.

Therefore, the environment for increased Canadian trade with the countries in the region is steadily improving, although some adjustments may be necessary in existing

preferential trading patterns. (See Table "A").

The commodity composition has also changed, reflecting the growth of Canadian industrial capacity in the past 25 years. (See Table "B"). In the early years Canadian-ECAFE country trade was almost entirely in food and raw materials. While these products still are an important element in Canadian exports to the area, the following table showing 1971 Canadian exports by commodity composition reveals that manufactured exports are now paramount. It will be noted that in every case (with the exception of Japan) the countries in the region now look to Canada as a source of top quality competitively produced manufactured articles.

It is only in recent months that Japan has made the same discovery. The Canadian Minister of Industry, Trade and Commerce led a top level mission of businessmen to Japan earlier this year to impress upon the Japanese that Canada is an economic and efficient producer of manufactured goods as well as raw materials. They were convinced and a number of successful buying missions from the larger Japanese trading corporations visited Canada a few months later. Buyers attending the Third Asian Fair, unfamiliar with Canadian capabilities, will also be convinced when they visit the Canadian pavilion or speak to the nearest Canadian Government Trade Commissioner when they return home. Code 2-1

Meet the people . . .

Commercial Section, Canadian High Commission, New Delhi

Anthony T. Eyton, whose word of welcome appears on page 1, is Counsellor (Development and Commercial) — responsible for supervising all Development Assistance Section and Commercial Section activities. In Canada's Trade Commissioner Service since 1964, he served as Assistant Commercial Secretary in Lima, Peru, for three years. Following a home posting in Ottawa which included a secondment to the Canadian International Development Agency (CIDA), Mr. Eyton took up his present appointment in 1971.

Ronald Lockhead, Commercial Secretary, joined Canada's Trade Commissioner Service in 1968 and was posted a year later to New Orleans as Vice Consul and Assistant Trade Commissioner. Mr. Lockhead arrived in New Delhi in May 1972 and his special Canadian export interests are in aerospace, marine and rail products, mechanical transportation equipment, electricals and electronics, machinery components for defense industries, and consulting engineering services. He is also responsible for promoting Indo-Canadian collaborations in either India or Canada, through direct investments or licensing arrangements.

Brian Baker, Second Secretary (Commercial), is a recent arrival in New Delhi, having taken up his appointment in September 1972

following a term with the Canadian Permanent Mission in New York City as Third Secretary. Mr. Baker handles the general industrial lines of credit and sectoral lines of credit for oil and natural gas exploration — parts of the Canadian development assistance programme in India. He is promoting Canadian participation in World Bank and Asian Development Bank financed projects, and has overall Canadian trade promotion responsibilities for Nepal.

T. V. Subramanian, Commercial Officer, joined the Commercial Section in 1959. He has made a coast-to-coast tour of Canada and has a broad knowledge of the Canadian and Indian economies. Well known in Indian business circles. Mr. Subramanian is responsible for promoting Canadian exports of industrial machinery and equipment, industrial raw materials and wood products.

R. C. Kamo, Commercial Officer, has been on Commercial Section staff since 1966. He, together with Mr. Subramanian, provide continuity in the work carried on in the Commercial Section since Canadian officers are normally posted to New Delhi for only two or three years. Mr. Kamo's special interests in Canadian exports are agricultural, fisheries and food products (including grains), apparel and textiles, fine and industrial chemicals.

The following table illustrates the growth of this trade from the foundation of ECAFE in 1947 to 1971.

TABLE "A"

Canadian Trade With ECAFE Countries (\$'000 Cdn)

	1947		1971	
	Exports	Imports	Exports	Imports
XX				
Afghanistan	—	—	2,587	152
Australia	6,439	1,225	179,962	125,671
Burma	64	—	1,956	1
XXX				
India	2,493	2,293	142,405	44,610
Indonesia	380	19	9,467	1,061
Iran	27	—	17,463	66,642
Japan	42	192	789,256	801,842
XXXX				
Khmer Republic of	NSS	NSS	9	10
Korea	7	—	23,256	19,420
XXXXXX				
Malaysia	688	1,939	15,184	26,867
XXXXXX				
New Zealand	4,083	709	34,614	40,254
Pakistan	NSS	NSS	35,843	7,320
Philippines	540	459	39,359	6,211
Singapore	NSS	NSS	9,244	18,456
Sri Lanka	131	1,263	6,059	8,754
Thailand	3	—	12,957	3,011
Tonga	NSS	NSS	NSS	NSS
Republic of Vietnam	NSS	NSS	2,828	7
Western Samoa	NSS	NSS	NSS	NSS
TOTAL	14,897	8,099	1,322,449	1,170,289
TOTAL TRADE	22,996		2,492,738	

X (NSS) No separate statistics
 XX 1971 figures include Nauru
 XXX 1971 figures include Nepal
 XXXX 1971 figures include Laos
 XXXXX 1971 figures include Brunei
 XXXXXX 1971 figures include Cook Islands

Source: Statistics Canada, Ottawa

TABLE "B"

CANADIAN EXPORTS TO ECAFE COUNTRIES — 1971

By Commodity Composition

(\$'000)

COUNTRY	Commodity Composition					
	Live Animals	Food, Feed, Beverages & Tobacco	Crude Materials Inedible	Fabricated Materials Inedible	End Products Inedible	Special Transactions XXXXXXX
Afghanistan	—	1,401	—	—	1,185	45
Australia ^{XX}	—	3,289	17,037	83,935	75,413	288
Bhutan	NSS	NSS	NSS	NSS	NSS	NSS
Burma	—	1,803	—	58	95	—
India ^{XXX}	—	46,118	19,137	56,304	20,563	283
Indonesia	6	523	35	590	7,414	898
Iran	3	5,386	819	3,217	7,938	1,293
Japan	1,104	162,088	416,175	182,800	27,080	10
Khmer ^{XXXX}	—	—	—	1	8	—
Korea	888	355	9,261	11,322	1,428	—
Malaysia ^{XXXXX}	1	1	3,383	5,801	5,994	1
Nauru	NSS	NSS	NSS	NSS	NSS	NSS
New Zealand ^{XXXXXX}	—	2,219	3,575	16,367	12,453	—
Pakistan	28	5,440	3,163	16,702	10,493	17
Philippines	76	16,526	1,376	8,823	12,558	—
Singapore	—	1,004	385	3,703	3,584	28
Sri Lanka	6	2,828	636	2,335	252	—
Thailand	7	554	3,455	5,959	2,982	143
Tonga	NSS	NSS	NSS	NSS	NSS	NSS
Vietnam	—	986	295	1,024	522	—
Western Samoa	NSS	NSS	NSS	NSS	NSS	NSS
TOTAL	2,119	250,521	478,732	398,941	189,962	3,006

X NSS: No Separate Statistics
 XX Includes Nauru
 XXX Includes Nepal and Bhutan
 XXXX Includes Laos
 XXXXX Includes Brunei
 XXXXXX Includes Cook Islands
 XXXXXXX Classification comprises: Export Packing Shipments under \$100.

Source: Statistics Canada, Ottawa



Lockhead



Baker



Subramanian



Kamo

What the Canadian dollar is worth:*

Hong Kong (Dollar)	5.75
India (Rupee)	7.77
Indonesia (Rupiah)	410.00
Iran (Rial)	74.63
Malaysia (Dollar)	2.87
Pakistan (Rupee)	11.20
Philippines (Peso)	6.90
Singapore (Dollar)	2.98
Sri Lanka (Rupee)	6.51
Thailand (Baht)	21.19

*Values quoted as of August 3, 1972

Indo Canadian trade relations

The value and prestige to the host country of any international trade fair is greatly enhanced in the case of India and the Third Asian International Trade Fair by the celebration of that country's Silver Jubilee. On this occasion — after 25 years of self-government — India will proudly display to the rest of the world its achievements and progress.

Canada's participation as a major exhibitor in the Third Asian International Trade Fair seems appropriate given the ever-increasing economic co-operation between Canada and India since the beginning of the planning era in India. Trade has expanded steadily. Over the past 10 years, Canadian exports to India have almost quadrupled, increasing to \$142,400,000 in 1971 from \$36,800,000 in 1961. If one "nets-out" aid financed sales, the total value of Canadian exports has expanded by 38 per cent since 1965.

Because of the lack of foreign exchange in India, Canada has provided substantial economic assistance which, by March 31, 1971, totalled \$910,800,000. Approximately 30 per cent of Canada's bilateral assistance goes to India. Development loans granted on extremely soft terms, and large amounts of grant aid, have enabled India to purchase from Canada much of the equipment and materials needed in its development.

Wheat sales accounted for \$72,800,000 in 1967. It decreased to \$44,200,000 in 1971 as a consequence of the "Green Revolution" and in 1972 India is self-sufficient in food-grain production and in fact now has a problem in stockpiling huge quantities of wheat.

Because of the "Green Revolution," Canadian exports of che-

mical fertilizers have grown from \$1,300,000 in 1965 to \$15,600,000 in 1971. Newsprint too shows greatly increased sales in the past six years — \$11,300,000 in 1971 from \$3,700,000 in 1965 — and has become Canada's third largest export to India.

While Canadian sales of electrical machinery and parts were growing to \$7,800,000 in 1971 from \$5,300,000 in 1965, sales of non-ferrous metals decreased from \$17,300,000 in 1965 to \$15,500,000 in 1971, largely due to intensive competition from American, Australian, Zambian and Latin American suppliers.

The remainder of Canada's major export items include such things as asbestos, sulphur, wood pulp, railway rolling stock and parts, aircraft and parts and the zinc concentrates. Total value of these exports in 1971 was approximately \$13,900,000 although they accounted for only \$5,700,000 in 1965.

While Canadian exports to India have been steadily increasing, unfortunately the same observation cannot be made regarding India's exports to Canada. Over the period of 1965 to 1971 the total value of imports from India grew only from \$42,000,000 to \$44,000,000. Of all the items imported by Canada, demand for only two has increased: cashew nuts and raw sugar. Sale of cashews went up from \$2,300,000 to \$5,100,000 while raw sugar imports expanded to \$9,800,000 from \$3,500,000.

Canadian imports of cotton textiles, jute textiles and tea have declined over the past six years. Cotton textiles sales were \$4,500,000 in 1965 and have come down to \$1,500,000 in 1971. Exports of jute textiles declined to \$16,100,000 from \$18,100,000 during the

same period and tea imports fell to \$3,800,000 in 1971 from \$7,000,000 in 1965. Other products exported from India to Canada include walnuts, peanuts, pepper, carpets, rhesus monkeys for making polio vaccine — these totalling close to \$2,000,000.

Another area of economic co-operation between India and Canada has been in direct private investment. Alcan, Cominco, Bata and Massey-Ferguson each have large investments in India. Canadian investments have been primarily concentrated in the industrial sector. India welcomes further economic and technical co-operation in other areas including newsprint, specialty papers, kraft paper, and pulp and paper machinery. On the other hand, Anil Canada Limited is the first major Indian investment in Canada, and now produces 110,000 tons of hardboard products each year at its Nova Scotia plant. Other Indian investments in Canada seem probable.

As India continues to aim for self-sufficiency in all consumer and capital goods, the government has decided to accelerate development of capital-intensive core industries as well as small-scale industries. Canadian companies could help in this situation with technical know-how and expertise.

The Third Asian International Trade Fair gives Canada an opportunity to review its trade relationship with India and perhaps discover new avenues for further economic co-operation.

And the Canadian pavilion exhibits keyed to Indian priorities offer both countries a chance to identify new mutual trading opportunities.

Code 3-1

Canadian Aid to Asia

Canada's approach to development assistance in Asia is evolving on the basis of more than one decade of experience in aid programmes for developing countries in that part of the world.

This year's allocation of \$153,400,000 (\$143,400,000 in 1971-72) continues to make this area programme the largest of the regional bilateral aid schemes administered by the Canadian International Development Agency (CIDA). It is also the longest established of CIDA bilateral programmes, dating from the inception of the Colombo Plan on July 1, 1950.

Canada has made a significant contribution to social and economic development in Asia. Since the programme began in 1950 more than \$1.66 billion for development assistance in South and Southeast Asia has been granted.

In the immediate post-war years, the Canadian approach to development assistance was a humanitarian response to the need for aid in industrial and agricultural sectors and for food and technical assistance by new nations joining the international community.

Today the Canadian approach is on a long-range planning basis, with involvement in areas of the economy identified by the recipient country as priorities in its long-range development plans. Capabilities for administering resources for these plans as well as mechanisms for co-ordination of assistance from various bilateral and multi-lateral donors, have been improved in developing countries.

Canada, like other donors, finances the priority requirements it can do well. This ensures that the country's total assistance effort will be allocated in the most effective way.

Another change in the form of development assistance is an em-

phasis on commodity loan programmes, for some recipient countries. An example of this is the recent \$50,000,000 loan from Canada to India. With this new loan the Canadian aid programme has provided more than \$250,000,000 worth of industrial commodities and fertilizers over the past 22 years.

Commodity aid in the Canadian development assistance programme consists of raw materials such as aluminum, zinc, lead, copper, asbestos, and wood pulp. Normally, under the food aid programme the main items are cereal grains and flour. However other items may be included under CIDA's emergency relief scheme.

Another form of assistance in Canadian aid is lines of credit. The first line of credit (LOC) agreement negotiated by Canada was with India in July of last year, for a total of \$10,000,000. Another LOC agreement was signed last year with Indonesia in the amount of \$4,000,000. Discussions concerning the possibility of similar agreements with other nations are under way.

CIDA's "lines of credit" programme is designed to help overcome problems of foreign exchange on the part of developing countries. This is done by providing goods and services that are priority import requirements: the recipient country might have difficulty in obtaining these in sufficient quantities where normal financing arrangements apply.

A feature of the LOC programme is that normal commercial and buyer-seller relationships between Canadian suppliers and recipient importing firms is the operational mode.

It is also helping developing countries buy priority development items from Canadian suppliers,

without depleting scarce foreign exchange reserves. Through line of credit, CIDA quickly and effectively disburses funds on high priority development requirement identified by the recipient country.

India, Bangladesh, Pakistan, Malaysia, Indonesia, and Sri Lanka are the major countries of concentration in Canada's aid programme in Asia. Canadian-assisted development projects, mostly of a technical nature, are also under way in Burma, Thailand, South Vietnam, Laos, Cambodia, and some Pacific region nations.

Code 3-2

Canadian companies at the Third Asian International Trade Fair

Some companies are displaying products in the Canadian Pavilion, others are using graphics to illustrate their goods or services.

- Aero Environmental Limited — oil burners, water heaters
- Allatt Limited — asphalt machine equipment parts
- Atlantic Films Ltd. — audio/visual
- B.C. Hydro and Power Authority — Mica Dam facility
- Barringer Research Ltd., — geophysical equipment
- Bell Aerospace Canada Ltd. — air cushion vehicle
- Bombardier Ltd. — snowmobiles
- Canadian Coleman Co. Ltd. — insulated beverage jugs and coolers
- Clarke Equipment Ltd. — log skidders
- Columbia Trailer Limited — haulage equipment
- Computer Data Processors Ltd. — geophysical/geological computer software and services
- Consolidated Dynamics Limited — crane chassis, airport crash tenders
- de Havilland Aircraft of Canada Limited — aircraft
- Exploranium Limited — magnetometers, spectrometers
- Flextrac Nodwell Limited — tracked vehicles
- Foremost Industries Ltd. — tracked vehicles
- General Precision Industries Limited — direction finders, radio receivers
- Hawker Siddeley/Orenda Ltd. — turbine engines
- Hillbrand Industries Limited — all-terrain vehicles
- Howe International Limited — engineering projects relating to grain storage facilities, bulk material handling
- Huntec Limited — induced polarization equipment, engineering seismographs
- International Harvester Canada Limited — farm equipment products
- Koehring-Waterous Ltd. — tree harvesters
- Lombard Power Equipment Ltd. — chainsaws
- MLW-Worthington Limited — diesel electric locomotives, diesel engines
- Robert Morse Corporation Limited — weighing systems, process control systems, packaging equipment etc.
- Nicholson File Company of Canada Ltd. — steel files and rasps tools
- Saunders Aircraft Limited — ST-27 model
- Scintrex Limited — magnetometers, spectrometers, gravimeters
- H. A. Simons International Ltd. — consulting engineering services
- Steadman Containers Limited and Interpool Limited — container projects
- Telesat Corporation — communications satellites
- Timberjack — Forestry Division, Eaton Yale Limited — log skidders
- United Aircraft of Canada Limited — gas turbine engines
- Wabco Equipment Canada Limited — motor graders, off-highway trucks
- White Cockshutt Farm Equipment Limited — harvester combines



Roofing and other construction materials manufactured from raw asbestos supplied as part of Canada's aid programme to India are carried to different communities within the country by many modes of transportation.

Canadian chemical producers have wide capabilities

Continuing efforts of industry and government have combined to help make Canada one of the world's largest producers of chemicals. Every facet of business, industry, medicine and the home is served by Canadian chemical producers.

Fertilizers and fertilizer materials, organic and inorganic chemicals, synthetic resins and rubber, pharmaceutical products, chemicals for the construction industry and many other products are all manufactured in Canada.

In some fields, Canada has become a preferred source — notably for potash and other fertilizers as well as synthetic rubber. In addition to potash, sulphur, a raw material in the manufacture of fertilizers, has also become a major Canadian export to Asian countries. Other fertilizers available from Canada include urea, ammonium sulphate, ammonium nitrate and various analyses of complete mixed fertilizers containing nitrogen, phosphorus and potash.

Agronomic research has estab-

lished that, in most areas where there has been continuous use of nitrogen and phosphorus, potash has been depleted from the soil and its replacement is required in order to ensure healthy plants and improved crops. Canadian suppliers have available a supply of information on the use of potash as well as various other fertilizers and can provide data on crop-yield results.

Canadian potash has become widely recognized for its dependable high quality and reliability of supply. Canada now has the world's

largest potash-producing capacity and could supply in excess of 3,000,000 tons per year to Asian markets.

Vancouver, British Columbia, is Canada's principal port for shipments of potash, sulphur and other fertilizers; large efficient bulk-loading terminals located there enable economies to be achieved through use of large vessels. Where requirements of a particular product are not sufficient to obtain shipload quantities, it is possible to combine potash with various fertilizers and/or sulphur, wheat, flour or other commodities in one ship to achieve important transportation economies from the largest shipment volume.

In all countries construction is on the rise. An increasing world population and increasing standards of living, greater demands for services, more money for travel and expansion of health and education services are all creating urgent need for all sorts of building.

Private business, governments and international organizations — the World Bank, the United Nations, the Organization for Economic Co-operation and Development, the International Finance Corporation and the Regional Development Banks — are encouraging or investing in many construction projects. Often countries taking part in these programs are willing to waive import restrictions on materials used in specific projects approved by their governments.

Virtually every new hotel, hospital, university, airport, power dam or refinery project needs construction chemical products. Canadian manufacturers are being encouraged to form diversified groups to offer construction chemical specialties and services to markets everywhere. This progressive industry is capable of offering services and technology to project planners as well as complete lines of chemical specialties developed by experienced researchers and produced under quality controlled conditions.

Besides supplying construction and maintenance materials, the industry is winning markets with such special products as textured coatings, exposed aggregate finishes, chemical seamless floorings and synthetic rubber roofing. Specialty coatings from Canada are decorative yet durable and flexible enough to give abrasion and weather resistance at an economical price. They are lightweight and tough, requiring minimum maintenance, applicable to most surfaces and adaptable to irregular surfaces and designs.

The Canadian construction chemicals industry produces high quality, fully researched materials

that have been tested to meet requirements of many different types of projects throughout the world. Canadian producers will share their expertise and train personnel in new techniques to ensure best possible service.

In the area of industrial chemicals, important Canadian exports are synthetic rubber in many grades and sulphuric acid. For many nations, Canada is a preferred source of synthetic rubber because a reputation for high quality and service has been established. However the range of available industrial chemicals is wide.

For instance Canada is one of the largest exporters of pentaerythritol for alkyd resin use, vanillin for food flavouring and phosphorus for industry. Other big export items are such diverse products as radio-active and stable isotopes for science and medicine, industrial lignosulphonates and polybutanes for lubricants and caulking compounds. There are water purification and heating plant chemicals, industrial soaps and disinfectants, protective coatings and hundreds of other products.

Several large Canadian-owned companies are well established in the pharmaceuticals and fine chemicals industry. Fine chemical synthesis in Canada is not as highly developed as in some other countries, however, several firms produce highly competitive fine drug chemicals which have gained international acceptance. Furthermore, Canada is a world leader in production of vaccines for treating humans and animals. Polio vaccines, both Sabin and Salk, cholera vaccine, BCG, tetanus toxoid and rabies vaccine are some examples.

Canadian efficiency in meat packing has led to the development of a large by-product chemical extraction industry. High-quality insulin, heparin, ACTH and other hormones, ergot, allergenic products as well as animal feed supplements, fatty acids, bile acids such as choline, enzymes such as trypsin and chymotrypsin, are all products of the industry. Specialized poultry vaccines have also been developed by companies specializing in this field.

In a related area, two new pesticides developed in Canada have great ecological importance. Rather than poisoning the pest in conventional fashion, which often has detrimental effects on the environment, these new pesticides upset the growth pattern of the pest, thus killing it without harm to other life.

For further information on the Canadian chemical industry fill in the trade inquiry form on page 7, stating specific interests if possible.

Code 4-1



The Canadian chemical industry has the up-to-date facilities needed to keep pace with world demand.

Canada's electrical expertise serves world markets

The history of electrical power development in Canada has been one of remarkable and sustained growth for more than half a century. Canada's rapidly expanding industrial economy and growing population require vast quantities of electrical power and the most sophisticated electrical equipment and machinery must be available to generate, control and utilize this

energy source. In government research centres and industrial development laboratories, as well as in vast and remote areas of the land, Canada's scientists and engineers have met the challenge. Canadians have developed products and procedures to satisfy the electrical needs of all sectors of Canadian industry, as well as the needs of the Canadian citizen.

The electrical equipment industry has also established an enviable reputation in the export field. Countries around the world trade with Canada for goods and services in this industrial sector.

The development of Canada's electrical power resources is one of its outstanding achievements. Canada's expertise and capabilities of harnessing its vast energy potential have resulted in an installed generating capacity in excess of 40,000,000 kilowatts. Canada has a demonstrated capability in designing, developing and constructing huge hydro projects, large thermal electric plants, natural-uranium nuclear-power generation equipment, as well as fast-response turbine and diesel-powered units for emergency power-load balance and small-user supply.

Canada's size and population distribution have necessitated developing efficient transmission facilities. Canadian engineers were among the first to develop high voltages for primary transmission: 735kv AC systems are in use in Canada as well as ± 450 kv DC systems; in one instance, a DC line is more than 550 miles (886 km) long. These transmission lines traverse some of the world's roughest terrain. Canadians have developed products to fill the need and the methods and procedures used to install these systems to operate under some of the world's most rugged environmental conditions.

Canada's cities, with their large multi-storied office complexes and high-rise apartments, represent

areas of concentrated high-density loads that demand the utmost reliability of electrical power. Industrial areas also rely heavily on electricity and must be served with similarly reliable equipment. In addition, rapidly expanding Canadian urban and farm areas demand flexibility and economy in the required transmission and distribution systems. These needs by industry, commerce, urban consumer and farm user have led to designing high-quality distribution transformers, switching equipment, cable, terminating and connecting devices and a very wide variety of related products completely co-ordinated to serve all distribution needs.

Canada is richly endowed by nature with abundant resources, whose efficient development has led to the nation's well-being. Fifty years ago, Canada's economy depended largely on its agriculture; today Canada's advanced economy is based on thriving primary and secondary industries. These industries depend, to a significant degree, upon availability of reliable low-cost electrical energy generated, transmitted, distributed and controlled by products designed,

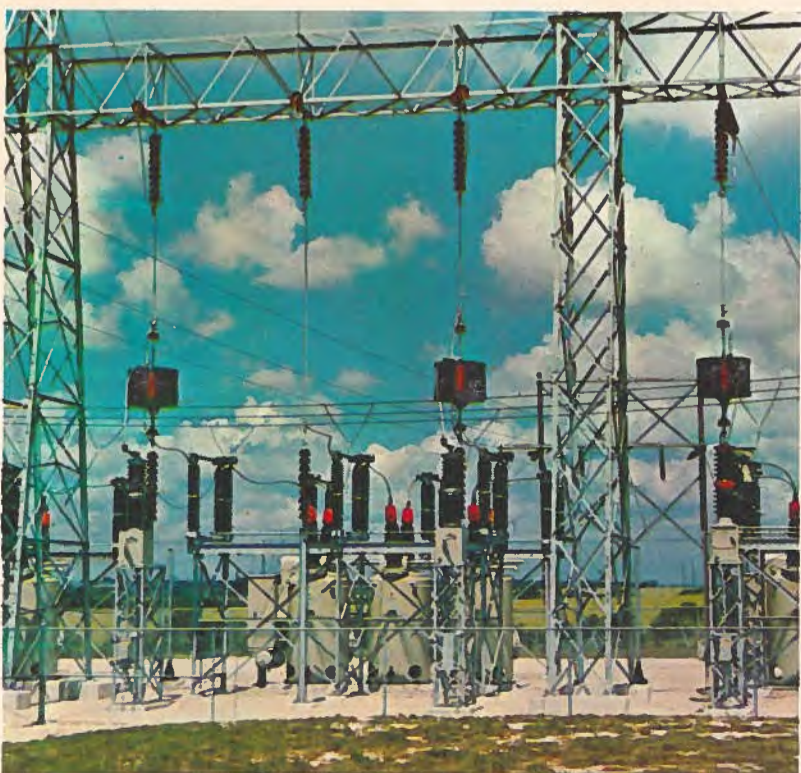
developed and manufactured by the Canadian electrical industry. Its ability to respond to demand has enabled Canadian primary industries such as mining, pulp-and-paper and others, to maintain their internationally competitive positions.

In transportation, Canada's electrical-equipment producers have supplied the needed equipment, from traction motors and generators to control and signalling devices.

Basically, the Canadian citizen has benefitted beyond measure as a result of the phenomenal development milestones and production capability of the electrical industry. Products at reasonable cost are available to him to do work in his residence, to prepare his food, illuminate and heat his living quarters, power entertainment equipment and perform other services.

The success, both nationally and internationally, of the Canadian electrical industry has been largely due to its comprehensive appreciation of the human and technical needs of Canada's citizens and the country's industrial requirements.

Code 4-2



Trench Electric Limited of Toronto, which sells world wide, specializes in designing and producing a complete range of power reactors, line traps and related inductance coils.

Canada covers wide orbit in world of electronics

Communications represents one of the foremost Canadian electronic capabilities. Skills in this field grew from the need to provide a network for broadcast, message and television transmission across the 3,381-mile (5,443.41-km) expanse of Canada from Newfoundland on the Atlantic to British Columbia on the Pacific, with spur links to serve the growing needs of Canada's northlands — a 17,000-mile (27,370-km) broadband system spanning six time zones.

Similar high-performance microwave relay systems of Canadian design and manufacture have been installed in at least 18 countries in North, South and Central America, Europe, the Middle East and Africa for a total of more than 40,000 route miles (64,400-km). A Canadian tactical radio relay system has been adopted by NATO countries to serve military defence communications requirements.

Canadian-made marine, airborne and mobile communications equipment has become an integral part of commercial and military operations around the world. Marine radio equipment of Canadian design and manufacture is in wide use aboard ships sailing on practically every ocean and major waterway of the world. Canadian-built mobile radio has become a day-to-day necessity with police, fire departments, transportation and other essential services. Commercial and military aircraft, flying across Canada and many other countries, depend on Canadian airborne radio equipment for accurate communication and navigation.

Satellites are the communications systems of the future and Canada has been in the forefront of research and development in this field for many years. It was in 1961 that Canadian industrial experience in satellite electronics began, with the design and manufacture of the transponder system for the NASA relay satellite which, with Telstar, pioneered global satellite communications.

Today Canada is one of the first nations in the world to start work on its own domestic satellite communications system, planned for operation in the early 1970s. The system will have at least 60 ground receiving and relaying stations and two synchronous satellites to provide improved message and television distribution for the country. The satellites will have a capacity of six television channels for broadcast coverage across Canada.

Canada is already a foremost supplier of earth stations for the global satellite system, with equipment installed in at least 12 large satellite terminals. The Canadian-designed and -built satellite terminal facility at Mill Village, Nova Scotia, on Canada's east coast, has two stations to serve the heavy commercial traffic via Atlantic-placed satellites. The first station completed in 1965, consists of an 85-foot (25.9m) radome-enclosed

antenna. The second, completed in 1969, has a 97-foot (30-m) exposed and heated reflector. At Bouchette, Quebec, 70 miles (112.7 km) north of Ottawa, a further earth station has been built to test such equipment under Arctic conditions for domestic communications.

Canada was the third country to have a satellite in orbit. That was Alouette I, launched successfully 625 statute miles (1,006.25km) above earth in 1962. Alouette I and its successor, Alouette II, launched in 1965, are topside-sounder satellites designed for ionospheric and other upper atmospheric investigations. They pioneered such developments as spacecraft radio antennas 150 ft. (45.7m) and more in length. More than six years after its launching, Alouette I had set records for continuous performance and in sending back more information than any other comparable satellite.

Part of a continuing International Satellite for Ionospheric Studies (ISIS) program, ISIS-I (originally called ISIS-A) was sent into an elliptical orbit in 1969. Larger than its two predecessors, it was designed to carry out at least 10 separate ionospheric exploration tasks. It was followed by an even more sophisticated version — ISIS-II — in March, 1971.

Long a leader in the marine navigation-aids field, Canada has greatly increased its capabilities to cover ground and air navigation. To achieve this, facilities have been built to provide the critically controlled environment for the development and production of precise, highly sophisticated equipment.

Canadian-built airborne electronic and electromechanical equipment has been specified for commercial aircraft and airfields in Canada, the United States, in Europe and many other areas. This includes Doppler navigation systems, self-contained inertial guidance systems, position and homing indicators and beacons, altitude indicators, temperature control systems, aircraft function-recording systems and UHF communications transceivers. In conjunction with the airborne equipment, a full range of automatic and semi-automatic mobile and fixed ground-test equipment is available for use by ground maintenance personnel.

A remote-controlled pilotless aircraft for photo reconnaissance is a major Canadian development and production program, geared primarily to the international market. Acceptance of this system points the way for its wide use in other countries.

At sea, Canadian-designed radar equipment, automatic direction finders and other navigation aids have been installed for many years in Canadian and foreign vessels.

Flight simulators for aircraft pilot training have been associated with Canada since the early days of the Link Trainer during World

War II. Today Canadian simulators have found worldwide acceptance and reproduce practically any flight conditions imaginable. A purely Canadian concept is the airborne simulator for vertical and short take-off landing (V-STOL) aircraft.

Concern for safety afloat and in the air has brought about the Canadian production of such devices as

crash-position indicators which automatically send out powerful radio signals triggered by the impact of a crashing aircraft. At sea a similar device is activated by contact with water and has been designed primarily for use with life rafts.

Proof of Canada's ability to design and manufacture radar equipment is the wide range of commercial radar in use in many countries throughout the world. Canadian industry offers an exceptional level of capability for the supply of navigation, search and weather radar for land, sea and air applications. In addition, there is a wide range of antennas, antenna towers, radomes and accessories capable

of operating in widely varying environments.

In nucleonics, Canada has been a pacesetter with its peacetime-use development work at the Atomic Energy of Canada's establishment in Chalk River. Canada's first full-scale nuclear power station went into operation in 1966. The source of energy is the CANDU heavy-water reactor, developed in Canada, which does not require enriched uranium fuel. Nuclear instrumentation and apparatus such as reactor controls, gamma radiation meters and particle detectors for many applications are produced in Canada for domestic and export use.

Code 5-1



Antenna at Nova Scotia's Mill Village site for Canadian Overseas Telecommunications Corporation measures 97 feet (30 m) in diameter. This RCA earth station is used for satellite communications links and is one of several major earth station systems supplied to countries throughout the world by RCA.

New advanced cancer-therapy units

A new series of cancer-therapy units — the most advanced available anywhere — was recently introduced by Atomic Energy of Canada Limited, Ottawa, for 20 years a world leader in designing and producing Cobalt 60 teletherapy equipment. Line leader in the Series 70 is the Computerized Theratron 780.

The advent of the electronic computer as a precision instrument for the physician allows him to develop and use radiation treatment techniques which, previously, were difficult or cumbersome because of time and detail involved. C.T. 780 is a substantially more accurate machine than previously available. It can rotate round the patient with such precision that beam centre will not wander as it strikes the tumor; it is accurate to one millimetre.

Design refinement of AECL's world-renowned Cobalt 69 teletherapy machine further guarantees years of operation with the highest accuracy. Advantages now offered, by computer and the more accurate therapy unit, point to still greater progress in developing new radiation-therapy techniques.

Computers should soon play a major role in preparing treatment that will optimize the therapy equipment's capabilities and take into account every detail of the tumor and surrounding areas. The equipment is backed by long experience and collaboration with leading radiotherapists and cancer clinics around the world.

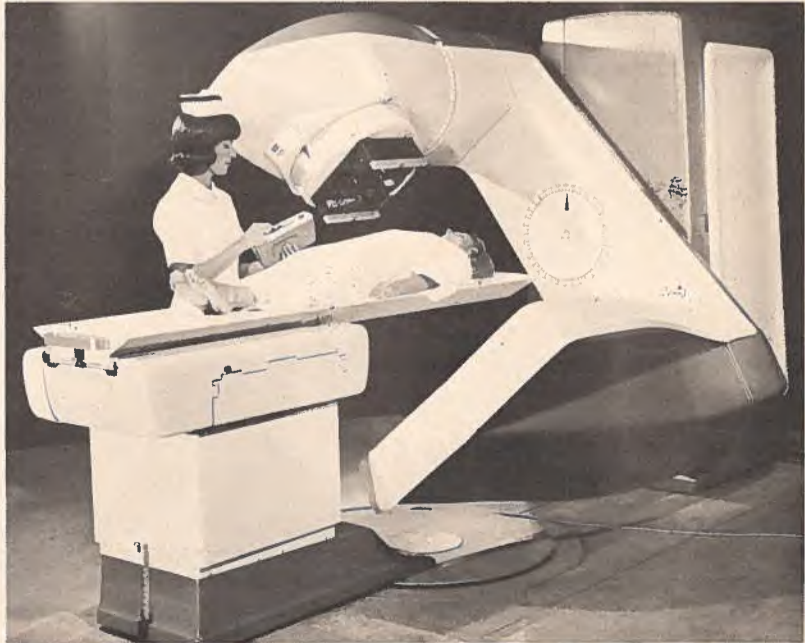
AECL produces and sells processing equipment to sterilize a wide range of medical disposables; more than 25 AECL-built plants are operating in many countries. A new model, J-6300, fills the needs of smaller medical-disposable manufacturers who do not need J-6500's larger through-put.

Commercial Products division is marketing another new AECL development: "Slowpoke," a small low-power reactor with numerous applications — from pollution study to crime detection. Size, power, price and operating costs are tailored to fit those of an in-

dustry or hospital or a university research group. Neutrons produced can be used to process short-lived radioisotopes, which physicians need to conduct diagnostic tests — or to activate samples for study by activation analysis.

Commercial Products also produces a series of Cobalt 60 power generators, yielding up to 60 watts. They're admirably suited to marine and space applications in areas such as the north, where refuelling and maintenance are not feasible. Cobalt 60 generators can produce electricity, unattended, for at least five years.

Code 5-2



Computerized Theratron 780 by AECL.

World-known drilling rig course

From the U.S.A., South America, Europe, the Middle East, Asia and the Antipodes come students to Alberta Petroleum Industry Training Centre, Edmonton. They learn about blow-out preventers, swivels, rotary turntables, pumps, lubrication, maintenance, drilling mud, safety and basic geology, among other things.

The four-week course is open to men 17 or older, in good

physical shape, who want to become "floor hands" on a drilling rig. It includes instruction on a fully operative \$200,000 rig, to develop basic skills in handling drill pipe and tools; classroom instruction in oilwell-drilling theory; workshops instruction on maintenance. Upgrading courses are offered for petroleum industry employees.

Code 5-3

Pulp & paper: global export

Canada's pulp and paper industry has expanded rapidly in recent years. Between 1960 and 1969 its production increased by nearly two-thirds, to reach a total of some 19,000,000 tons annually. The increase was made largely to serve growing export markets in North and South America, Europe and Asia.

In Canada, the forests extend from the Atlantic Ocean to the Pacific, a distance of more than 3,000 miles. Thus, all regions have shared in the expansion of pulp and paper manufacturing facilities which the steadily rising world demand has stimulated. But the province of British Columbia, fronting on the Pacific Ocean, has enjoyed the most spectacular growth.

About 60 companies, mostly medium to large and operating some 140 mills, form the Canadian industry today. Some manufacture only pulp, some only paper, but most produce both and the trend is toward greater integration, to obtain a broader range of products and more complete utilization of forest resources. Several of them produce not only pulp, paper and paperboard but lumber, plywood, building board, shipping containers, packages, bags, and chemicals. Some operate power systems and shipping fleets.

Newsprint, carrying the news in

all parts of the world, accounts for just under half the Canadian industry's output, about 9,000,000 tons. For almost 50 years Canada has led the world in producing and exporting this vital medium of communication.

Canada also has become, in more recent years, the world's largest exporter of wood pulp. Indeed, pulp for shipment now accounts for about one-third of the industry's total output, or more than 6,000,000 tons. Most is exported, to be transformed in other countries into paper and paperboard products. As well, some highly refined pulps are shipped to the chemical industry in Canada and elsewhere, for conversion into rayon, cellophane, and other cellulose derivatives.

World demand for sulphate or kraft has been increasing more rapidly than for pulp of any other variety. As a result, sulphate-pulp production in Canada has nearly tripled during the past 10 years, and construction of new mills has highlighted the latest chapter in the history of the Canadian industry.

Paperboard, in its many forms, accounts for about 10 per cent of the industry's shipments, or about 1,900,000 tons. So do papers other than newsprint, these comprising hundreds of grades of book and

writing papers, tissue, sanitary and industrial papers, building papers, building boards.

A small but gradually increasing quantity of by-products also results from the output of the Canadian mills. They include alcohol, yeast, vanillin, resins, turpentine, tall oil and a family of chemicals used as road binders, soil stabilizers, drilling additives, and some for other purposes.

A few statistics will serve to express the nature and extent of the vast forest resource on which this large Canadian industry rests, and its place amongst other forest regions of the world. Of Canada's total land area, more than half is wooded and the forested area is about 1,700,000 square miles.

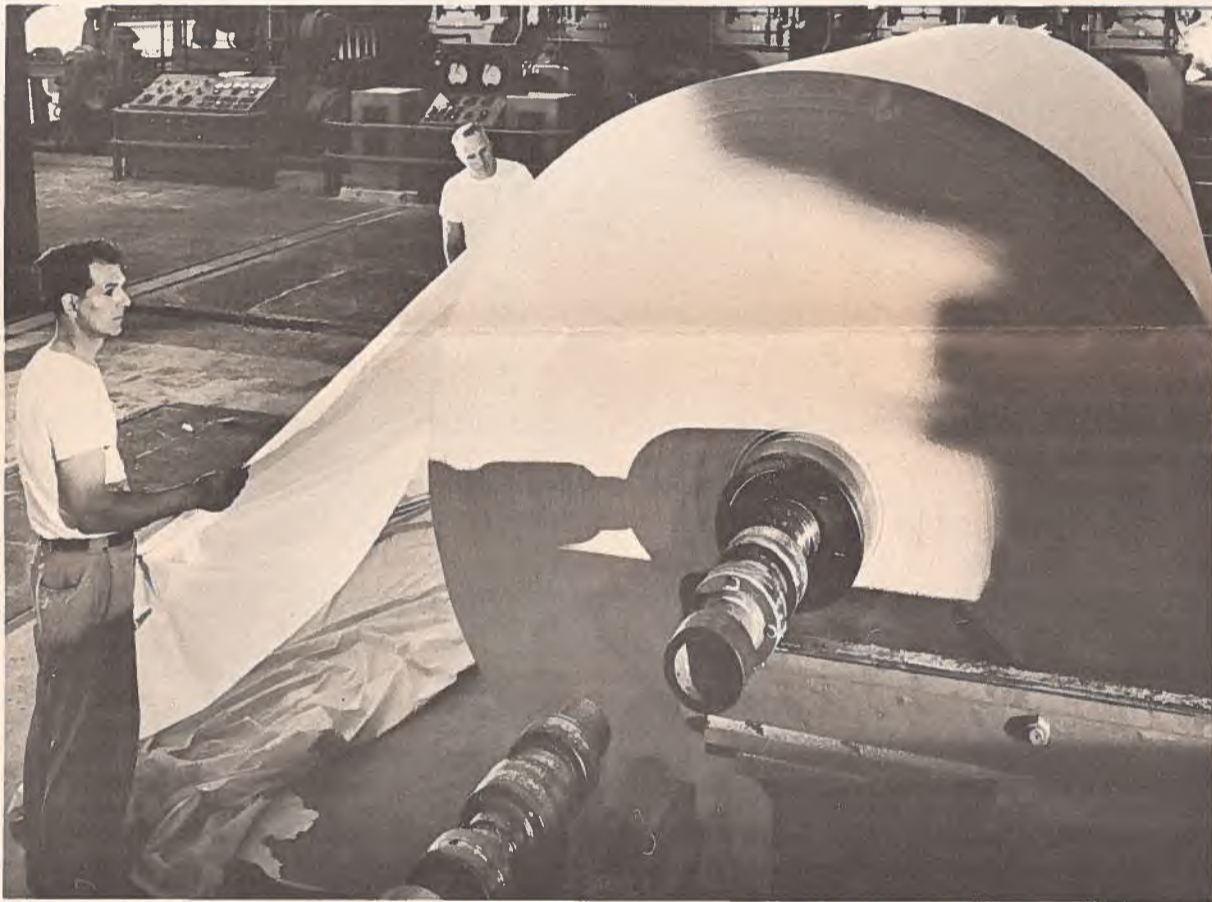
In Canada the woodlands are owned largely by the people. About 80 per cent of those classified as productive are public-owned, and administered by the 10 provincial governments. The remaining 20 per cent include farm woodlots, forest land owned by companies and individuals, and areas for which the federal government is responsible.

It is estimated that Canada today is using about one-half of the allowable harvest estimated as available from its forests.

Code 6-1



Canadian woodsman pulp-hooks a spruce log. Scale marks mean it has been measured for wood content.



A reel of newsprint comes off a paper machine, on its way to rewinding, slitting and wrapping, in an E. B. Eddy Company plant.

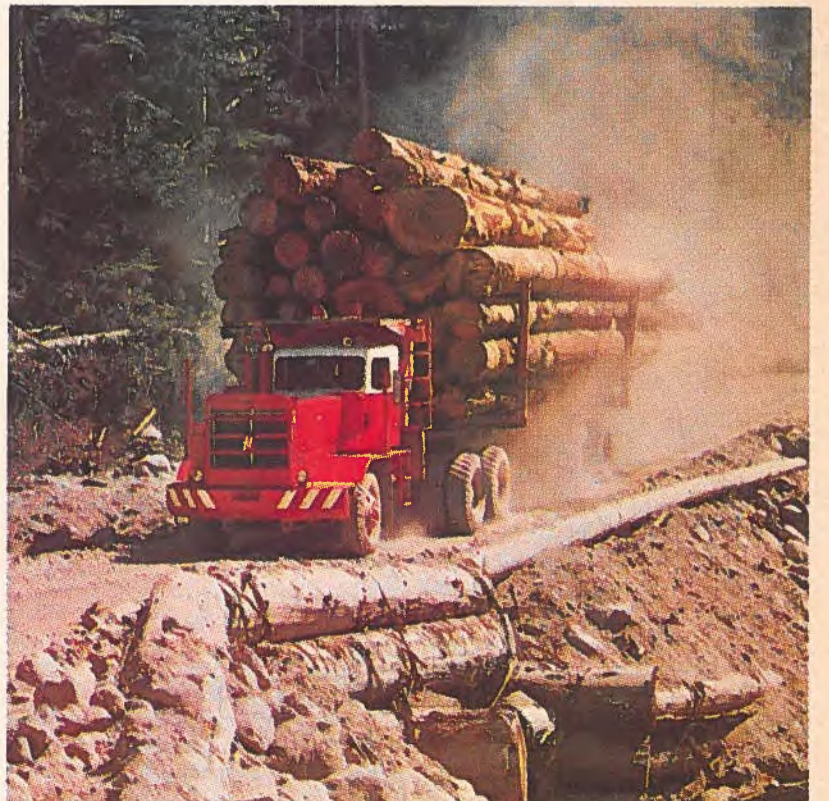
Giant hauler steps out in the world

Huge, isn't it? This TEREX ("Earth King") rear-dump hauler is seen working overburden at an open-pit mine where average grades are 10 to 12 per cent. The 150-ton Model 33-15 hauler is built by the Diesel Division of General Motors of Canada in its London, Ontario, plant. General Motors of Canada has already sold 300 smaller diesel-electric motors in the world market and is aiming the new hauler in the same direction. Its many advantages include the modular design concept of the engine and generator: both mounted on a skid base. This reduces change-out time and saves space maintenance, as well as easing transportation and assembly at mine site.

Code 6-2



Log boom on Gatineau River — near Ottawa but in Quebec — consisting of 4-ft., 8-ft. and 16-ft. logs. Length depends primarily on how they are handled in the bush.



A familiar sight in forests around the world is the Hayes HDX 100 Series off-highway logging truck pictured at work in British Columbia.

Specialized machinery

Canada has great natural resources, ranging from prairies and farmland to forest and mineral resources, not yet fully developed.

Canadians and Canadian industry are rising to meet the challenges of these resources. In the course of initial development Canada had

to depend on the equipment, machinery and knowhow of other countries, but now it has an industry of its own that is growing to meet requirements and competing on an international scale to supply equipment in both advanced and

developing areas of the world.

The farm-machinery manufacturing industry product range is from combines to tractors and covers a wide variety of types such as tillage implements, barn equipment and wagons, spraying and dusting equipment, as well as specialist equipment for the tobacco industry. Canada can also offer a range of equipment in the potato harvesting field that is well-known and accepted by the farm industry.

The forestry industry is another sector where Canada is developing machinery to meet the needs of its logging industry. Log skidders are being exported all around the world, as are slashers for roadside forest operation and lift trucks capable of picking up full tree lengths and carrying them high in the air through limited passages in lumber yards, and other types of small equipment with special applications.

Forest Harvesting

Development is continuing in forest harvesting equipment, for tree lengths and cut wood — all aimed at the most efficient extraction of timber from the forests. Many of these have applications

throughout the world and, indeed, units developed in Canada have proved their effectiveness in all areas where the logging industry is a viable entity.

Construction machinery manufactured in Canada is growing by leaps and bounds, its main export item being road graders. In addition, there are available industrial lift trucks, front-end loaders of the skid-steer type, concrete transit mixers, cement-batching plants, mobile hydraulic cranes, compactors and many other small items for the building and construction industries.

Because Canada has large tracts where travel is difficult, it has had to develop and now has vehicles capable of moving over rough terrain, muskeg, permafrost and snow. These include snowmobiles, all-terrain vehicles and special tracked vehicles. The last named are proving their effectiveness in oil exploration and in supplying remote outposts in the Canadian north and other parts of the world. Canada is recognized as a pioneer in these forms of transportation and leads the world in their development.

Code 7-1



Dominion Road Machinery Co.'s Champion heavy-duty motor grader moves large volumes of dirt with front-mounted bulldozer attachment.

Geophysical aids to mining

The mining industry depends on continuously providing new ore bodies. One of the strengths of the Canadian mining industry is the capable group of companies developing and producing electronic exploration instruments. Specialization is in airborne and ground survey instruments. These companies have revolutionized the industry in improvements and sensitivity of

instruments, quality of records and methods of reduction of the data by computers. Canadian equipment has been used not only in Canada but on every continent, with excellent results.

Copper has been found in Argentina by ground-charge methods, iron ore in the Baltic Sea by airborne electro-magnetic induction and base metals in Australia, also

by EM methods. The ore bodies located were in difficult positions, of unusual structure or greater than normal depth which previous methods used did not reveal. Since the equipments are usually used in remote areas, are airborne and hand carried or packed, the Canadian equipment has been made compact and light while still improving the sensitivity, accuracy and reliability.

Code 7-2



Face-on view shows McPhar operator, systems and auxiliary instruments, with F-400 upper left. Others include AV-4 radiation spectrometer; intervalometer and power supply; magnetometer; 18-channel recorder.



Portable engineering facsimile seismograph, for use with hammer or explosive, produced by Huntex Limited of Toronto.

Code 7-4



"Torpedo" below plane is receiver for F-400 electromagnetic airborne system, designed and made by McPhar Geophysics Limited. Operator runs four geophysical systems.

Code 7-5

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High-speed trains for existing tracks

A lightweight "next generation" passenger train that runs smoothly on existing tracks, uses standard fuels, doesn't jolt passengers on curves and will do 120mph in advanced development and testing at Montreal.

LRC (Lightweight, Rapid, Comfortable) is jointly produced by Alcan Canada Products, Dominion Foundries and Steel Limited and MLW Industries with project offi-

ces in Toronto. Designed for strong appeal to operators, financiers and the travelling public, it aims to compete with interurban air travel — considering such factors as comfort, convenience, time from downtown to downtown and frequency of runs.

Because it needs minimum maintenance and service, LRC's capital and operating costs should be less than those of conventional equip-

ment and markedly lower than those of competing high-speed systems. One striking factor is LRC's ability to tilt its coaches as much as 10 degrees, through a hydraulic banking system. When the LRC locomotive is ready, the tilting ability will permit a train to negotiate curves at speeds 40 per cent higher than now possible with conventional equipment — dramatically reducing journey time and removing the need for vast expenditure on track strengthening and replacement.

Profile is low: about two feet (610 mm) below roof level of the standard baggage car coupled to it during testing. This permits rapid acceleration; the streamlined effect is emphasized by exceptionally large windows. Use of "state of the art" equipment in everything from engine to air-cushioned suspension system and air-conditioning eliminates the need for special maintenance facilities. LRC is also designed with a sharp eye to safety. Contributing factors include low centre of gravity and tilting on curves to permit 35 to 50 per cent safe extra speed, while maintaining stability margins against wheel lift.

Conventional sill is replaced in LRC by built-in aluminum side sills, creating a stressed-skin, shock-

resistant car body. Before initial road trials, the prototype coach withstood a squeeze test of 800,000 pounds (363,200kg) end-to-end pressure and severe vertical-strain tests — all under critical observation by Association of American Railroads' structures committee.

Structural strength meets all A.A.R. specifications for trains weighing more than 600,000 pounds (272,400kg), although locomotive and coach weigh only 185,000 (84,000kg) and 80,000 pounds (36,300 kg) respectively.

Code 8-1



This train is tipsy? No, just tilted — so it won't lurch going round a curve. Light, swift LRC is a product of Alcan-Dofasco-MLW consortium.

ACV technology gets big lift



First prototype of Canada's Voyager Heavy Haul Air Cushion Vehicle successfully completed over-water tests at Toronto's Island Airport. These followed one month of winter overland tests in Ontario. Produced by the Grand Bend (Ontario) facility of Bell Aerospace Canada Division of Textron Canada Ltd., it is designed for a project per-ton-mile operating cost one-fourth that of heavy-lift helicopters and is built with prefabricated modules for easy deployment by road, rail or air. Top speed is 50mph (80kmph). Basic flatbed design allows a variety of operational uses.

Code 8-2

Now that you've read about Canada

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