

foreign trade

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COVER

The article on page six discusses the Mainland China market and the more promising opportunities there—such as raw materials, semi-processed goods, and certain types of industrial machinery. Some of the products in these fields that Canada might supply are pictured on our cover: (left) aluminum ingot; (top centre) wood pulp, (top right) synthetic rayon fibre, and (bottom right) electric power-station equipment.



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- 2 **A Mission to Sell a Market . . . if British exporters have a weakness it lies not in production but in selling, the Canadian Trade Mission reports.**
- 6 **How to Trade with Mainland China . . . what is China likely to buy from western suppliers and how does Canada fit into the picture?**
- 11 **Selling Pulp and Paper in the Brazilian Market . . . Canadian supplier's position vis-à-vis his Scandinavian competitor may improve under new regulations, though tariff rates remain high.**
- 17 **Australian Industry Attracts Overseas Investors . . . one-third of Australia's major manufacturing plants today are financed wholly or in part by overseas capital.**
-

- 16 **Dutch Make Pharmaceuticals**
- 18 **Champion Holds Export Conference**
- 19 **Norway Produces More Metals**
- 21 **Ceylon Sells Desiccated Coconut**
- 22 **Venezuelan Wins Canada Trophy**
- 25 **Brazil Changes Invoice Regulations**

- | | |
|--|--|
| 36 Canada in Foreign Markets | 34 Foreign Exchange Rates |
| 28 Coming to Canada on Business | 29 Foreign Trade Service Abroad |
| 23 Commodity Notes | 26 Trade and Tariff Regulations |
| 13 Fairs and Exhibitions | 28 Tours of Territory |

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from Canada to Britain . . .



A Mission to Sell a Market

. . . the fifty-five Canadians who made up the recent Trade Mission to the United Kingdom had a single objective—to induce British firms to win a larger share of Canada's import trade.

Here is the story of how they set about their task and how British business welcomed them.

R. R. PARLOUR,
Area Trade Officer, Commonwealth.

WHEN a chartered aircraft taxied down the runway at Dorval Airport, Montreal, last November 21st bound for London, England, it carried a trade mission which was unique in many respects. Its size—55 members—made it the largest ever to leave Canada and one of the largest ever to visit the United Kingdom. Its objective set it apart from most others—the intention was not to sell Canadian products but rather to stimulate purchases from the United Kingdom of goods currently imported from non-Commonwealth countries.

The speed with which the mission was organized was striking. On October 4th, at the conclusion of the bilateral talks in Ottawa between Canadian and United Kingdom Ministers, a statement was issued that both Governments favoured an expansion in Anglo-Canadian trade and that a high-level trade mission from Canada would go to the United Kingdom to encourage this expansion. Little more than six weeks later the mission assembled at Dorval under the leadership of Hon. Gordon Churchill, Minister of Trade and Commerce, and with Mr. James S. Duncan, chairman of the Hydro-Electric Power Commission of Ontario and chairman of the Dollar-Sterling Trade Council, as deputy leader. The members (many of whom had not met before) came from all ten provinces and represented our major manufacturing industries, agriculture, fisheries, mining, construction, engineering, public utilities, banking, labour, distribution, the press, and government. All were senior executives with special knowledge of technical matters, purchasing techniques or distribution methods in their industries.

How the Program Was Organized

The mission's program in the United Kingdom was quickly but thoroughly organized by the Board of Trade and the Dollar Exports Council, in co-operation with the Canadian High Commissioner in London. It included plant visits and business meetings covering a wide range of British industry and chosen to suit the special interests of each member.

While the group was travelling in the United Kingdom, it was accompanied by the Hon. George Drew, Canadian High Commissioner, H. L. Brown, Commercial Counsellor for Canada, Sir William Rootes, chairman of the Dollar Exports Council, and a team of officials from the Board of Trade. (This team supervised program arrangements, transportation and baggage, and looked after public relations and administrative matters.) At each center visited, the regional office of the Board of Trade and the local Chamber of Commerce assisted with arrangements and in Scotland

the Scottish Council played an active role. The group which went to Northern Ireland was received by the Government there. As the tour progressed, the members of the mission realized the thorough and efficient organization behind it and expressed their appreciation to all those who had assisted in planning the program and in carrying it out.

The first four days were spent in London, where the mission attended a briefing session with the High Commissioner and met with officials of the Board of Trade and the Dollar Exports Council. The day after its arrival came the first press conference. The large number of press representatives attending demonstrated how quickly the mission had caught the imagination of the press and the general public, and this interest continued throughout its stay.

The Grand Tour Begins

On the fifth day, the "Grand Tour" began. A special train provided by the British Railways was waiting at Paddington Station to take the mission on the first leg of a 1,500-mile whirlwind tour of England, Wales, Scotland and Northern Ireland. The fine dining car with excellent cuisine and the comfortable sleeping cars did much to soften the rigours of a strenuous program that called for a series of visits to industrial plants in 15 cities in the course of the next two weeks. In addition to the special train, the mission travelled at various times by plane, bus, motor car and boat. The mileage covered on foot was not recorded!

The tour began with the mission making several visits as a group, to see something of the accomplishments of modern British industry. The places visited were the Atomic Energy Research Establishment at Harwell, the British Nylon Spinners at Pontypool, the Bristol Aeroplane Company, the Steel Company of Wales at Margam, and Calder Hall, site of the world's first nuclear power station.

For the second phase of the tour the mission was split into six or eight groups at each center visited, according to the members' special interests; each group then carried out one-day programs of plant tours. In this way visits were paid to nearly one hundred manufacturing plants in Wales, England, Scotland and Northern Ireland and the Canadians talked to thousands of British businessmen about prospects for selling British goods in Canada. At most centers, the mission held press conferences and, in addition, newspapermen accompanied the members on plant tours. The result was excellent press coverage.

The third phase consisted of the series of receptions, luncheons and banquets tendered the mission by Chambers of Commerce, industrial or trade associations, civic authorities and individual business firms at the various centers visited and after the return to London.

These added to the enjoyment of the tour and demonstrated a heartwarming hospitality. But these gatherings were perhaps more important as a means of bringing the mission into contact with many thousands of British manufacturers and exporters and making possible the exchange of ideas through speeches, question-and-answer periods, and informal talks.

Back in London

After the Grand Tour the mission reassembled in London and for the next few days each member followed a program of plant visits or interviews tailored to suit his particular interests. Meanwhile the Dollar Exports Council and the Board of Trade were struggling with a flood of more than 1,000 inquiries from various firms throughout the United Kingdom who requested interviews with the Canadian businessmen.

To meet this demand three general meetings were arranged, at each of which several hundred British businessmen could meet the mission as a group, listen to an address by one of the members, and participate in a question-and-answer period. Following the general meetings the mission split up into 14 panels, each representing a particular Canadian industry, and talked with individual businessmen.

Accomplishing Its Objectives

The mission's program was designed with several ends in view. One was to demonstrate to the members that British industry could produce the goods to meet Canada's needs and in this it was entirely successful. It was apparent to all the members that the plants visited were modern and well-organized, management aggressive and often quite young, and labour seemingly industrious and contented. The products turned out were generally well designed and made and competitively priced, and industry had an eye to the future, with widespread apprentice-training schemes and extensive research programs. Here was abundant evidence, if it were needed, of the efficiency of British industry. The members of the mission, in fact, returned to Canada enthusiastic over Britain's industrial strength.

A second objective was to kindle among British exporters a greater interest in the Canadian market. Some were, of course, already selling successfully in Canada. Others were attempting to sell here but making little progress; many had not tried. In talks with British businessmen, the members of the mission emphasized continually that the Canadian market was a large and growing one and that the effort and cost of establishing a product in Canada today would be amply repaid in the future. They pointed out that already Canadians have buying power equivalent, by European standards, to a country of 34 million and

that Canada is the world's largest importer of finished goods. It was estimated that within twenty years the Canadian market would be double that of the United Kingdom today. The members realized that part of the reason why Britain's share of the Canadian market had declined from about 18 per cent in prewar years to less than 10 per cent in 1956 was that British industry had been busy in the early postwar years meeting urgent domestic needs and, more recently, had found ample scope in supplying the home market and the sterling area. The result was that the more difficult and competitive dollar markets had been neglected.

The mission made several other points:

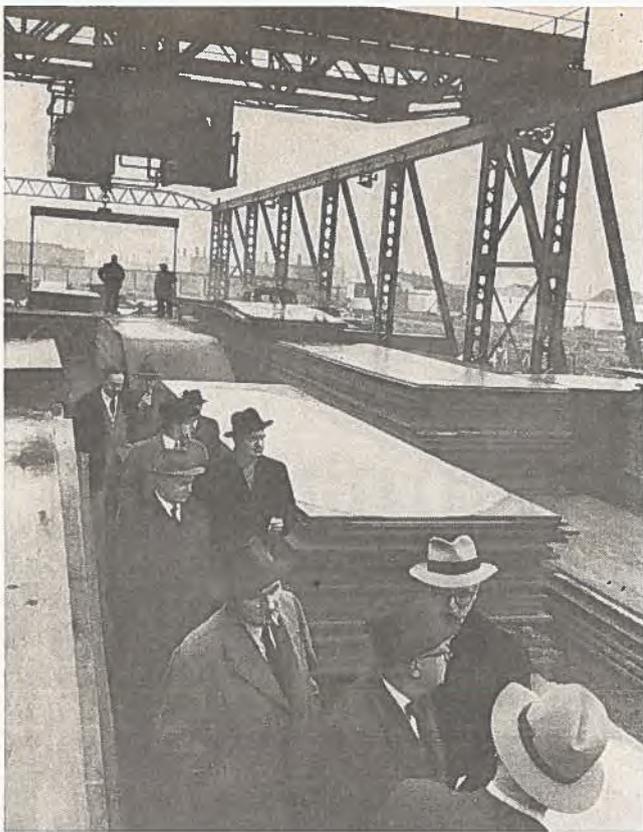
- The time was now ripe for Britain to take on more business in Canada. Most British industry had sufficient capacity to supply Canadian customers and meet prompt delivery schedules.
- The longer that British firms delayed their entry into the Canadian market, the more difficult and costly the operation would become.
- By establishing himself in the Canadian market, the British exporter could learn whether his product was competitive in the United States and in world markets generally. He would also gain experience in meeting United States standards and specifications, which are becoming world-wide.

The warm reception given the mission through Britain and the hundreds of inquiries that poured into the Dollar Exports Council from manufacturers both large and small indicate that its success in stirring up interest in the Canadian market exceeded all expectations.

Helping the British Exporter

Perhaps the real core of the mission's work was to discover why British goods are not making progress in the Canadian market and to suggest ways to overcome this. It became increasingly apparent as the tour went on that if British exporters have a weakness, it lies not in production but in selling. One member of the mission pointed out that Canadians would not cross the Atlantic to buy British goods—Britons would have to cross the Atlantic to sell them. The system of distribution in North America is based on extensive advertising and sales promotion and the effective use of salesmen to call on the customer. The mission also pointed out that if British exporters use aggressive salesmanship, they should achieve greater success in the Canadian market. Selling techniques, of course, vary with the product but among the mission's suggestions were the following:

1. More top officials of British firms should visit Canada periodically to talk to agents and customers.



The strenuous program of industrial visits covered England, Scotland, Wales and Northern Ireland; altogether the members toured nearly 100 plants. Here a group inspects the steel plate shop at the Motherwell Bridge and Engineering Co. Ltd.

2. If the products being sold are technical in nature, the manufacturer should provide technically qualified salesmen to visit Canada at intervals or to work full-time with the agent.

3. British firms should study the Canadian market more carefully and, when appropriate, use the services of a Canadian advertising agency to ensure that their advertising is effective and directed towards their customers.

One recipe for success in the Canadian market was given by Sir Robert A. Maclean, President of the Glasgow Chamber of Commerce, who said:

*He who whispers down a well
About the goods he has to sell
Will never earn as many dollars
As he who climbs a tree and hollers.*

The mission also found that the British exporter needs to adapt his product and service to the requirements and preferences of his Canadian customer. Even if a product is competitive in quality and price it is still vitally important to consider whether the design, style and timing are suited to Canadian conditions, whether the package and label are attractive, deliveries prompt, after-sales service efficient, correspondence answered promptly, quotations expressed in Canadian dollars C.I.F., the specifications North American, and business methods Canadian. It is not enough to assume that because a British product is intrinsically sound and

sells readily in many Commonwealth markets, it is suitable for Canada. In this, "the customer is always right".

British exporters sometimes find it difficult to select suitable channels of distribution in Canada. In general, large exporters do not have much difficulty in arranging methods of distribution but many medium and small manufacturers asked the mission for advice on this question. The mission pointed out that many alternative systems of distribution must be considered and the one chosen that best suits the product being sold. A good agent, even though he is more expensive, is much better than a poor one. When the product is a technical one, it is usually the manufacturer's responsibility to supply his agent with complete technical data and, if necessary, furnish trained technicians both for selling and after-sales service. In many lines it is important that adequate stocks and spare parts be available in Canada for quick delivery. One effective method of distribution is for several British exporters of complementary products to band together to form a joint selling organization in Canada to carry stocks and employ skilled salesmen. Another is for the British firm to supply know-how and component parts and have the product made by a Canadian firm. The Canadian manufacturer then carries stocks and provides sales and service.

In a more general way, the mission served a useful purpose in bringing to the attention of the British manufacturer the many sources of information on and advice about selling in Canada that are available to him. These include, in the United Kingdom, the Board of Trade, the Dollar Exports Council, the Commercial Counsellor for Canada and the Canadian Trade Commissioners, the offices of the Provincial Agents General, branches of Canadian banks, and the buying offices of Canadian firms. In Canada, there are the United Kingdom Trade Commissioners, the Dollar-Sterling Trade Council, the British Trade Centers, the Department of Trade and Commerce, and many trade associations, Chambers of Commerce, and business publications.

Official Report Coming

The official report of the mission is to be published in a few weeks' time and it is expected that it will contain a wealth of useful suggestions for potential exporters to Canada. It will emphasize once again the message that the mission spread throughout the United Kingdom—that the Canadian market is large and expanding, and that we welcome British goods.

Selling in Canada is not easy; the product and service must suit the Canadian buyer and sales techniques must be aggressive. Half-hearted or short-lived assaults on the market are not enough, but the difficulties can be overcome and the potential rewards are great. ●

How to trade with Mainland China

Late last year, the author visited Canton, Peking, Shanghai and Tientsin, to study the demands of the market and trading methods used. Here he appraises sales opportunities for Canadian exporters and gives advice on making sales contacts there.

C. M. FORSYTH-SMITH,
Trade Commissioner, Hong Kong.

TRADERS in the Western world have become more and more interested in the market in Mainland China over the past year; in fact, virtually all of the principal trading nations have been actively studying its possibilities. As a result, the importance of Mainland China from the sales point of view has perhaps been over-emphasized. It is therefore necessary to retain a sense of perspective, yet not overlook the trade opportunities that certainly exist.

Estimating the Market

Mainland China's ability to import from Western countries is conditioned by her overseas earnings and also by her commitments to the Soviet Bloc. It is not possible to obtain accurate figures but it is believed that in 1956 her total trade, including imports and exports, was in the vicinity of US\$3 to \$3½ billion. Imports and exports were in reasonable balance and imports probably totalled approximately US\$1.5 to US\$1.7 billion. Imports in 1957 were probably slightly lower because of reduced export earnings and the tapering off of imports of capital equipment toward the end of the First Five-Year Plan in December 1957. The bulk of China's imports are obtained from the Soviet Bloc countries and although there may be a slight move away from this pattern, it is likely that

during the next few years about 75 per cent will come from this source. This is partly because of the close political affiliations with the Soviet Bloc and partly because China has during the past few years received a considerable amount of aid in the form of technical assistance and capital equipment from these countries and her economy is now closely linked with them. Then too, she does not wish to become too dependent on Western countries for supplies of essential goods.

In these circumstances, China's purchases from the Western world in the foreseeable future are likely to remain in the vicinity of US\$450 to \$550 million a year. Viewed in this light, the China market assumes considerably less importance. Nevertheless, there are some interesting possibilities and Canadian suppliers would be well advised to study the market with care.

State Corporations Do Buying

China has a planned economy and the State handles all imports through the medium of a relatively few state trading corporations. All these corporations have their head offices in Peking and most of them have branches at the main ports—Shanghai, Tientsin, Tsingtao and Canton. Each of the corporations handles a specific list of goods and therefore suppliers of a particular line have to deal with only one customer. This simplifies the task of locating prospective customers but limits the scope of promotion efforts and eliminates the competitive advantages normally

Memo on the Market

● *China is industrializing relatively quickly and requires many raw materials and semi-processed goods which Canada can supply. There are definite prospects for the sale of Canadian goods.*

● *At present there is virtually no scope for the sale of consumer goods.*

● *Trade is controlled by the Government and trade practices, pricing, testing, transportation, etc., are in government hands and efficiently carried out by state-owned corporations.*

● *Chinese officials suggest that direct contact with trading concerns on the Mainland through personal visits or correspondence is the most effective means of trade promotion. The dispatch of many copies of descriptive literature and samples is necessary to acquaint the corporations with Canadian goods.*

● *It is possible to advertise in the local newspapers and technical journals but the effectiveness of this advertising is open to question.*

● *Most transactions are currently financed in Swiss francs and convertible or transferable sterling, but the latter should not discourage Canadian participation. Trade is usually done on letter of credit.*

● *Some shipping lines operate between Northern Chinese ports and Vancouver. Alternatively, goods may be transhipped in Japan or Hong Kong.*

● *China normally welcomes business visitors but issuance of visas sometimes takes several weeks. Prospective visitors should therefore make application for visas well in advance.*

obtained by efficient merchandising. As far as can be ascertained, the largest share of imports is handled by the head offices of the trading corporations in Peking, with the branches purchasing smaller quantities for local use. Exporters offering goods would therefore be well advised to contact not only the head offices of these corporations but also the branches. There is an apparent tendency toward more decentralization in the operations of the corporations and it is possible that in future the branch offices will assume greater importance. In approaching the corporations, full details about the goods should be

supplied plus illustrated literature and samples if possible. Several copies of these details should be sent to each branch of the corporations to make the task of circularizing end-users easier. Prices quoted in the first instance should be the lowest possible, bearing in mind that the corporation officials are in general efficient and are constantly receiving quotations from all main supplying countries.

There are no Chinese companies acting as manufacturers' representatives or agents but there are a small number of foreign firms still operating in this line; nearly all of them are large companies with worldwide connections. They do not actually import goods for their own account or for stock, but merely operate as liaison between overseas suppliers and the state corporations. Most of these foreign firms are still able to do a considerable amount of business, but largely in exports from China rather than imports. Some of them can offer a useful service to Canadian suppliers, particularly for commodities the prices of which are constantly fluctuating and where there is likely to be some advantage in keeping in close touch with quotations offered by competitors. In general, however, the trading corporations prefer to deal direct and most Canadian suppliers should probably attempt to make direct contact with them.

Promoting Sales

One of the major difficulties that overseas suppliers encounter is the impossibility of obtaining accurate and reliable information on China's import requirements. The Chinese do not publish detailed statistics covering production, consumption, imports and exports and in these circumstances normal market surveys are not possible. The trading corporations discourage contact by overseas suppliers with end-users and any approach to them should be made through the corporations. Factories and other end-users place orders with the trading corporations but the corporations do all the actual purchasing. End-users may express a preference but the final decision rests with the corporations. It is possible to advertise in the Chinese vernacular press and some foreign exporters are doing this. For consumer goods, this may have limited value but for capital equipment and raw materials, it would have a negligible effect. There are a few technical journals which carry advertisements and advertising of raw materials and capital goods through this medium may be worthwhile. The most effective approach, however, seems to be to supply each branch of the state trading corporations with large numbers of copies of illustrated literature and other information; they can then pass it on to the end-users and the various production ministries. For consumer goods, as many as 100 copies should be supplied but for those with fewer end-users, five or six copies should suffice.

Once the existence of a market for a particular commodity appears reasonably certain, Chinese officials suggest that Canadian suppliers arrange to send representatives to China to make personal contact with the trading corporation. It is important for business visitors to arrive at a time when orders are actually being placed. Although it is not possible to obtain accurate information on this point, it is possible to assess in a general way the most appropriate time for a visit. Allocations of foreign exchange for raw materials and other goods are made quarterly and it is usually toward the end of each quarter, after the corporations have obtained quotations from a number of overseas suppliers, that orders are placed. For this reason Chinese officials recommend that Canadian businessmen visit China during the last month of each quarter—early in March, early in June, early in September and early in December. Visits at other times can serve a useful purpose but there is no question that the man who is on the spot at the time an order is to be placed is in a much stronger position than one who made personal contacts several months before. Businessmen should make a point of visiting each branch of the corporation which handles their commodities.

Where Demand Lies

Canada's share of the China market for raw materials can without question be substantially increased and we are well situated geographically to provide China's needs. The rapid rate of industrialization in recent years means that Chinese requirements of raw materials and semi-processed goods have increased greatly in volume and diversity. The most promising products for Canada to sell in Mainland China appear to be wood pulp, fertilizers, some non-ferrous metals such as zinc and aluminum, synthetic fibres, plastic raw materials, some types of paper and a wide range of industrial chemicals. There is also considerable interest in various types of machinery but in this field the competition is extremely stiff. The equipment which appears to be in greatest demand includes woodworking and sawmill equipment, mining equipment, marine and industrial diesel engines, air compressors, water and steam turbines and generators, electric motors, transformers, rolling-mill equipment, papermaking machinery, and agricultural equipment.

Range of Exports Widens

China's range of exports has expanded greatly and although she still depends largely on sales abroad of traditional agricultural commodities and by-products (such as walnuts, peanuts, essential oils, beans, bristles, carpets, wood-oil, tea, etc.) she now offers also a fairly wide variety of manufactured and semi-manufactured goods. Included are textile machinery, some machine tools, scientific equipment, musical instru-

ments, sporting goods, hardware, etc. In general, these manufactured goods are reasonably good in quality and competitive in price.

Methods of Payment

Probably the most difficult obstacle to be overcome in trading with China is payments. It is known that China's reserves of foreign exchange in general are limited. Nevertheless, it is believed that she would not find it too difficult to finance a reasonably large increase in imports from Canada, because her trade balance with Canada over the past few years has been favourable and her exports to Canada are not likely to decline. In any case, all economic planning and development is done by the Government and funds can therefore be made available for essential goods needed for the development program. China normally offers payment for Canadian goods in convertible or transferable sterling or in Swiss francs. If transferable sterling is involved, Canadian exporters face added expense and inconvenience in arranging the transfer to Canadian dollars.

Despite the many difficulties in trade with China, Canadian exporters may find it profitable to approach this market with a view to long-term sales. The economies of the two countries are sufficiently complementary for the development of mutually advantageous trade and because China is in the process of developing industries, her import needs will continue to grow. ●

Chinese National Import and Export Corporations*

CHINA NATIONAL IMPORT AND EXPORT CORPORATION

- Head office:* Erh Li Kou, Outside Hsi Chih Men, Peking
Cable address: CNIEC PEKING
- Shanghai branch:* 27 Chung Shan Road (East 1), Shanghai
Cable address: CHIMEXCORP SHANGHAI
- Tientsin branch:* 171 Chien Shieh Road, Tientsin
Cable address: NOCIMOR TIENTSIN
- Canton branch:* 25 Tai Ping Road South, Canton
Cable address: CHIMPORTCO CANTON
- Tsingtao branch:* 82 Chung Shan Road, Tsingtao
Cable address: CNIECTB TSINGTAO
- Hong Kong agent:* China Resources Company
Bank of China Building, Hong Kong
Cable address: CIRECO HONG KONG

Import and Export: chemicals, pharmaceuticals, medical instruments, fertilizers, dyestuffs and pigments, rubber and rubber products, petroleum and petroleum products.

CHINA NATIONAL CEREALS, OILS AND FATS EXPORT CORPORATION

- Head office:* 57 Chu Shih Ta Chieh, Peking
Cable address: NATIONOIL PEKING

*Latest revised reference material.

Shanghai branch: 83 Peking Road East, Shanghai
Cable address: CHINAFAT SHANGHAI

Tientsin branch: 30 Tai An Road, Tientsin
Cable address: NOIL TIENSIN

Canton branch: 1 Yung Han Road North, Canton
Cable address: CNCOFC CANTON

Tsingtao branch: 29 Woosung Road, Tsingtao
Cable address: NACEROIL TSINGTAO

Hong Kong agent: China Resources Company
Bank of China Building, Hong Kong
Cable address: CIRECO HONG KONG

Import and Export: Cereals: rice, wheat, horse beans, broad beans, pulses, etc. Oilseeds: soybeans, groundnut kernels, sesameseed, linseed, rapeseed, copra, etc. Oils: wood oil, groundnut oil, aniseed oil, coconut oil, etc. Salt.

CHINA NATIONAL ANIMAL BYPRODUCTS EXPORT CORPORATION

Head office: 4 Wangchia Hutung, East City, Peking
Cable address: BYPRODUCTS PEKING

Shanghai branch: 61 Nanking Road East, Shanghai
Cable address: BYPRODUCTS SHANGHAI

Tientsin branch: 43 Pao Ting Street, Tientsin
Cable address: BYPRODUCTS TIENSIN

Canton branch: 486 Road 623, West, Canton
Cable address: BYPRODUCTS CANTON

Tsingtao branch: 24 Hupei Road, Tsingtao
Cable address: BYPRODUCTS TSINGTAO

Hong Kong agent: China Resources Company
Bank of China Building, Hong Kong
Cable address: CIRECO HONG KONG

Export: bristles, horsetails, fur, fur plates, skins, hides, feathers, down, casings, wool, hair carpets, brushes, leather and leather products, fur products, etc.

Import: wool, wool tops and living animals.

CHINA NATIONAL TEA EXPORT CORPORATION

Head office: 57 Li Shih Hutung, Tung Sze Pai-low, Peking
Cable address: NATIONTEA PEKING

Shanghai branch: 110 Yenan Road East, Shanghai
Cable address: NATIONTEA SHANGHAI

Kwangtung branch: 119 Eat Tach Road East, Canton
Cable address: NATIONTEA CANTON

Fukien branch: 32 Chi Pi Road, Foochow
Cable address: NATIONTEA FOOCROW

Hong Kong agent: China Resources Company
Bank of China Building, Hong Kong
Cable address: CIRECO HONG KONG

Export and import: tea (black tea, green tea, scented tea, oolong tea, compressed tea, etc.); coffee and cocoa.

CHINA NATIONAL NATIVE PRODUCE EXPORT CORPORATION

Head office: 46 Hu Fang Chiao Street, Peking
Cable address: PROCHINA PEKING

Shanghai branch: 16 Chung Shan Road (East 1), Shanghai
Cable address: CHINAPROCO SHANGHAI

Tientsin branch: 33 Harbin Road, Tientsin
Cable address: CNPC TIENSIN

Canton branch: 282 Ta Teh Road, Canton
Cable address: PROCANTON CANTON

Tsingtao branch: 10 Tientsin Road, Tsingtao
Cable address: CNPCO TSINGTAO

Peking Art and Craft Company: 2 Chiao Shou Hutung, Chienmen District, Peking
Cable address: PEKARTCO PEKING

Hong Kong agents: China Resources Company
Bank of China Building, Hong Kong
Cable address: CIRECO HONG KONG

Teck Soon Hong Ltd.
38 Bonham Strand West, Hong Kong
Cable address: STILLON HONG KONG

Exports: bast fibre and its manufactures, tobacco and its manufactures, various kinds of native products, wood and timber, nuts, dried vegetables and subsidiary foodstuffs, arts and crafts, medicines, spices, essential oils, etc.

Import: flue-cured tobacco, jute, Manila fibre, gunny cloth, gunny bags, pepper, materials for making handicrafts, tropical medicines, etc.

CHINA NATIONAL FOODSTUFFS EXPORT CORPORATION

Head office: 38 Chiao Tze Hutung, Kwang An Men Street, Peking
Cable address: FOODSTUFFS PEKING

Shanghai branch: 27 Chung Shan Road (East 1), Shanghai
Cable address: CHINAFOOCO SHANGHAI

Tientsin branch: 48 Racecourse Road, Tientsin
Cable address: FOODSTUFFS TIENSIN

Canton branch: 194 Chan Ti Road, Canton
Cable address: FOODCO CANTON

Tsingtao branch: 91 Chung Shan Road, Tsingtao
Cable address: FOODSTUFFS TSINGTAO

Hong Kong agents: China Resources Company
Bank of China Building, Hong Kong
Cable address: CIRECO HONG KONG

Ng Fung Hong: 28/30 Wing Lok Street, Hong Kong
Cable address: "3578" HONG KONG

Export and Import: livestock and poultry, meat and meat products, animal oils and fats, various kinds of fresh fruits and preserved fruits, various kinds of vegetables, sea products, eggs and egg products, liquors and wines, sugar and confectionery, various kinds of canned food, sundry food products.

CHINA NATIONAL SUNDRIES EXPORT CORPORATION

Head office: 32A Chiu Tiao Hutung, East City, Peking
Cable address: SUNDRY PEKING

Shanghai branch: 27 Chung Shan Road (East 1), Shanghai
Cable address: SUNDRY SHANGHAI

Tientsin branch: 114 Taku Road Central, Tientsin
Cable address: SUNDRY TIENSIN

Canton branch: 25 Tai Ping Road South, Canton
Cable address: SUNDRY CANTON

Hong Kong agent: China Resources Company
Bank of China Building, Hong Kong
Cable address: CIRECO HONG KONG

Export and Import: raw cotton, cotton piecegoods and cotton yarns, cotton manufactured goods, ramie and woollen goods (gunny bags excluded), glass and glassware, sundry goods for daily use, paper, stationery and educational supplies, musical instruments, iron nails, galvanized wire and other hardware sundries, household electrical supplies, sanitaryware, woodware and building materials, etc.

CHINA NATIONAL MINERALS CORPORATION

Head office: 3 Pao Chan Sze Street, Peking
Cable address: CHIMINCORP PEKING

Tientsin branch: 2 Jung Te Li Hopei South Road, Tientsin
Cable address: CNMCTBO TIENSIN

Tsingtao branch: 9 Tong E Road, Tsingtao
Cable address: CNMC TSINGTAO

Kwangtung branch: 2 West Bund, Canton
Cable address: CHIMINCORP CANTON

Shanghai branch: 16 Chung Shan Road (East 1), Shanghai
Cable address: MINERALS SHANGHAI

Hong Kong agent: China Resources Company
Bank of China Building, Hong Kong
Cable address: CIRECO HONG KONG

Export: coal and coke, cement, pig iron, iron ore, antimony, talc, pyrophyllite, magnesite, dolomite powder, bauxite, clay, bentonite, graphite, pyrolusite, realgar, orpiment, arsenic oxide, apatite, alum, gypsum, quartz, feldspar, porcelain clay, white clay, garnet, yellow mineral colours, float stone, round pebbles, limestone, vermiculite, chrysotile, fluor spar, barite, etc.

Import: Chrome ore, titanium concentrates, borax, cobalt oxide, mica and mica products, cement, etc.

CHINA NATIONAL SILK CORPORATION

Head office: 29 Nan Chi Tze, Peking
Cable address: CHISICORP PEKING

Tientsin branch: 402 Ho Ping Road, Tientsin
Cable address: CHISICORP TIENSIN

Shanghai branch: 17 Chung Shan Road (East 1), Shanghai
Cable address: CHISICORP SHANGHAI

Kwangtung branch: 2 West Bund, Canton
Cable address: CHISICANT CANTON

Shantung branch: 78 Chung Shan Road, Tsingtao
Cable address: CHSILKCORP TSINGTAO

Hong Kong agent: China Resources Company
Bank of China Building, Hong Kong
Cable address: CIRECO HONG KONG

Export: raw silk steam filature, douppion silk, tussah silk, spun silk, spun silk yarn and silk tops, silk waste and tussah silk waste, pure and mixed silk piecegoods, tussah silk pongees, Fuji silk, Canton gauze and silk gambiered, silkweaves, kerchiefs, embroideries, and other ready-made silk products, etc.

Import: rayon yarns and other kinds of artificial fibres.

CHINA NATIONAL MACHINERY IMPORT CORPORATION

Head office: Erh Li Kou, Outside Hsi Chih Men, Peking
Cable address: MACHIMPORT PEKING

Shanghai branch: 27 Chung Shan Road (East 1), Shanghai
Cable address: MACHIMPORT SHANGHAI

Tientsin branch: 171 Chien Shieh Road, Tientsin
Cable address: MACHIMPORT TIENSIN

Canton branch: 25 Tai Ping Road South, Canton
Cable address: MACHINERY CANTON

Hong Kong agent: China Resources Company
Bank of China Building, Hong Kong
Cable address: CIRECO HONG KONG

Import and Export: machine tools, power machinery, mining and metallurgical machinery, electric machinery and appliances, air compressors, cranes, excavators, precision measuring tools, cutting tools and other tools.

CHINA NATIONAL TRANSPORT MACHINERY IMPORT CORPORATION

Head office: Erh Li Kou, Outside Hsi Chih Men, Peking
Cable address: TRANSMACH PEKING

Shanghai branch: 27 Chung Shan Road (East 1), Shanghai
Cable address: TRANSMACH SHANGHAI

Tientsin branch: 171 Chien Shieh Road, Tientsin
Cable address: TRANSMACH TIENSIN

Canton branch: 25 Tai Ping Road South, Canton
Cable address: TRANSMACH CANTON

Hong Kong agent: China Resources Company
Bank of China Building, Hong Kong
Cable address: CIRECO HONG KONG

Import: transport and agricultural machinery (various motor vehicles, trucks and parts thereof; locomotives, airplanes and parts thereof); ships, agricultural machinery and parts thereof; printing machines, machinery for papermaking, pharmaceutical, food, architectural, chemical and textile industries, and for other light industries.

Export: machinery for light industries and miscellaneous machinery, such as machinery for textile, printing, architectural, food and paper-making industries. Repairing and building of ships.

CHINA NATIONAL INSTRUMENTS IMPORT CORPORATION

Head office: Erh Li Kou, Outside Hsi Chih Men, Peking
Cable address: INSTRIMPORT PEKING

Shanghai branch: 27 Chung Shan Road (East 1), Shanghai
Cable address: INSTRIMPORT SHANGHAI

Tientsin branch: 171 Chien Shieh Road, Tientsin
Cable address: INSTRIMPORT TIENSIN

Canton branch: 25 Tai Ping Road South, Canton
Cable address: INSTRIMPORT CANTON

Hong Kong agent: China Resources Company
Bank of China Building, Hong Kong
Cable address: CIRECO HONG KONG

Import and Export: various instruments, telecommunication supplies, photographic supplies, calculating machines, typewriters, etc.

CHINA NATIONAL METALS IMPORT CORPORATION

Head office: Erh Li Kou, Outside Hsi Chih Men, Peking
P.O. Box No. 65, Peking
Cable address: CHIMETALS PEKING

Shanghai branch: 27 Chung Shan Road (East 1), Shanghai
Cable address: CHIMETALS SHANGHAI

Tientsin branch: 171 Chien Shieh Road, Tientsin
Cable address: CHIMETALS TIENSIN

Canton branch: 25 Tai Ping Road South, Canton
Cable address: CHIMETALS CANTON

Tsingtao branch: 82 Chung Shan Road, Tsingtao
Cable address: CHIMETALS TSINGTAO

Hong Kong agent: China Resources Company
Bank of China Building, Hong Kong
Cable address: CIRECO HONG KONG

Import and Export: ferrous alloys, section steels, steel tubes, cast iron pipes, steel plates and sheets, railway materials, raw materials, rolled materials, metallic semi-finished products, electrical cables and wires, etc.

CHINA NATIONAL TECHNICAL IMPORT CORPORATION

Head office: Erh Li Kou, Outside Hsi Chih Men, Peking
Cable address: TECHIMPORT PEKING

Import and Export: projects and equipment of complete factories, etc.

CHINA NATIONAL FOREIGN TRADE TRANSPORTATION CORPORATION

Acts as agent for arranging transportation, forwarding, insurance and storage of state-owned import, export and transit cargoes.

Head office: Erh Li Kou, Outside Hsi Chih Men, Peking
Cable address: SINOTRANS PEKING

Shanghai branch: Ground Floor, Customs Building, Hankow Road, Shanghai
Cable address: SINOTRANS SHANGHAI

Tientsin branch: Beside Tze Yiu Li, Tangku
Cable address: SINOTRANS TANGKU

Tientsin sub-office: 172 Liaoning Road, Tientsin
Cable address: SINOTRANS TIENSIN

Chinwangtao sub-office: Kailan Road, Chinwangtao
Cable address: "6866" CHINWANGTAO

Whampoa branch: Whampoa Port, Canton
Cable address: SINOTRANS WHAMPOA

Canton sub-office: 25 Tai Ping Road South, Canton
Cable address: "5931" CANTON

Tsamkong branch: Tsamkong Port, Kwangtung
Cable address: "8319" TSAMKONG

Tsingtao branch: 1 Sinkiang Road, Tsingtao
Cable address: "6586" TSINGTAO

Dairen branch: 16 Stalin Road, Dairen
Cable address: "7120" DAIREN

Also has branches in Manchouli, Suifenho, Tsining, Antung, Chian, Tumen, Pingsiang, etc., and sub-office in Erh Lian.

SINOFRACHT CHARTERING AND SHIPBROKING CORPORATION

Charters vessels and books shipping space for shipment of state-owned import and export cargoes. Acts as agent for principals

at home and abroad in chartering vessels and booking shipping space and also in booking cargoes for vessels on behalf of owners.

Head office: Erh Li Kou, Outside Hsi Chih Men, Peking
Cable address: SINOFRACHT PEKING

Shanghai sub-office: Ground Floor, Customs Building, Hankow Road, Shanghai
Cable address: SINOTRANS SHANGHAI

Tientsin sub-office: Beside Tze Yiu Li, Tangku
Cable address: SINOTRANS TANGKU

Whampoa sub-office: Whampoa Port, Canton
Cable address: SINOTRANS WHAMPOA

PULP AND PAPER

Prospects in the Brazilian Market

Prospects for Canadian exporters of pulp and paper have improved slightly; the new tariff law has reduced the former "cost of exchange" advantage enjoyed by Scandinavian competitors.

V. L. CHAPIN,
Commercial Secretary, Rio de Janeiro.

THE paper and cardboard industry in Brazil consists of 62 plants located in the central and southern regions of the country. Production of all types of paper and board totals 395 thousand tons a year; about 55 per cent of this is produced by 12 firms. The Brazilian paper companies make 42 different kinds of paper; the main groups are:

| | <i>Volume (in tons)</i> |
|--|-----------------------------|
| Writing paper | 50,000 |
| Printing paper (excluding newsprint) | 65,000 |
| Wrapping paper | 170,000 |
| Newsprint | 35,000 |
| Others (not specified) | 35,000 |
| Cardboard and paperboard | 40,000 |
| Total | 395,000 |

There is a growing tendency in the pulp and paper industry for paper manufacturing to become more

closely integrated with the pulp producers who are concentrated in the south where raw materials (pine, eucalyptus, sugar cane, bamboo, etc.) are most accessible. In 1955 pulp output reached 180 thousand tons—90,000 tons of mechanical, 61,000 tons of sulphite, and 21,000 tons of sulphate pulp.

Current Consumption

Paper—Last year consumption of paper totalled 540 thousand tons. Of this, 162 thousand tons were imported at a cost equivalent to \$36 million. Principal imports were as follows:

| <i>Type</i> | <i>Volume (in tons)</i> | <i>Value (in dollars)</i> |
|---|-----------------------------|-------------------------------|
| Newsprint | 136,000 | 29,319,479 |
| Printing papers (excluding newsprint) | 24,769 | 7,972,261 |
| Vegetable paper | 153 | 198,887 |
| Silk paper | 88 | 109,104 |
| Filter paper | 150 | 100,000 |

Principal suppliers of newsprint, in order of importance, were Sweden, Finland, the United States, Canada and Norway. Major suppliers of printing paper, excluding newsprint, were Sweden, West Germany and Finland.

Pulp—Annual consumption of pulp totalled an estimated 340 thousand tons and imports last year amounted to 121 thousand tons valued at \$25 million, consisting mainly of 76,000 tons of sulphite and 43,000

tons of non-sulphite pulp. Principal suppliers were Finland (over 50 per cent), Norway and Sweden.

Demand for Paper Growing

At present, per capita consumption in Brazil averages nine kilos of paper and cardboard a year, which results in a total consumption of 540 thousand tons. Investigators have completed a number of studies in an attempt to predict future expansion of the industry. One of these studies ties future demand for paper to an annual increase in the gross national product of 5 per cent and comes up with a total of 600 thousand tons by 1960, rising to 880 thousand by 1965. A prediction made on the basis of an annual increase in the G.N.P. of only 3 per cent sets consumption at 550 thousand tons in 1960 and 630 thousand tons in 1965.

The Government has made it clear that it looks to increased local production to meet the growing demand rather than to larger imports. If consumption is to rise to 600-640 thousand tons in 1965, producers will have to increase present output of 395 thousand tons by at least 45-85,000 tons over the next few years and concentrate their greatest effort on newsprint (assuming total imports of paper remain the same). Over the same period, Brazil hopes to become more self-sufficient in pulp production. The pulp industry will need to boost production of chemical pulp and progress technically to develop semi-chemical and mechanical-chemical wood pulps to meet special local conditions.

To cover the predicted increase in demand and perhaps reduce imports of pulp and paper by 1965, the local industry will need investment capital in the range of \$30-\$40 million, according to Brazilian estimates. However, substantial savings in foreign exchange would result if imports really could be cut. A major project under active consideration at the moment is a pilot-plant operation scheduled for the São Paulo area to produce 100 tons of newsprint a day made from eucalyptus pulpwood. Eucalyptus has a rate of growth three times that of Parana pine and even greater if compared with the coniferous trees of the Northern Hemisphere. If this project proves successful, it will lead in future to substantial production based on eucalyptus.

Canadian Share of Market

According to DBS statistics, Canada shipped 22,800 tons of newsprint valued at \$2.78 million to Brazil in 1956; we sold no pulp there and sales of other printing papers totalled only \$140 thousand. These were the only two pulp and paper products Canadian exporters were able to market here in that year.

Largely responsible for practically limiting our sales to newsprint was the operation of Brazil's multiple

exchange rate system. Last year it permitted Brazilian importers to buy foreign exchange for imports from Finland, Norway and Sweden at rates averaging 20 per cent lower than the cost of dollar exchange. The exchange auction does not apply in the case of newsprint; the Brazilian constitution stipulates that paper for the press shall be free from all federal, state and municipal taxes. Thus the Brazil authorities do not auction exchange for newsprint imports but allocate it at a fixed rate of Cr.\$18.82 to the U.S. dollar—the official rate declared to the International Monetary Fund. Consequently importers of newsprint pay the same rate for foreign exchange, no matter what country it comes from. That is why Canadian exporters were able to sell newsprint to Brazil but little else.

The present situation is somewhat different from that described above because of the inauguration of Brazil's new tariff law and foreign exchange regulations which became effective on August 14. Foreign exchange for newsprint is still allocated but at a somewhat higher rate of exchange. The rate, however, is fixed and our competitive position vis-à-vis other major suppliers remains as it was.

For pulp and other paper products, the new regulations reduce the former "cost of exchange" advantage for such countries as Finland, Norway and Sweden from 20 per cent to 10 per cent. This advantage will be all but eliminated if and when these countries join the limited convertibility area known as the Hague Club. The cruzeiro cost to importers of ACL (Limited Convertibility Area) currency and dollars is at present, and is likely to remain, about the same. The exchange advantage of 20 per cent which Scandinavian pulp and paper exporters enjoyed in 1956 has already fallen to 10 per cent and there is at least a possibility that it will disappear entirely.

Unfortunately, tariff rates in the new law may prove discouragingly high even if the changes in the exchange system have now made it possible to sell more than newsprint. For example, the duty on mechanical pulp is 80 per cent; on chemical pulps it averages 30 per cent. Many types of paper are dutiable at rates of 40, 80 and 100 per cent and a few are subject to duties of 120 per cent.

However, it can be said that the Canadian exporter will find he is now in a somewhat more equitable position than formerly. Firms whose products were formerly excluded because of the exchange advantage of major competitors should again take up negotiations so that they may determine how competitive they are under the new regulations.

The office of the Commercial Secretary, Canadian Embassy, Rio de Janeiro, would welcome inquiries from exporters of pulp and paper. ●



Canada's 1958 Fair Program

TAKING heed of the popular slogan, "You can't solicit orders sitting at your desk", Canada will exhibit her wares at 18 trade fairs in various countries during 1958. Exhibits sponsored by the Department of Trade and Commerce at fairs in Austria, Colombia, France, Germany, Italy, Japan, South Africa, Switzerland, the United Kingdom and the United States will provide a first-class opportunity for Canadian manufacturers and businessmen to attract foreign buyers. Exhibits will be placed in international trade fairs that cover many classes of goods, in vertical trade shows that specialize in a single industry or a related group of industries, and in travelling shows devoted to a single commodity.

Exhibits at International Fairs

In recent years, the Department has attempted to plan trade fair exhibits systematically. When Canada enters the same fair in successive years, the displays cover a broad range of Canadian products potentially saleable to the host country. It is impossible, of course, to do this in a single show because of the problem of designing an attractive exhibit; each display has a theme which is carried out by showing a compatible group of commodities.

Here are further details on the fairs which Canada will enter this year.

Rand Easter Show, Johannesburg—March 24-April 7

A pavilion is under construction to house the Canadian exhibit at the Rand Easter Show, March 24-April 7, in Johannesburg, South Africa. The Rand Show, held at Milner Park and sponsored by the Witwatersrand Agricultural Society, is one of the older and better known agricultural fairs in the Commonwealth. In recent years the trend has been toward including industrial and international exhibits, with most of the latter housed in national pavilions.

The Canadian exhibit will attempt to provide South Africans with a general picture of our economy with

Fairs and Exhibitions

the emphasis, naturally, on the commodities that we can sell there. Seven groups of products will be featured: scientific equipment; mining and construction equipment; electrical equipment; forest products; chemicals; textiles; consumer hard goods and food products.

Milan International Samples Fair—April 12-27

After a one-year absence, Canada returns to the Milan International Samples Fair, April 12-27. Our exhibit will occupy a prominent position near the entrance to the Hall of Nations and tens of thousands of potential buyers and consumers will see the products on view. We supply Italy chiefly with raw materials and the display has therefore been built along institutional lines with an eye to the promotion of unbranded products. Three broad groups of commodities will be featured: agricultural and fisheries products, chemicals and allied products, and metals and minerals.

Japan International Trade Fair, Osaka—April 12-27

During the last decade, Canada's trade with Japan has flourished and it is now our fourth largest, and a constantly growing, market. Present industrial expansion should mean a continuing outlet for our industrial raw materials and foodstuffs. The Canadian exhibit at the 1958 Osaka Fair, April 12-27, will be similar to Milan and will feature four broad groups: agricultural products, chemical products, metals and minerals, and atomic energy.

German Industries Fair, Hanover—April 27-May 6

As in the past few years, the Canadian exhibit at the German Industries Fair in Hanover, April 27-May 6, will be located in the Chemical Hall and will feature chemicals and related materials. Although most Canadian companies are adequately represented in Germany, this fair presents an opportunity to fortify and expand present sales programs, and provides a setting for talks with potential customers from other European countries.

United States World Trade Fair, New York—May 7-17

The Canadian Government Exhibit at the 1957 United States World Trade Fair, which took the form of a trade information booth, was considered an unqualified success and the venture is to be repeated at the 1958 fair, May 7-17. There will again be a trade information booth, staffed by officers ready to answer inquiries from American and foreign buyers on all phases of Canadian production. There is also scope at this fair for private firms to supplement government efforts by organizing their own displays in appropriate commodity classifications.

Frankfurt International Trade Fair—September 7-11

For the first time, an official Canadian Government exhibit will be entered in this fall fair, September 7-11, one of the foremost showcases for consumer goods in Europe. This fair offers an opportunity for Canadian manufacturers to display their products to the rapidly expanding German market, our third largest. The plan is to exhibit a variety of hard and soft consumer goods and foodstuffs.

Vienna International Autumn Fair—September 7-14

After successful participation in the 1957 fair, Canada will again exhibit in the Vienna Autumn Fair, September 7-14. Because the Canadian economy and way of life is little known to Austrians, there is scope for information work in addition to the purely commercial. For this reason, the Department of External Affairs will play an important role in our exhibit, endeavouring to show aspects of Canadian life through pictorial displays and motion pictures. On the commercial side, the accent will be on raw materials, semi-manufactured goods, and foodstuffs.

Colombian International Trade Fair, Bogotá—November 22-December 8

In the whole of Latin America, the Bogotá Fair provides the only truly international exhibition for the display of foreign goods. Because of the increasing interest of Canadian businessmen in this market, the Canadian Government attaches a great deal of importance to its display at the 1958 Bogotá Fair, November 22-December 8. The goods we show will be limited to those for which import licences can be obtained: essential goods, raw materials, and goods that can be used in Colombian manufacturing processes. Prominent among these will be chemicals and forest products.

Vertical Shows Selected

In addition to the international trade fairs discussed above—which, for the most part, cover a wide range

of products—Canada will also participate in several vertical trade shows—shows limited to a single commodity or group of commodities.

The National Association of Home Builders, Chicago—January 19-23

The Chicago Home Builders' Show, which took place January 19-23, provided an opportunity for the Canadian lumber industry to display its products in that important American market, Chicago. The second largest urban area in the United States and an important lumber distributing center, Chicago is ideally suited to this type of publicity. Canadian wallpapers, which have already made a favourable impression in the United States, were also displayed.

National Sporting Goods Association Convention, Chicago—February 2-6

National Winter Sports Show, New York—April 27-30

Exports of Canadian sporting goods to the United States have risen considerably in the past few years. This is an expanding market and coverage of the two largest marketing centers through these two vertical shows, the first February 2-6 in Chicago and the second in New York April 27-30, will enable Canadian manufacturers to extend their sales coverage south of the border.

Popular Price Shoe Show, New York—May 4-8

National Shoe Fair, Chicago—October 26-30

To maintain and expand the United States market for Canadian shoes and slippers, we shall enter exhibits in the Popular Price Shoe Show at New York, May 4-8, and in the National Shoe Fair at Chicago, October 26-30. The first, dealing with slippers and shoes in the popular-price range, and the second, dealing with higher-priced shoes, will provide rather complete coverage of a highly competitive market.

National Restaurant Association, Chicago—May 5-9

International Specialty Food and Confection Show, Chicago—June 8-10

The Canadian food industry has developed a reputation in the United States for high-quality food products and to cultivate this market further, the Restaurant Show, May 5-9, and the Specialty Food Show, June 8-10, offer a setting in which Canadian food producers and processors can contact a maximum number of American workers in a short space of time.

London Shoe and Leather Fair—October 6-10

Because during 1957 import restrictions on most types of leather were relaxed, the United Kingdom presents a worthwhile consumer and entrepôt market. To capitalize on this, we shall again exhibit at the London Shoe and Leather Fair, October 6-10, showing, in co-operation with British agents of Canadian firms, a variety of leather samples.

Manchester Building Trades Exhibition—November 11-22

The United Kingdom is Canada's second largest market for building products, yet lumber and other wood products are not widely used as building materials there. The Canadian display at the Manchester Building Trades Exhibition, November 11-22, will continue our

Vertical Shows in the United States, 1958

| NAME | DATE | PLACE | APPLY TO |
|---|---------------|---|---|
| National Sporting Goods Association Convention and Show | February 2-6 | Morrison Hotel, Chicago, Ill. | National Sporting Goods Association, 716 North Rush St., Chicago 11, Ill. |
| National Boat Show | February 7-16 | International Amphitheatre, Chicago, Ill. | Chicago National Boat Show, 307 North Michigan Ave., Chicago 1, Ill. |
| National American Wholesale Grocers Association | March 9-12 | Palmer House, Chicago, Ill. | Rudolph B. Johnson, Executive Vice-President, 60 Hudson St., New York City 13, N.Y. |
| Atomic Industrial Forum and Atom Fair | March 17-21 | International Amphitheatre, Chicago, Ill. | International Atomic Exposition, c/o Raber-Freil, Architects Bldg., Philadelphia 3, Pa. |
| Institute of Radio Engineers | March 24-27 | New York, N.Y. | Wm. C. Copp, 1475 Broadway, New York City 36, N.Y. |
| International Home Building Exposition | April 19-27 | Coliseum, New York, N.Y. | Robert A. Durk, Exhibit Manager, The Fisk Bldg., 250 West 57th St., New York City 19, N.Y. |
| National Winter Sports Show | April 27-30 | Sheraton-McAlpine, New York, N.Y. | J. Andrew Squires, Manager, 23 East 26th St., New York City 10, N.Y. |
| American Society of Tool Engineers | May 1-8 | Convention Center, Philadelphia, Pa. | Exposition Committee, American Society of Tool Engineers, 10700 Puritan Ave., Detroit 38, Mich. |
| Super Market Institute | May 4-7 | Auditorium, Cleveland, Ohio. | Don Parsons, Executive Director, 500 North Dearborn St., Chicago 10, Ill. |
| Popular Price Shoe Show | May 4-8 | New York, N.Y. | Maxwell Field, Co-manager, Popular Price Shoe Show of America, 210 Lincoln St., Boston, Mass. |
| National Restaurant Convention and Exposition | May 5-9 | Navy Pier, Chicago, Ill. | Ralph G. Peterson, Exposition Director, 8 South Michigan Ave., Chicago 3, Ill. |
| International Specialty Food and Confection Show | June 8-10 | Palmer House, Chicago, Ill. | Helen Brett Trade Shows, 6 East Monroe St., Chicago 3, Ill. |
| National Association of Retail Grocers | June 8-12 | Coliseum, New York, N.Y. | Marie Kiefer, Secretary Manager, 360 North Michigan Ave., Chicago 1, Ill. |

program of demonstrating to the British building industry the advantages of frame construction and the use of wood for interior finishing.

Fur Exhibits

Canadian furs have traditionally been an important export and have long been known for their superior quality and appearance. Competition, however, has become stiffer in recent years and a program has been adopted to maintain the interest of foreign buyers in our furs.

Fur Salon Displays

For the first time, the Canadian Government is sponsoring a series of fur salon displays in several major European cities. The emphasis will be on raw pelts; a collection of these, and of dressed furs and fur garments, will be shown in Paris, Vienna, Grindelwald (Switzerland), and Milan during April and May. The shows are designed to attract those whose primary interest is the purchase of furs both for wholesaling and for the manufacture of fur garments.

Frankfurt Fur Fair—April 26-29

Canada is the first foreign nation invited to participate in the Frankfurt Fur Fair, April 26-29. This will provide a medium for publicizing our quality furs in continental Europe's most rapidly expanding market, in a center which attracts a large number of dealers, processors, manufacturers, and retailers from other European countries as well as from Germany itself. Frankfurt has assumed an important role in the world's fur trade, largely displacing Leipzig, the pre-war center. Here, as in the salon displays, the emphasis will be on raw pelts, although dressed pelts and fur garments will also be shown.

—GEORGE S. HAZEN,

Secretary, Trade Fairs Advisory Committee.

International Flower Show

NINE countries exhibited in the 1957 International Flower Show in New York's Coliseum, and many more are expected to take part in this year's show which is being held from March 9-15. The show includes a small trade section with exhibits featuring various aids for flower growers, and many information booths staffed by horticultural experts. Full information can be obtained from Miss Kari Berggrav, Schedule Director, International Flower Show Inc., Essex House, 157 West 58th Street, New York 19, N.Y.

Dutch Make Pharmaceuticals

WITHIN THE PAST TEN YEARS the Netherlands, once a large importer of pharmaceuticals, has become an exporter, selling these products in a number of foreign markets. Already it has earned a reputation for quality in the international pharmaceutical world. Today the industry puts particular stress on the production and sale abroad of vitamins, hormone preparations, penicillin and quinine. It was the first European country to produce insulin.

The Dutch pharmaceutical industry grew out of the chemical wholesale trade, the processing of tropical products (quinine, cocaine, morphine), the making of hormones and insulin from abattoir byproducts, and the electro-chemical industry (vitamins made by irradiation). The products now made range from vegetable and synthetic alkaloids, narcotics, caffeine, theo-bromine, streptomycin, narcosis ether, chloromycetin, ethyl chloride, and calcium gluconate to bismuth preparations, iodine preparations, dextran, and radioactive isotopes. Present research is concentrated mainly on cytodiagnostics for combating cancer and the manufacture of sedatives and tranquilizers.

In 1948, exports of pharmaceuticals were valued at 26.5 million guilders (about \$6.6 million); by 1956, they had risen to 93 million guilders (\$23.2 million) and they are still growing. Over 50 per cent of these exports go to European countries, about 25 per cent to Asia, 15 per cent to the Western Hemisphere, and about 10 per cent to Africa and Australia. Vitamins are shipped mainly to the United States, France, Argentina, and Soviet Russia; Canada bought \$17,500 worth in 1956. Other pharmaceuticals are exported to Belgium, Italy, Sweden, Greece, Finland, West Germany and Austria (Canada, \$8,000 worth in 1956). Figures on shipments of penicillin are not made public.

Domestic sales of these products have also soared in the last eight years—from 39.5 million guilders in 1948 (about \$9.9 million) to 82.5 million guilders last year (about \$20.6 million). Before the war nearly 80 per cent of the pharmaceuticals used in the Netherlands were imported compared with only 25 to 30 per cent today.

The Dutch industry feels that the establishment of a Common Market and a Free Trade Area may make it possible for them to increase their exports still more.

N. RIEMEIJER,

Office of the Commercial Counsellor, The Hague.

Australian Industry

Attracts Overseas Investors

In 1956, foreign companies invested A £106 million in Australia, mainly in secondary industry; about A £32 million came from Canada and the U.S. Tremendous industrial expansion continues to offer attractive investment opportunities.

H. STEWART HAY,
Assistant Commercial Secretary, Sydney.

✓ RW
THE outstanding feature of the Australian economy since World War II has been its many-sided and sustained growth, especially in manufacturing, which now appreciably outstrips primary industry in value of output. In fact, it is no longer correct to classify Australia as a predominantly agricultural and pastoral country. Factory employment in the past decade has risen 25 per cent and volume of production is up 50 per cent; in the 1956-57 fiscal year, 52,000 plants grossed a record A £3.75 billion* (about Can.\$8.06 billion). The secondary industries now employ about 30 per cent of the working force, about the same proportion as in Canada and the United States.

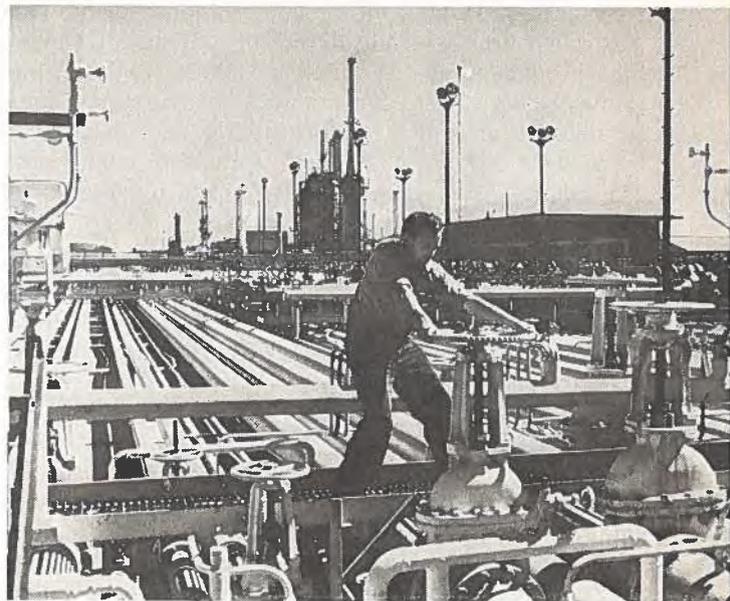
How Production Has Expanded

In the past Australian industrial expansion proceeded on a basis of the country's ability to produce more raw materials. Since 1945, however, production capacity in the metal, chemical, machinery, transport, and electrical products industries has doubled. Substantial development has also taken place in steel, cement, building materials, pulp and paper, plastics, pharmaceuticals, superphosphates, and electrical and radio products. Other goods such as motor vehicles, diesel electric locomotives, jet aircraft, aluminum, syn-

thetic fibres, and electronic equipment are now being manufactured in Australia for the first time.

At present, industrial production costs are high but increased efficiency is helping to prevent further rises. Manufacturers have also felt the pressure from shortages of basic materials but these are now becoming readily available. Certain trends are evident in the pattern of manufacturing:

- Adequate or excess capacity in some industries has led to the introduction of labour-saving devices and of improved design and production methods rather than additional expansion.
- A relatively tight monetary policy has tended to curtail further development in some industries; at the



The transfer and shipping pump-house at an oil-refining plant at Kurnell, near Sydney, completed in 1956 at a cost of A £25 million. About 120 miles of steel pipeline carrying the various plant products converge at this one point.

*To convert A £1.00 to dollars, multiply by 2.16.

same time funds for instalment buying are available at rates comparable to those found anywhere.

- Industry is putting emphasis on producing commodities which traditionally have been imported.

- A growing proportion of industry is gearing itself for export in addition to meeting domestic demand.

Investment Continues High

Investment has been one of the most important factors in raising Australian productivity. Because of high labour costs and the small domestic market, the latest equipment and techniques are necessary if local industry is to meet competition from imports and develop export markets.

Over A £1.5 billion has been invested in manufacturing in the past decade and investment currently is running in excess of A £200 million a year. More than 300 projects, each exceeding A £50,000 in value, were announced or were under way in 1955-56; most of these are located close to the six state capitals or in major provincial cities.

Almost one-third of the major manufacturing plants today receive part or all of their financing from overseas. Sixty-five per cent of the A £650 million that has flowed into the country from abroad since the war has come from the United Kingdom, but the flow from the United States is increasing. In 1956, foreign companies invested A £106 million in Australia, of which A £63 million came from the United Kingdom, almost A £32 million from the United States and Canada, and the remainder from New Zealand and elsewhere. More than 185 Australian firms are subsidiaries or affiliates of United States companies and another 400 have licensing arrangements. Fifteen or more Canadian firms have subsidiaries or affiliates in Australia, and eight local firms have arrangements with Canadian companies. The total North American investment in Australian industry exceeds \$600 million.

Capital from Abroad Encouraged

Long-term investment capital from foreign sources for the development of the country's resources or for import-replacement and export industries is encouraged by the Government, which puts no restrictions on capital entering the country nor on how it is invested. However the new or expanded companies must still obtain import licences to buy raw materials and equipment from abroad. The authorities prefer that the parent company of a foreign firm exporting from Australia allow its subsidiary the widest possible range of markets.

Exchange control policy permits remittance of current earnings of overseas firms without restriction. No

set rules apply to the repatriation of capital; each case is judged on its merits. The investing company may expect sympathetic consideration if it can no longer carry out its original investment plans or if it can show solid reasons why it must repatriate capital. In 1957, Canada and Australia concluded a double taxation convention.

A recently published survey by the Australian Department of Trade predicts at least another 15 years of expansion for manufacturing in this country. The forecast notes three facts of primary importance on which it bases its prediction:

- The economy is expected to continue stable.

- The domestic market is increasing at the rate of 2 per cent a year and the population will reach 12 million by 1967.

- Africa and Asia offer new and growing markets for capital equipment and manufactured goods.

Australia has become attractive to investors both in that sector of manufacturing which now relies on imports and in the established industries, where demand is increasing. The objective of the Government is to sustain a suitable investment climate; it is pledged to maintain healthy competitive conditions, stable costs and prices, and a satisfactory balance of payments.

Champion Holds Export Conference

Last December, the Champion Spark Plug Company of Canada Limited played host at Windsor, Ontario, to its export representatives in ten different countries. The visitors came from three continents—Africa, Europe and South America—and the company picked up the tab for both travelling and entertainment expenses.

The conference featured first a tour of the plant—the largest spark plug producer in the British Commonwealth, exporting its product to more than 60 countries of the free world. Equally interesting were the sessions at which the agents were able to talk over with management problems peculiar to their respective markets. The representatives were able to gain first-hand knowledge of how the product is made and the way in which orders are processed and shipped. Canadian management received a number of suggestions about ways and means of improving service to overseas distributors.

For several of the export representatives (who are responsible for the company's promotion and marketing activities in more than 25 countries) this was their first visit to Canada. Included in the program were individual conferences for each with senior executives of the company.

Norway Produces More Metals

With its cheap hydro-electric power, Norway is in a good position to compete with Canadian exporters of electro-metallurgical products even in their best markets abroad. The metals industry has expanded rapidly since the war and has far outstripped local demand for its products.

J. C. DEPOCAS, *Commercial Counsellor, Oslo.*

ABUNDANT low-cost electricity is the key to the rapid development of Norway's electro-metallurgical industry since World War II. In fact, its products taken as a group now head the list of Norwegian exports and top such traditional standbys as fish and fish products and forest products. Main products of the industry are iron and steel (for details see December 21 issue of *Foreign Trade*, page 15), followed by ferro-alloys, aluminum, nickel and copper. Local demand for these metals is small compared with production and there is a large surplus for export. Electro iron and steel have already been discussed in a previous report; in this one we deal with the other major products of the industry.

Except for the iron and steel sector of the industry, ores and raw materials used come from outside Norway. The country contains scattered deposits of a variety of ferrous and non-ferrous metals but at present it is not economic to mine them extensively. Norway imports large quantities of bauxite and alumina, nickel and copper matte, and all the principal raw materials needed to make ferro-alloys (except scrap iron and quartz) such as chrome ores, manganese and other ores, coal and coke.

Canada Interested in Developments

Canada is interested in developments in Norway's metals industry for several reasons. Small steel shapes have replaced anchovies as the chief Norwegian export to Canada. But more important, the two countries have become keen competitors in ferro-alloys in many markets around the world and also in nickel, copper and aluminum. Through operations of the Norwegian subsidiary of a Canadian nickel company, nickel-copper matte from Canada accounts for all but a small fraction of the total imported: \$37.1 million worth was brought in in 1956, of which \$36.14 mil-

lion worth came from Canada. And a subsidiary of Alcan is one of four producers of aluminum in Norway.

Output of Ferro-Alloys Rises

Norway has become a major world supplier of ferro-alloys, despite dependence of the industry on imported raw materials; again the availability of cheap electric power has been the deciding factor. Main product of this branch of the industry is ferro-silicon; production totalled 98,297 metric tons in 1954 and rose to 108 thousand tons in 1955 and 1956. Output of other ferro-alloys has risen steadily from 87,253 tons in 1954 to 124 thousand tons in 1955 and to 153 thousand tons in 1956. In each of these three years, the totals represented new records which may be broken when complete 1957 figures are tallied; in the first eight months of the year, output of ferro-alloys exceeded that of the same period in 1956. Export figures were as follows for the entire year 1956:

- *Ferro-silicon*—103,180 metric tons, exported mainly to United Kingdom (47,675 tons), Benelux countries (21,419 tons), West Germany (20,267 tons) and smaller amounts at varying times to some 30 other countries.

- *Ferro-chrome*—23,000 tons exported; main customers were United Kingdom (13,880 tons), Austria (3,028 tons), and Sweden (2,682 tons). West Germany bought 6,366 tons in 1955 but only 404 tons in 1956, and the United States imported 2,035 tons in 1955 but none in 1956. Sixteen other countries buy the alloy from Norway at various times.

- *Ferro-manganese*—75,450 tons exported; principal buyers were the United Kingdom (21,064 tons), Benelux countries (20,873 tons), United States (10,504 tons), Austria (6,425 tons). Twenty-two other countries have bought varying amounts over the past three

years, including West Germany which bought 10,124 tons in 1955 but only 492 tons in 1954 and 528 tons in 1956.

● *Ferro-silicon manganese*—46,500 tons exported mainly to West Germany (21,270 tons), United Kingdom (13,587 tons), and Benelux countries (6,185 tons), with smaller amounts going to nine other countries.

Keen Competition in Alloys

Norway in recent years has introduced her ferro-alloys to a large number of markets throughout the world and also is in a position to supply a wider variety of these products. Competition for Canada is especially marked in the case of ferro-silicon alloy. The seven Norwegian works have a total capacity of 150 thousand tons a year and new furnaces are going into production as the supply of power increases; capacity could reach 170 thousand tons by the end of 1957. If Norwegian producers should decide to reduce prices to keep their alloys moving in volume, Canadian processors will then face very keen competition in world markets in the coming year. Calcium carbide is another important part of this branch of the industry; exports totalled 34,241 tons in 1955.

Further Aluminum Expansion Likely

Based on Norway's ability to supply cheap power, the aluminum industry has forged ahead since World War II; its rate of expansion has been second only to that of the iron and steel industry and there are plans for further expansion. The four producing companies—one, the largest, is state-owned—had a combined output from six plants of 92,690 metric tons in 1956; production was up in the first eight months of 1957 to 62,132 tons against 60,408 tons in the same period of 1956.

Exports of primary aluminum in 1956 rose to 79,515 metric tons from 64,229 tons in 1955. Chief customers were Sweden (15,361 tons), the United Kingdom (13,942 tons), the United States (13,027 tons), and Benelux countries (11,602 tons); 14 other countries also figured in the trade. To supply her aluminum smelters, Norway brought in 29,000 metric tons of bauxite and close to 146 thousand tons of alumina.

The three major aluminum producers have made plans to expand production. The state-owned enterprise is already increasing the capacity of its Aardal plant by 36,000 tons and is considering a further extension of 32,000 tons; it is also expanding its Sunndalspra smelter by 10,000 tons. The target for the state-run plants is eventual capacity of 150 thousand tons a year or more, depending on world markets. One of the private firms has indicated that it hopes to boost output from 9,000 metric tons a year to 23,000 tons

a year by 1960. The Canadian subsidiary, which produced 21,000 tons in 1956, has not yet made public its expansion plans.

Canada Dominates Nickel and Copper Trade

Falconbridge Nikkelverk A/S, a subsidiary of Falconbridge Nickel Mines Ltd. of Canada, at present accounts for all of Norway's production of nickel and a large share of its copper output. The nickel-copper matte shipped from Canada to supply the Norwegian refinery contains about 28 parts copper to 44 parts nickel; in 1956 about 44,497 metric tons of the material entered the country for further processing. Norway in that year exported nearly 19,500 tons of nickel and 14,623 tons of copper. It is an interesting fact that Norway no longer mines nickel and is only a small producer of copper, yet cheap electricity has meant a substantial trade in both these metals.

The Falconbridge refinery is the only producer of electrolytic copper in the country. Figures for 1955 show that this plant turned out 9,900 tons out of a total of 13,737 tons of copper produced. The final figure for copper production in Norway reached 14,930 tons in 1956 and that total may have been exceeded in 1957. The United Kingdom and West Germany are Norway's best customers for copper.

Falconbridge exports nearly all of the nickel it produces and the United States is by far the largest buyer (10,865 metric tons in 1956) followed by Germany (2,775 tons), United Kingdom (2,428 tons), and Sweden (2,392 tons). Two former Norwegian nickel mines were abandoned in 1946 with the exhaustion of commercial-grade ore; since then, the raw material for the refinery has come from Canada. The electrolytic process at the Falconbridge plant also yields commercial quantities of gold, silver and platinum; another byproduct is sulphur dioxide from the roaster gases.

Data for Exporters

The International Trade Relations Branch of the Department of Trade and Commerce has prepared bulletins covering shipping documents and customs regulations of the following countries: Belgium, Bolivia, Brazil, Chile, Colombia, Cuba, Dominican Republic, Egypt, France, Western Germany, Greece, Guatemala, Haiti, Indonesia, Israel, Mexico, Netherlands, Netherlands Antilles, Nicaragua, Norway, Panama, Peru, Surinam (Netherlands Guiana), Sweden, United States and Venezuela.

If you wish copies, write to the Branch. Data on other countries will be compiled from time to time and will be added to this list.

Ceylon Sells Desiccated Coconut

Last year Canada bought \$723 thousand worth of desiccated coconut from Ceylon, to become the third best market for this product. For the benefit of potential importers, here is a report direct from Colombo on how this trade is carried on.

W. R. VAN, *Commercial Secretary, Colombo.*

CEYLON today has three leading industries—tea, rubber, and coconut—and these three have become the country's major earners of foreign exchange. Although the coconut industry ranks third, Ceylon contains about one million acres of coconut trees out of a world total of eight million. As a world producer of coconuts she comes fourth, after the Philippines, India and Indonesia. The Ceylonese Government has recognized the importance of this trade by setting up the Ceylon Coconut Board to deal with marketing and particularly with the promotion of export sales, and the Coconut Research Board to carry on investigation into the production and uses of coconut.

Output Remains Constant

One of the phases of this industry of special interest to the bakery and confectionery trades is the production of desiccated coconut—or D.C. as the traders call it. This began about the end of the 19th century and output currently totals about 60 thousand tons a year. This figure has remained fairly constant for several years although potential annual output is estimated at about 90 thousand tons. The gap of 30 thousand tons is the result of insufficient demand and also of price influences. The price of desiccated coconut depends upon the ruling prices for two other coconut products—copra and coconut oil. When the prices of these two go up without a corresponding rise in the price of desiccated, production of the latter suffers.

Preparation and Packing

About 100 mills are engaged in turning out desiccated coconut and few of them use modern methods. Normally, D.C. is manufactured in three grades—fine, medium and coarse—though on occasion the mills receive orders for fancy cuts known as chips, threads, etc. For these, a different type of disintegrator must

be used and the coconuts are chosen for size. The other stages of manufacture remain the same but the miller gets a price premium because the process is more selective. The Government has not set up any grading standards but certain ones are applied by the producers and shippers. At the mill D.C. is graded according to the buyer's requirements and at the shipper's stores it is inspected again for colour, moisture, general condition, and extraneous matter.

After the product is graded at the mill, it is packed normally in wooden cases lined with aluminum foil and greaseproof paper, about 130 pounds net to each case.



A Ceylonese workman pours coconut that has been through the disintegrating process onto the drying trays. When it has dried out thoroughly, it will be carefully inspected and graded before it is packed in wooden cases for export.

(Occasionally the buyer may require cases of a different weight.) Recently increasing numbers of orders have been received asking for the desiccated coconut to be packed in paper bags. This does not involve any change in the manufacturing process but calls for greater care in packing to make sure that no extraneous matter or discoloured coconut is included.

Main Export Markets

Practically all the desiccated coconut produced is exported. The United Kingdom is by far the largest single buyer, followed by West Germany, Canada, Australia and The Netherlands. Ceylon's principal competitor is the Philippines which, thanks to preferential tariff treatment, gets by far the largest share of the United States market. However, Ceylon has the advantage in the sterling area and particularly in the Commonwealth, but Indonesia may soon provide further competition in the world market. This year, Ceylonese sales of D.C. abroad are expected to fall below the figure for the last few years because of the severe and prolonged drought which has affected all types of coconut produce.

Export trade in desiccated coconut is carried on through brokers and is characterized by extensive speculation and forward buying. The Ceylon Coconut Board is looking into the possibility of establishing a central sales room through which all exports of desiccated coconut would pass, in order to cut down on this speculation.

Canada Is Important Buyer

Canada is one of the principal customers for Ceylonese D.C., as the figures of our imports during the past few years show:

| <i>(in millions of pounds)</i> | | | | | |
|--------------------------------|------|------|------|------|------------------------------------|
| 1952 | 1953 | 1954 | 1955 | 1956 | 1957 <i>(first nine months)</i> |
| 7.6 | 8.4 | 8.6 | 8.9 | 8.8 | 6.0 |

In fact, Canada is considered such a good market that a Canadian publicity campaign will be carried on in 1958 to expand sales still further.

Advice to Importers

Many Canadian importers of D.C. already have established sources of supply in Ceylon. Prospective importers would do well to approach the Canadian Trade Commissioner's office in Colombo before making any commitments. As an additional means of ensuring quality, the importer should request a Chamber of Commerce survey as a basis for payment. These surveys are carried out by the Chamber free of charge. ●

Venezuelan Wins Canada Trophy

IN association with the Venezuelan Ministry of Agriculture's endeavours to promote dairying, Canada, through the Department of Trade and Commerce, has agreed to provide a "Canada Trophy" at two local livestock exhibitions each year. The first trophy, an engraved silver tray, was presented this fall at the Second Agriculture and Livestock Exhibition at Ciudad Bolivar and went to Sr. Felix Tomasi, owner of the champion Holstein-Friesian bull at the fair. The Commercial Secretary in Caracas, R. E. Gravel, made the presentation. The four-year old champion, "Negro", was bred locally on Sr. Tomasi's farm in the Heres district of the state of Bolivar.

It is significant that in this predominantly beef-cattle district the "President of Venezuela" cup should also go to Sr. Tomasi, foremost breeder of Holstein cattle in the area; he showed the grand champion milk cow, an imported seven-year-old. As a follow-up to winning the Canada Trophy and other top honours, Sr. Tomasi plans to come to Canada in February or March to select two planeloads of cattle.

The exhibition attracted large numbers of visitors for its four-day show in spite of the fact that it was strictly agricultural and had no other attractions. The fair was well organized and run; over 950 exhibitors took part, showing agricultural produce or cattle, including 218 head of dairy and beef animals displayed by local breeders.

Comments from several cattlemen in this district warrant the attention of Canadian cattle exporters. They seem to indicate that haphazard cattle-breeding is a thing of the past. The principle now seems firmly established that only the highest pedigree stock should be used in breeding programs. The Government on its part is stimulating agricultural activity throughout the eastern plains by its extension programs and credit assistance. The agricultural fairs held in the leading farm centres of the region—Ciudad Bolivar and Maturin—are a part of this policy.

Elsewhere in Venezuela, agriculture is also receiving increased attention. The next two agricultural fairs with competitions for the "Canada Trophy" are scheduled for Maracay in February and Valencia in March. Exporters of breeding stock, and especially those with dairy cattle to sell, might find it to their advantage to visit these fairs and make sales contacts; the shows definitely spark interest in herd improvement.

—R. E. GRAVEL,
Commercial Secretary, Caracas.



Asbestos Fibre

AUSTRALIA—The Wittenoom mine in the Hamersley ranges of Western Australia is producing about 12,000 tons a year of blue-fibre asbestos and the operating company estimates that it has reserves for 50 years. About £A350 thousand is being spent on plant expansion which is expected to raise production to 20,000 tons by mid-1958. The product is long-fibred, drains readily in the manufacturing process and is very strong. The very hard rock in which the deposit occurs has required special mining techniques which make the fibre competitive at home and overseas.

Freight subsidies of £A10 per ton are given. At present only 10 to 20 per cent of the production can be sold in Australia. Orders from Europe, Japan and the United States in 1956 totalled £A1 million and in 1957, £A1.25 million, with contracts for 1958 expected to reach £A1.5 million. Blue asbestos is used in asbestos cement. Future prospects depend largely on overseas building programs—Melbourne, Jan. 9.

Automobiles

INDIA—The 55,000th vehicle built by Premier Automobiles Ltd. near Bombay rolled off the assembly line in November. This production, achieved since 1947, represents nearly one-sixth of the total number of vehicles on the road in India. Under way are plans for a \$2 million expansion of production facilities to increase output from the current 1,200 to 1,500 vehicles per month. Premier manufactures 60 per cent of components and expects to increase the locally-made content in the future—Bombay, Jan. 6.

Cement

ITALY—The important Italian cement industry will gain another producer with the coming into operation shortly of a new factory in Sicily, near the city of Palermo. Needed supplies of various kinds are nearly all available in the area. Clinker will be produced in a rotative kiln, 130 metres in length, the largest so far installed in cement works in

Commodity Notes

Italy. Annual potential of the plant when it is completed in 1958 will total 100 thousand tons. This can be doubled if required—Rome, Jan. 8.

Cultured Pearls

AUSTRALIA—After three years' work, the Commonwealth Scientific and Industrial Research Organization has produced pearls in Australia's native oyster, the Silverslip. The Silverslip pearlshell is about five times the size of the shell used for cultured pearls in Japan. Cultured half pearls should be worth up to £1 each. The CSIRO feels that the cultured pearl industry in Australia could have a bright future—Sydney, Jan. 15.

Fertilizer

SOUTH AFRICA—Construction of a plant to produce 200 thousand tons of superphosphates and 112 thousand tons of granulated compound fertilizer yearly is under way at Sasolburg, Orange Free State. This location was selected because of proximity to the SASOL oil-from-coal project and the Vanderbijlpark plant of ISCOR from which byproducts will be drawn for processing—Johannesburg, Jan. 3.

Fish

SOUTH AFRICA—Using an old Cape Malay recipe, a local firm has started production of canned pickled fish, using choice hake, onions and spices. Several thousand cases have been sold to the Union and exports to the Rhodesias have been made—Cape Town, Jan. 4.

Iron Ore

PERU—Construction of access roads and docks costing US\$7 million will begin shortly for the development of new iron ore deposits in Peru south of Lima, the capital. These deposits cover more than 50,000 acres, with veins already found indicating high-grade magnetite ore containing 60-70 per cent iron. The first shipments of ore are expected in

mid-1958 at the rate of one million tons a year, gradually increasing to three million. The project is being financed by Peruvian and American capital—Lima, Dec. 30.

Paper

SWEDEN—During the first three quarters of 1957, Sweden's production of paper and board totalled 1,244,150 metric tons, a 9 per cent increase over the 1956 figure of 1,142,310 tons. Of the 1957 total, 321,386 tons was newsprint, 59,284 magazine paper, 343,034 kraft paper, 101,374 sulphite paper, 27,316 greaseproof, 127,930 fine paper, 196,498 paperboard and 64,328 other types of paper. The largest increases were in newsprint, 6½ per cent, and kraft paper, 6 per cent.

Deliveries to the home market during the first three quarters of 1957 increased to 470 thousand tons from 440 thousand in 1956. Exports rose from 670 thousand to 730 thousand tons. The newsprint increase was almost entirely absorbed by exports, which went up by 18,000 tons to 196 thousand—Stockholm, Dec. 31.

Petroleum

KENYA—A Canadian mining group, Messrs. Frobisher Ltd., which has an interest in Kilembe Mines Ltd. of Uganda, has obtained a licence to prospect for oil in an area of approximately 7,900 square miles in Kenya, close to the borders of Ethiopia and Somalia—Salisbury, Jan. 15.

Plastics

AUSTRALIA—Value of plastics in Australia in 1955/56 totalled more than \$50 million. There are now 276 factories, mainly in Victoria and New South Wales, producing a wide range of articles. Exports of plastic materials for the year were worth more than \$12 million—Sydney, Jan. 8.

Pulp Mill

FINLAND—The Finnish company Tammerfors Linne recently signed a contract with the Soviet Union for the delivery in 1959 of machines for a semi-cellulose pulp mill with a capacity of 200 metric tons per day. The contract also covers a machine for paperboard with the same capacity. The Russian mill will use reeds as the principal raw material and, it is claimed, will be the largest in the world of this type—Stockholm, Jan. 3.

Pulp

SWEDEN—Prices for paper pulp quoted by leading Swedish exporters for the U.K. market for the first

quarter of 1958 are reported to be down to £45 per ton for unbleached sulphate; £47/12/6d. for unbleached sulphite, and £58 for bleached sulphite. Comparative prices for the fourth quarter of 1957 were £47, £49/10/0, and £59/15/0 respectively. Price of bleached sulphate has also been reduced for the first quarter of 1958, although exact figures are not yet available—Stockholm, Jan. 15.

BRAZIL—Celulose e Papel Fluminense S.A., at Baixa Grande in the State of Rio, has started to make paper and cellulose from sugarcane pulp. Initial production of cellulose is expected to be 2,000 tons a year—Rio de Janeiro, Jan. 6.

Sugar

WEST INDIES—The negotiated price for Jamaican sugar, under the Commonwealth Sugar Agreement, in 1958 will be £43/16/8 per ton, an increase of £1/13/4 per ton over last year—Kingston, Jan. 10.

Titanium

NORWAY—The large deposits of titanium ore (ilmenite) near Jossingfjord on the southwest coast of Norway, which are estimated at about 350 million tons, promise well for a prosperous mining project. Annual output has reached 200 thousand tons of concentrate which contains 44 per cent of titanium oxide. This is 15 per cent of the total world production. After a further investment of kroner 75 million it is expected that in 1960 the annual output will be 400 thousand tons of concentrate. The ore also contains iron-oxidated magnetite, and the annual output of iron ore is at present between 30,000 and 40,000 tons—Oslo, Jan. 20.

Tractors

BRAZIL—The German firm Maschinenfabrik Gebr. Kramer GmbH., specializing in the manufacture of tractors and agricultural machinery, plans to set up a subsidiary to manufacture tractors at Alfenas in the south of Minas Gerais. The firm, Tramaz S.A. will build a Cr.\$1 billion plant with an eventual capacity of 6,000 units a year—Rio de Janeiro, Jan. 10.

Uranium

AUSTRALIA—A Canadian firm, Stanleigh Uranium Mining Corporation Ltd., has entered into partnership with an Australian company to work a uranium lode at Mount Isa, Queensland. Ore already discovered in the partly-explored lode is valued at \$15-\$20 million. During the coming year Stanleigh plans to carry out drilling and metallurgical research on the property—Sydney, Jan. 2.

Brazil Changes Invoice Regulations

Recently the Brazilian Government issued a decree by which a commercial invoice plus a certificate of origin replaces the former consular invoice requirement. The chief features of this decree, which became effective on January 1, 1958, are explained here.

V. L. CHAPIN,
Commercial Secretary, Rio de Janeiro.

MERCHANDISE sent from a foreign country to Brazil by land, sea or air must now be accompanied by a new form of commercial invoice visaed by a Brazilian consular authority. These regulations are linked with the new Brazilian tariff law introduced on August 14, 1957. The original of the invoice must be written by hand in indelible ink, but copies can be made by any process, provided they are legible and comprehensible. The invoice, of a type commonly used by exporters, must include the name and nationality of the vessel or the prefix of the aircraft which is to carry the merchandise, effective port of embarkation, and the Brazilian port of entry. It must also give detailed information on the merchandise, its packing including unit and total price of each kind of merchandise, freight and additional expenses and, if available, the total and nature of reductions and discounts granted to the importer. Product specifications must be shown on the invoice in Portuguese or, if given in another language, a translation must be attached.

Samples and exhibition material of no commercial value, when consigned to a duly registered Brazilian importer, are subject to commercial invoices but the visa to be applied to them is free from consular fees.

Commercial invoices are not required for international postal packages consigned to private individuals and the value of which in the country of origin does not exceed \$25. Baggage is also exempt from consular fees.

Consular Visas

Five copies of the commercial invoice must be presented to the Brazilian consular authorities to be visaed at the shipping port before the arrival of the vessel or aircraft at the port of destination in Brazil. The visa does not indicate approval of data on the invoice. After the invoice has been visaed, the Brazilian regulations provide that two copies be given to the exporter for transmission to the consignee in Brazil, a third copy sent to the Brazilian Customs Department at the port of entry, a fourth retained by the visaing authority, and the fifth given to the exporter for exchange purposes, if this is required.

To obtain the consular visa, the commercial invoice, dated and signed by the exporter, must be accompanied by a bill of lading, a certificate of origin and either a certificate of exchange cover or an import licence, depending upon whether the article is listed in the general or the special category established under Brazilian import regulations. Goods in the general category do not require an import licence and for them a certificate of exchange cover is sufficient. For certificates of origin, Brazilian consular authorities may accept either an authenticated manufacturer's invoice or a certificate of origin issued by the Customs Department of the country concerned. If either of these documents cannot be obtained, the Brazilian Consul may accept certificates of origin duly authenticated by other organizations which are acceptable to him.

Penalties Incurred

According to the Decree, the following penalties will be applied by the head of the Customs Department for violations of the new regulations:

1. A fine equal to the import duty on the merchandise if it be proved that the shipper is not in possession of the invoice at the start of the clearance proceedings.
2. A fine equal to the import duty in those instances when the consular visa is dated after the arrival of the merchandise at the port of destination in Brazil.
3. A fine of 20 per cent of the value of the merchandise in accordance with Article 38, paragraph two, of the new tariff law, in those instances when there is no consular visa on the commercial invoice.
4. Fines of between 1 to 5 per cent of the import duty when divergencies between the commercial invoice and the actual shipment are disclosed, but where the

exporter, recognizing his error, has applied to the Brazilian Consul to have a substitute invoice visaed.

5. A fine of 20 per cent of the value of the merchandise for divergencies between the commercial invoice and the shipment in those instances where the exporter

has not submitted to the Brazilian Consul for visaing a substitute commercial invoice.

Complete details about these new documentation requirements can be obtained from the International Trade Relations Branch.



Belgium

IMPORT OF APPLES PERMITTED—Cold weather in the spring of 1957 has reduced the Western European apple crop by 40-50 per cent compared with the record 1956/57 production of six million tons. Belgium has normally supplied its own needs during the winter and spring months; in the summer it has imported from Southern Hemisphere countries, usually after mid-March. This year it is permitting imports of apples from January 10, 1958. Consequently, there is a good chance for Canadian apple exporters to do business in Europe this winter, and they may thus be able to re-introduce their apples to the Belgian market.

Among other countries in the area, Germany, Austria and Switzerland have normally imported apples from other European countries but it is believed that this year they will have to import from other than European sources. Germany has already imported substantial quantities of apples from the 1957 Canadian crop—Brussels, Dec. 10.

Benelux

CERTAIN IMPORT DUTIES SUSPENDED—The customs duties on various products imported into Belgium, the Netherlands and Luxembourg have been suspended for the period January 1-December 31, 1958. Among the commodities of interest to Canadian exporters on which the duties have been suspended are canned salmon, Portland cement, hydrogen peroxide, acetone and certain iron and steel products. Most of these duties have been suspended,

Trade and Tariff Regulations

on an annual basis each time, ever since the Benelux tariff came into force in 1948.

Brazil

TARIFF CLASSIFICATION—The Ministry of Finance has authorized the setting up of a special commission, presided over by the Director of Customs Revenues, to examine and give opinions on questions raised by importers, heads of customs departments, official bodies and trade associations, with regard to the classification of merchandise which is not readily definable under the new customs tariff law. Based on the commission's findings, replies will be drawn up by the director of customs revenue who will send copies to customs departments throughout the country and the exchange department of the Bank of Brazil, as well as to the interested parties—Rio de Janeiro, Jan. 7.

IMPORTS OF ASBESTOS FIBRES—Imports of asbestos fibres can now enter Brazil duty-free provided the importer is able to prove he has purchased domestic asbestos fibres in an amount equal to 15 per cent by weight of the imported product. The announcement was made in Customs Policy Council instruction number three of November 27, 1957, and it stipulates that the concession applies to asbestos fibre, amosite, anthofillite, chrysolite and crocidolite varieties. There is a duty of 20 per cent of the C.I.F. value on asbestos fibre imported outside of this exemption.

Details of the instruction are available through the International Trade Relations Branch of the Department of Trade and Commerce—Rio de Janeiro, Jan. 7.

IMPORTS OF ALUMINUM AND LEAD—Under the Customs Policy Council's instruction number four, primary aluminum and lead can now be imported into Brazil at the reduced duty of 10 per cent provided the purchaser proves he has acquired the equivalent of 30 per cent by weight of the imported product from national producers. The duty on primary aluminum and lead which is imported outside this special provision is 50 per cent of the C.I.F. value. The instruction implements article number four of the new Customs Tariff Law of August 14, 1957. Among other provisions of the instruction is one which requires the importer of aluminum or lead to present two copies of the sales invoice for the purchase of the 30 per cent equivalent weight of the national product. One of the two copies of the invoice will be retained by the Technical Division of the C.P.C. and the other will be forwarded to the customs house of the port of destination of the imported product.

Details of the instruction are available through the International Trade Relations Branch of the Department of Trade and Commerce—Rio de Janeiro, Jan. 7.

Ireland

IMPORT CONTROLS—By three Orders of the Government of the Republic of Ireland, issued under the Control of Imports Acts, 1934 and 1937, further quotas and quota periods have been announced as follows:

Certain pneumatic tires for motor vehicles: 60,000 articles. Quota unchanged from previous similar period.

Certain pneumatic tires for bicycles or tricycles: 105,000 articles. Quota unchanged from previous similar period.

Certain rubber boots and shoes: 55,000 pairs, as against a similar quota for previous twelve months' period.

In all of the above cases, the new quota period extends from February 1, 1958, to January 31, 1959—Dublin, Jan. 8.

New Zealand

IMPORT CONTROL POLICY—A notice which was based on cabled information was published in the January 18 issue of *Foreign Trade* regarding the intensification of import restrictions in New Zealand. This notice stated that quotas had been established for a number of products of interest to Canada. Further information has been received indicating

that, as yet, no import quotas have been established for dollar goods.

The situation at present is that imports from all sources are subject to import licensing. Although quotas have been established for some non-dollar goods, there has as yet been no announcement regarding treatment of dollar goods. Further information will be published when it becomes available.

Sierra Leone

IMPORT POLICY FOR 1958—The import trade control policy of the Colony of Sierra Leone for the calendar year 1958 was announced by the Director of Commerce and Industry for the Colony in a Notice to Importers dated November 11, 1957, and published in the *Sierra Leone Royal Gazette* of December 5, 1957.

According to the notice, all goods from sterling area and European Payments Union countries may be imported freely under Open General Licence, with the exception of certain items for which specific import licences must be obtained. Goods for which specific import licences are required include: rice; seeds, bulbs and plants; alcohol; medicinal and pharmaceutical products; firearms and ammunition of all kinds, explosives; gold coin and bullion; notes and coins.

Specific licences are required for all items from all other countries including dollar sources.

Flour may now be imported from dollar sources (including Canada) or sterling area and European Payments Union countries under the Open General Licence.

Venezuela

CONSULAR INVOICES—Effective January 1, 1958, a new Venezuelan customs law requires that the name of the captain of the vessel must appear on all consular invoices of shipments to Venezuela. According to Mr. R. E. Gravel, the Canadian Commercial Secretary in Caracas, this requirement had been followed "by custom" before the introduction of the new customs law.

West Germany

ADDITIONAL DOLLAR IMPORTS LIBERALIZED—West Germany has exempted from import licensing requirements and import restrictions an additional list of imports from dollar countries, including Canada. This is the sixth in a series of such German measures, includes both agricultural products and industrial goods, and became effective on January 1.

The new liberalization affects a number of goods which are of interest to Canadian exporters, including polystyrene, canned salmon, malt, fresh cider apples, baby chickens, impregnated railway sleepers, boards of wood shavings and wood fibre, refined rapeseed oil for industrial uses, penicillin and streptomycin prepared for retail sale, patent leather, various kinds of paper, synthetic fibre thread and yarn, optical glass, tools and tool bits of hard metal.

Import licensing requirements still apply in Germany to some important Canadian export products, including cereals, primary aluminum and synthetic rubber—Bonn, January 17.

West Indies

PROTECTION FOR SHIRT INDUSTRY—The Government of Trinidad and Tobago has decided to grant an extension of protection to the shirt industry

in Trinidad up to December 31, 1959. The Minister of Industry and Commerce told the House that at the end of the next two years the industry ought to be able to stand on its own without protection.

Protection for a similar period was also given to the textile industry in Trinidad. As a result of adoption of the legislation both the shirt and textile industries will be permitted, under the First Schedule of the import duties, to import material for use free of import duties.

Port-of-Spain merchants and manufacturers' representatives selling cheap imported foreign shirts have submitted a memorandum to the Minister stating their views on this matter. They have protested against the Government's decision to include in the tariff protection to the local shirt industry the imposition of \$5.75 B.W.I. on shirts imported at less than \$11.00 B.W.I. a dozen—Port-of-Spain, Jan. 18.

Tours of Territory

J. H. BAILEY, Commercial Secretary in Paris, France, is on tour in French West Africa and will visit Conakry, February 4-5, Abidjan, February 6-9, and Bamako, February 11-12.

R. W. BLAKE, Trade Commissioner in Port-of-Spain, Trinidad, will visit Churchtown, British Guiana, from February 23-March 2, and Paramaribo, Surinam, from March 3-7.

R. M. DAWSON, Assistant Trade Commissioner in Guatemala City, Guatemala, began at the end of January a three-week tour of Costa Rica, Panama and Nicaragua.

T. F. HARRIS, Trade Commissioner in Bombay, India, will visit Calcutta, January 31-February 6, and Mangalore, Cochin and Trivandrum from February 23-March 3.

J. MacNAUGHT, Assistant Commercial Secretary in Wellington, New Zealand, will visit Auckland from February 10-14.

R. K. THOMSON, Commercial Secretary in Vienna, Austria, will visit Prague, Czechoslovakia, during the week of February 10.

Businessmen who would like these officers to undertake assignments for them should get in touch

with them at their posts as soon as possible. Mr. Bailey can be reached at his office in Paris, Mr. Blake at Port-of-Spain, Mr. Dawson at Guatemala City, Mr. Harris at Bombay, Mr. MacNaught at Wellington, and Mr. Thomson at Vienna.

Coming to Canada on Business

THE INFORMATION about foreign business visitors given here is, to the best of our knowledge, accurate at the time of going to press. We cannot, however, accept responsibility for any changes in itineraries nor for cancellation of plans. This information is published as a service and in no way represents sponsorship or selection by the Department of Trade and Commerce. We cannot undertake to enter into correspondence about these visitors.

► from Northern Ireland

GEORGE BLACK, managing director, Black & Co. (Newtownards) Ltd., of Newtownards, Northern Ireland, plans to visit Canada from February 15 to March 12. His company manufactures half hose and Mr. Black is interested in meeting potential customers and agents. He can be reached through the United Kingdom Trade Commissioner in Vancouver, Toronto, Montreal or Halifax, or through the United Kingdom Trade Correspondent in St. John's, Newfoundland.

foreign trade service abroad

* No Foreign Trade Officer at this post.

Bentley's Second Phrase Code is used by Canadian Trade Commissioners

| Territory | Officer | City Address | Mail and Cables, Office Telephone |
|---|---|--|--|
| Argentina | C. S. Bissett Commercial Counsellor | Canadian Embassy Bartolome Mitre 478 BUENOS AIRES | <i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Tel.:</i> 33-8237 |
| Argentina | Agricultural Secretary | | |
| Australia (Capital Territory, New South Wales, Queensland, Northern Territory) Dependencies | J. C. Britton Commercial Counsellor for Canada H. S. Hay Assistant Commercial Secretary | 7th Floor, Berger House 82 Elizabeth Street SYDNEY | <i>Mail:</i> <i>P.O. Box</i> 3952 G P.O. <i>Cable:</i> CANADIAN <i>Tel.:</i> BW 5696 |
| Australia (Victoria, South Australia, Western Australia, Tasmania) | T. G. Major Commercial Counsellor for Canada | 83 William Street MELBOURNE | <i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Tel.:</i> MU 4716 |
| Austria Czechoslovakia, Hungary | R. K. Thomson Commercial Secretary for Canada | Opernringhof Opernring 1 VIENNA I | <i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Tel.:</i> 34-55-54 |
| Belgian Congo Angola, French Equatorial Africa | G. F. Mintenko Acting Canadian Government Trade Commissioner | Forescom Building LEOPOLDVILLE I | <i>Mail:</i> <i>Boite Postale</i> 8341 <i>Cable:</i> CANADIAN <i>Tel.:</i> 2706 |
| Belgium Luxembourg | L. H. Ausman Commercial Counsellor K. G. Ramsay Commercial Secretary J. R. Roy Assistant Commercial Secretary | Canadian Embassy 35 rue de la Science BRUSSELS | <i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Tel.:</i> 11-33-88 |
| Brazil | V. L. Chapin Commercial Secretary C. M. Kerr Assistant Commercial Secretary | Canadian Embassy Edificio Metropole Av. Presidente Wilson 165 RIO DE JANEIRO | <i>Mail:</i> <i>Caixa Postal</i> 2164 <i>Cable:</i> CANADIAN <i>Tel.:</i> 42-4140 |
| Brazil | C. E. Butterworth Consul and Trade Commissioner Vice Consul and Assistant Trade Commissioner | Canadian Consulate Edificio Alois Rua 7 de Abril 252 SAO PAULO | <i>Mail:</i> <i>Caixa Postal</i> 6034 <i>Cable:</i> CANADIAN <i>Tel.:</i> 36-6301 |
| Ceylon | W. R. Van Commercial Secretary | Office of the High Commissioner for Canada 6 Gregory's Road Cinnamon Gardens COLOMBO | <i>Mail:</i> P.O. Box 1006 <i>Cable:</i> CANADIAN <i>Tel.:</i> 91341 |
| Chile | H. M. Maddick Commercial Secretary | Canadian Embassy 6th Floor Av. General Bulnes, 129 SANTIAGO | <i>Mail:</i> Casilla 771 <i>Cable:</i> CANADIAN <i>Tel.:</i> 64189 |
| Colombia Ecuador | P. A. Savard Commercial Secretary and Consul | Canadian Embassy Avenida Jimenez No. 7-25 Office 613 BOGOTA | <i>Airmail:</i> <i>Apartado Aereo</i> 3562 <i>Surface Mail:</i> Apartado 1618 <i>Cable:</i> CANADIAN <i>Tel.:</i> 30-065 |
| Cuba | G. A. Browne Commercial Secretary | Canadian Embassy Edificio Ambar Motors Avenida Menocal 16 HAVANA | <i>Mail:</i> Apartado 1945 <i>Cable:</i> CANADIAN <i>Tel.:</i> UO-9457 |
| Denmark Greenland, Poland | C. F. Wilson Commercial Counsellor | Canadian Embassy 4 Trondhjems Plads COPENHAGEN | <i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Tel.:</i> Tria 1602 |
| Dominican Republic Puerto Rico | W. B. McCullough Commercial Counsellor | Canadian Embassy Edificio Copello 408 Calle El Conde CIUDAD TRUJILLO | <i>Mail:</i> Apartado 451 <i>Cable:</i> CANADIAN <i>Tel.:</i> 8138 |

| Territory | Officer | City Address | Mail and Cables, Office Telephone |
|--|--|--|--|
| Dominican Republic—con. | J. J. B. Mountain Assistant Commercial Secretary (Fisheries) | | |
| Egypt Aden, Sudan, Cyprus, Ethiopia, Saudi Arabia, Yemen | D. S. Armstrong Commercial Secretary | Canadian Embassy 6 Sharia Rouston Pasha Garden City CAIRO | <i>Mail:</i> Kasr el Doubara Post Office <i>Cable:</i> CANADIAN <i>Tel.:</i> 23110 |
| France Algeria, French West Africa, Morocco, Tangier, Tunisia | R. Campbell Smith Commercial Counsellor | Canadian Embassy, 35 Avenue Montaigne, PARIS 8e | <i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Tel.:</i> BALzac 99-55 |
| | A. L. Neal Attaché | | |
| | J. H. Bailey Commercial Secretary | | |
| Germany Federal Republic | J. A. Stiles Commercial Counsellor | Canadian Embassy 22 Zitellmannstrasse BONN | <i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Tel.:</i> Bonn 21971 |
| | S. G. Barkley Commercial Secretary | | |
| | M. B. Blackwood Commercial Secretary | | |
| Germany | E. H. Maguire Consul | Canadian Consulate 69 Ferdinandstrasse HAMBURG | <i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Tel.:</i> 326149 |
| | J. M. T. Thomas Vice Consul | | |
| Ghana Gambia, Nigeria, Sierra Leone | M. B. Bursey Commercial Counsellor | Office of the High Commissioner for Canada Ambassador Hotel ACCRA | <i>Mail:</i> P.O. Box 1639 |
| Greece Israel, Turkey | A. B. Brodie Commercial Secretary | Canadian Embassy 31 Vassilissis Sophias Ave. ATHENS | <i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Tel.:</i> 74044 |
| | L. D. R. Dyke Assistant Commercial Secretary | | |
| Guatemala Costa Rica, El Salvador, Honduras, Nicaragua, Panama and Canal Zone | H. W. Richardson Canadian Government Trade Commissioner | 5 Avenida 10-68, Zone I GUATEMALA CITY, C.A. | <i>Airmail:</i> P.O. Box 400 <i>Surface Mail:</i> P.O. Box 444 <i>Cable:</i> CANADIAN <i>Tel.:</i> 5590 |
| | R. M. Dawson Assistant Trade Commissioner | | |
| Haiti | Chargé d'Affaires, a.i. and Consul | Route du Canape Vert St. Louis de Turgeau PORT AU PRINCE | <i>Mail:</i> P.O. Box 826 |
| Hong Kong Cambodia, China, Laos, Vietnam, Macao Taiwan | C. M. Forsyth-Smith Canadian Government Trade Commissioner | Hong Kong and Shanghai Banking Corporation Bldg. HONG KONG | <i>Mail:</i> P.O. Box 126 <i>Cable:</i> CANADIAN <i>Tel.:</i> 28336 |
| | W. M. Miner Assistant Trade Commissioner | | |
| | T. M. Pope Assistant Trade Commissioner (attached for temporary duty) | | |
| India | B. A. Macdonald Commercial Counsellor | Office of the High Commissioner for Canada 4 Aurangzeb Road NEW DELHI | <i>Mail:</i> P.O. Box 11 <i>Cable:</i> CANADIAN <i>Tel.:</i> 40191 |
| | J. H. Nelson Assistant Commercial Secretary | | |
| India Calcutta, Madras, Goa | T. F. Harris Canadian Government Trade Commissioner | Gresham Assurance House Mint Road BOMBAY | <i>Mail:</i> P.O. Box 886 <i>Cable:</i> CANADIAN <i>Tel.:</i> 255154 |
| | W. J. Collett Assistant Trade Commissioner | | |
| Indonesia | J. E. P. Lancaster Commercial Secretary | Canadian Embassy DjI. Budi Kemuliaan No. 6 DJAKARTA | <i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Tel.:</i> Gambir 1313 |

| Territory | Officer | City Address | Mail and Cables, Office Telephone |
|--|---|--|--|
| Ireland | H. A. Gilbert Commercial Secretary for Canada | 66 Upper O'Connell St. DUBLIN | <i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Tel.:</i> 44251 |
| Italy Libya, Malta, Yugoslavia | S. G. MacDonald Commercial Counsellor K. F. Osmond Commercial Secretary (Fisheries) J. G. Ireland Assistant Commercial Secretary | Canadian Embassy Via G. B. De Rossi 27 ROME | <i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Tel.:</i> 861-951 |
| Japan South Korea | J. L. Mutter Commercial Counsellor W. G. Pybus Commercial Secretary | Canadian Embassy Tokyo | <i>Mail:</i> Canadian Embassy <i>Cable:</i> CANADIAN <i>Tel.:</i> 48-4116 |
| Lebanon Iraq, Jordan, Persian Gulf area, Syria | C. O. R. Rousseau Commercial Secretary | Canadian Legation Alpha Building Rue Clemenceau BEIRUT | <i>Mail:</i> Boîte Postale 2300 <i>Cable:</i> CANADIAN <i>Tel.:</i> 30794 |
| Mexico | C. J. Van Tighem Commercial Counsellor D. B. Loughton Commercial Secretary A. A. Lomas Assistant Commercial Secretary | Canadian Embassy Melchor Ocampo 463, 7th Floor MEXICO 5, D. F. | <i>Mail:</i> Apartado 25364 <i>Cable:</i> CANADIAN <i>Tel.:</i> 25-15-60 |
| Netherlands | B. C. Butler Commercial Counsellor W. R. Hickman Commercial Secretary B. Horth Assistant Commercial Secretary | Canadian Embassy Sophialaan 5-7 THE HAGUE | <i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Tel.:</i> 61-41-11 |
| New Zealand Fiji, French Oceania, Western Samoa | L. S. Glass Commercial Counsellor J. MacNaught Assistant Commercial Secretary | Office of the High Commissioner for Canada Government Life Insurance Bldg. WELLINGTON | <i>Mail:</i> P.O. Box 1660 <i>Cable:</i> CANADIAN <i>Tel.:</i> 70-644 |
| Norway Iceland | J. C. Depocas Commercial Counsellor | Canadian Embassy Fridtjof Nansens Plass 5 OSLO | <i>Mail:</i> P.O. Box 1379—Vika <i>Cable:</i> CANADIAN <i>Tel.:</i> 33-30-80 |
| Pakistan Afghanistan, Iran | H. J. Horne Commercial Secretary J. D. Blackwood Assistant Commercial Secretary | Office of the High Commissioner for Canada Hotel Metropole, Victoria Rd. KARACHI | <i>Mail:</i> P.O. Box 3703 <i>Cable:</i> CANADIAN <i>Tel.:</i> 50322 |
| Peru Bolivia | D. H. Cheney Commercial Secretary L. D. Burke Assistant Commercial Secretary | Canadian Embassy Edificio Boza, Carabaya 831 Plaza San Martin, LIMA | <i>Mail:</i> Casilla 1212 <i>Cable:</i> CANADIAN <i>Tel.:</i> 72760 |
| Philippines | H. L. E. Priestman Consul General and Trade Commissioner W. J. Jenkins Vice Consul and Assistant Trade Commissioner | Canadian Consulate General Ayala Building Juan Luna Street MANILA | <i>Mail:</i> P.O. Box 1825 <i>Cable:</i> CANADIAN <i>Tel.:</i> 3-33-35 |
| Portugal Azores, Cape Verde Islands, Madeira, Portuguese Guinea | Richard Grew Commercial Counsellor | Canadian Embassy Rua Marques de Fronteira No. 8—4° D° LISBON | <i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Tel.:</i> 53117 |

| Territory | Officer | City Address | Mail and Cables, Office Telephone |
|---|--|---|---|
| Rhodesia and Nyasaland Kenya, Seychelles Is., Tanganyika, Uganda, Zanzibar | W. J. Millyard Canadian Government Trade Commissioner | Offices 110-113 Central Africa House Corner First St./Gordon Ave. SALISBURY | <i>Mail:</i> P.O. Box 2133 <i>Cable:</i> CANTRACOM <i>Tel.:</i> 20571 |
| Singapore Brunei, Burma, Federation of Malaya, North Borneo, Sarawak, Thailand | M. P. Carson Canadian Government Trade Commissioner W. G. Huxtable Assistant Trade Commissioner | Rooms 4, 5 and 6 American International Building Robinson Road and Telegraph St. SINGAPORE | <i>Mail:</i> P.O. Box 845 <i>Cable:</i> CANADIAN <i>Tel.:</i> 30631-2 |
| South Africa (Natal, Transvaal, Orange Free State), Madagascar, Mauritius, Mozambique, Reunion | K. F. Noble Canadian Government Trade Commissioner I. V. Macdonald Assistant Trade Commissioner | Mutual Building Harrison Street JOHANNESBURG | <i>Mail:</i> P.O. Box 715 <i>Cable:</i> CANTRACOM <i>Tel.:</i> 33-2628 |
| South Africa (Cape Province), St. Helena, Southwest Africa | M. R. M. Dale Canadian Government Trade Commissioner | 602 Norwich House The Foreshore CAPE TOWN | <i>Mail:</i> P.O. Box 683 <i>Cable:</i> CANADIAN <i>Tel.:</i> 2-5134/5 |
| Spain Balearic Islands, Canary Islands, Gibraltar, Rio Muni, Rio de Oro | M. T. Stewart Commercial Counsellor | Canadian Embassy Edificio España Avenida de Jose Antonio 88, MADRID | <i>Mail:</i> Apartado 117 <i>Cable:</i> CANADIAN <i>Tel.:</i> 47-54-00 |
| Sweden Finland | A. P. Bissonnet Commercial Secretary | Canadian Embassy Strandvagen, 7-C STOCKHOLM | <i>Mail:</i> P.O. Box 14042 <i>Cable:</i> CANADIAN <i>Tel.:</i> 67-92-15 |
| Switzerland | B. I. Rankin Commercial Counsellor N. W. Boyd Assistant Commercial Secretary | Canadian Embassy Kirchenfeldstrasse 88 BERNE | <i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Tel.:</i> 4-63-81 |
| United Kingdom (South of England, East Anglia, Scotland) | H. L. Brown Commercial Counsellor G. H. Rochester Commercial Counsellor (Timber) D. A. B. Marshall Agricultural Counsellor W. Gibson-Smith Commercial Secretary S. G. Tregaskes Commercial Secretary | Office of the High Commissioner for Canada Canada House Trafalgar Square LONDON, S.W.1 | <i>Mail:</i> (City Address) <i>Cable:</i> SLEIGHING <i>Tel.:</i> Whitehall 8701 <i>Cable:</i> TIMCOM |
| United Kingdom (Midlands, North England, Wales) | A. W. Evans Canadian Government Trade Commissioner | Martins Bank Building Water Street LIVERPOOL | <i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Tel.:</i> Central 0625 |
| United Kingdom (Northern Ireland) | H. A. Gilbert Canadian Government Trade Commissioner | 36 Victoria Square BELFAST | <i>Mail:</i> (City Address) <i>Tel.:</i> 21867 |
| United States Delaware, Maryland, Virginia, West Virginia | R. G. C. Smith Minister (Commercial) Dr. W. C. Hopper Agricultural Counsellor Wm. Jones Commercial Secretary W. A. Stewart Assistant Commercial Secretary | Canadian Embassy 1746 Massachusetts Ave., N.W. WASHINGTON 6, D.C. | <i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Tel.:</i> DEatur 2-1011 |
| United States (Connecticut, New Jersey, Pennsylvania, New York), Bermuda, Liberia | S. V. Allen Deputy Consul General (Commercial) C. R. Gallow Consul and Trade Commissioner H. E. Lemieux Consul and Trade Commissioner | Canadian Consulate General 620 Fifth Ave NEW YORK CITY 20 | <i>Mail:</i> (City Address) <i>Cable:</i> CANTRACOM <i>Tel.:</i> JUDson 6-2400 |

| Territory | Officer | City Address | Mail and Cables, Office Telephone |
|---|---|--|---|
| United States (Massachusetts, Maine, Rhode Island, Vermont, New Hampshire) | F. B. Clark Consul and Trade Commissioner | Canadian Consulate General 532 Little Building 80 Boylston Street BOSTON 16 | <i>Mail:</i> (City Address) <i>Tel.:</i> HANcock 6-4320 |
| United States (Illinois, North Dakota, South Dakota, Minnesota, Wisconsin, Indiana, Iowa, Kansas, Nebraska, Kentucky, Missouri) | R. F. Renwick Consul and Trade Commissioner G. F. J. Osbaldeston Vice Consul and Assistant Trade Commissioner Vice Consul and Assistant Trade Commissioner | Canadian Consulate General 111 North Wabash Avenue CHICAGO | <i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Tel.:</i> RANDolph 6-6033 |
| United States (Michigan, Ohio) | M. J. Vechsler Consul and Trade Commissioner J. R. Midwinter Vice Consul and Assistant Trade Commissioner | Canadian Consulate 1139 Penobscot Building DETROIT 26 | <i>Mail:</i> (City Address) <i>Tel.:</i> WOODward 5-2811 |
| United States California (the ten south- ern counties), Clark County in Nevada, Arizona, New Mexico | T. M. Burns Consul and Trade Commissioner | Canadian Consulate General 510 West Sixth Street LOS ANGELES 14 | <i>Mail:</i> (City Address) <i>Tel.:</i> VANDike 2233 |
| United States (Louisiana, Texas, Oklahoma, Arkansas, Mississippi, Tennessee, Alabama, North Carolina, South Carolina, Georgia, Florida) | Consul and Trade Commissioner | Canadian Consulate General 215-217 International Trade Mart NEW ORLEANS 12 | <i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Tel.:</i> JACKson 5-2136 |
| *United States California, (except the ten southern counties), Wyom- ing, Nevada (except Clark County), Utah, Colorado, Hawaii | Consul General | Canadian Consulate General 3rd Floor, Kohl Building 400 Montgomery Street SAN FRANCISCO 4 | <i>Mail:</i> (City Address) <i>Tel.:</i> SUTter 1-3039 |
| *United States (Oregon, Idaho, Washington, Montana), Alaska | Consul General | Canadian Consulate General The Tower Building Seventh Avenue at Olive Way SEATTLE 1, Washington | <i>Mail:</i> (City Address) <i>Tel.:</i> MUTual 3515 |
| Uruguay Paraguay Falkland Islands | C. B. Birkett Commercial Counsellor | Canadian Embassy No. 1409 Avenida Agraciada Piso 7º MONTEVIDEO | <i>Mail:</i> Casilla Postal 852 <i>Cable:</i> CANADIAN <i>Tel.:</i> 98096 |
| Venezuela Netherlands Antilles | R. E. Gravel Commercial Secretary W. G. Brett Assistant Commercial Secretary R. D. Sirrs Assistant Commercial Secretary | Canadian Embassy Edificio Pan American Avenida Urdaneta Puente Urapal, Candelaria CARACAS | <i>Mail:</i> Apartado 9277 <i>Cable:</i> CANADIAN <i>Tel.:</i> 54-3431 |
| West Indies (Barbados, Tobago, Trinidad, Windward and Leeward Islands) British Guiana, French Guiana, Surinam, French West Indies Guadeloupe, Martinique | R. W. Blake Canadian Government Trade Commissioner P. T. Eastham Assistant Trade Commissioner | Colonial Building 72 South Quay PORT-OF-SPAIN | <i>Mail:</i> P.O. Box 125 <i>Cable:</i> CANADIAN <i>Tel.:</i> 34787 |
| West Indies (Jamaica) Bahamas, British Honduras | H. E. Campbell Canadian Government Trade Commissioner M. S. Strong Assistant Trade Commissioner | Barclays Bank Building King Street KINGSTON | <i>Mail:</i> P.O. Box 225 <i>Cable:</i> CANADIAN <i>Tel.:</i> 2858 |

The following nominal quotations may prove useful in checking prices. Canadian traders should consult their banks before making any firm commitments.

Conversions into Canadian dollar equivalent and units of foreign currency per Canadian dollar have been made at cross rates with sterling or the United States dollar on the date shown.

Except when buying and selling rates are specified, the mid rates only are quoted. The buying rate is that at which banks purchase exchange from exporters. The selling rate is that at which banks sell exchange to importers.

When several rates are indicated, the rate applicable depends on the commodity traded. Information on the rate for any specific commodity may be obtained from the International Trade Relations Branch, Department of Trade and Commerce, Ottawa.

Rates used exclusively in non-merchandise trading are *not* included in the table.

For conversion to United States dollar equivalent multiply by 1.01555.

foreign exchange rates

| Country | Unit | Type of Exchange | Can. dollar equivalent January 20 | Units per Canadian dollar | Notes (See below) |
|--|-----------|-------------------|--------------------------------------|---------------------------------|----------------------|
| Argentina | Peso | Official | .05470 | 18.28 | (1) |
| | | Free | .02600 | 38.46 | |
| Austria | Schilling | | .03787 | 26.41 | |
| Australia | Pound | | 2.2175 | .4506 | |
| Belgium, Belgian Empire and Luxembourg | Franc | | .01969 | 50.79 | |
| Bolivia | Boliviano | Free | .0001137 | 8795.1 | |
| British West Indies | Dollar | | .5775 | 1.73 | (2) |
| | Pound | | 2.7719 | .3608 | (3) |
| British Honduras | Dollar | | .6930 | 1.44 | |
| Brazil | Cruzeiro | General Category* | .01221 | 81.87 | *Dec. 11 (4) |
| | | Special Category | .003934 | 254.21 | |
| | | Official buying | .05362 | 18.65 | |
| Burma | Kyat | | .2068 | 4.84 | |
| Ceylon | Rupee | | .2079 | 4.81 | |
| Chile | Peso | Free | .001452 | 688.71 | (5) |
| Colombia | Peso | Certificate | .1773 | 5.64 | |
| Costa Rica | Colon | Official | .1754 | 5.70 | |
| | | Controlled free | .1484 | 6.74 | |
| Cuba | Peso | | .9847 | 1.0155 | tax 2% |
| Czechoslovakia | Koruna | | .1368 | 7.31 | |
| Denmark | Krone | | .1426 | 7.01 | |
| Dominican Republic | Peso | | .9847 | 1.0155 | |
| Ecuador | Sucre | Official | .06563 | 15.23 | |
| | | Free | .05914 | 16.91 | |
| Egypt | Pound | Official | 2.8276 | .3537 | (6) |
| El Salvador | Colon | | .3939 | 2.54 | |
| Fiji | Pound | | 2.4972 | .4004 | |
| Finland | Markka | | .003077 | 324.99 | |
| France, Monaco and North Africa | Franc | | .002345 | 426.44 | (7) |
| French colonies in Africa | Franc | | .004690 | 213.22 | (8) |
| French Pacific | Franc | | .01298 | 77.04 | (9) |
| Germany | D Mark | | .2343 | 4.27 | |
| Ghana | Pound | | 2.7719 | .3608 | |
| Greece | Drachma | | .03282 | 30.47 | |
| Guatemala | Quetzal | | .9847 | 1.0153 | |
| Haiti | Gourde | | .1969 | 5.08 | |
| Honduras | Lempira | | .4923 | 2.03 | |
| Hong Kong | Dollar | Free* | .1672 | 5.98 | *Jan. 10 |
| | | Official | .1732 | 5.77 | |
| Iceland | Krona | Official | .06046 | 16.54 | (6) |
| India | Rupee | | .2079 | 4.81 | |
| Indonesia | Rupiah | Effective buying | .04235 | 23.61 | *Jan. 3 |
| | | Effective selling | .03388 | 29.52 | (6) |
| Iran | Rial | Certificate | .01300 | 76.93 | |
| Iraq | Dinar | | 2.7571 | .3627 | |
| Ireland | Pound | | 2.7719 | .3608 | |
| Israel | Pound | | .5470 | 1.83 | |

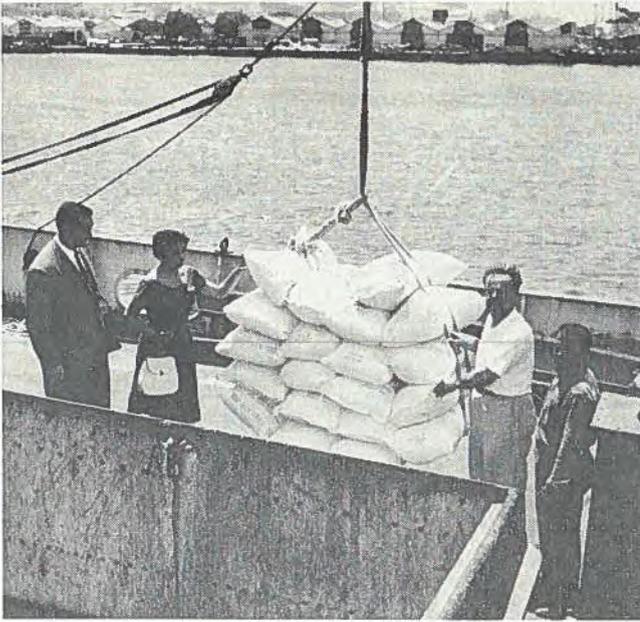
*Latest available quotation date.

| Country | Unit | Type of Exchange | Can. dollar equivalent January 20 | Units per Canadian dollar | Notes (See below) |
|---------------------------------|----------------------|-------------------------|--------------------------------------|---------------------------------|----------------------|
| Italy | Lira | | .001581 | 632.51 | |
| Japan | Yen | | .002735 | 365.63 | |
| Lebanon | Pound | Free | .3115 | 3.21 | |
| Mexico | Peso | | .07878 | 12.69 | |
| Netherlands | Florin | | .2598 | 3.85 | |
| Netherlands Antilles | Florin | | .5235 | 1.91 | |
| New Zealand | Pound | | 2.7719 | 3608 | |
| Nicaragua | Cordoba | Effective buying | .1492 | 6.70 | |
| | | Official selling | .1397 | 7.16 | |
| Norway | Krone | | .1379 | 7.25 | |
| Pakistan | Rupee | | .2079 | 4.81 | |
| Panama | Balboa | | .9847 | 1.0155 | |
| Paraguay | Guarani | Free | .009017 | 110.90 | |
| Peru | Sol | Certificate | .05183 | 19.29 | |
| Philippines | Peso | | .4923 | 2.03 | |
| Portugal & Colonies | Escudo | | .03437 | 29.10 | (10) |
| Singapore and Malaya | Straits dollar | | .3234 | 3.09 | |
| Spain and Dependencies | Peseta | Controlled free | .02345 | 42.64 | (6) |
| Sweden | Krona | | .1903 | 5.25 | |
| Switzerland | Franc | | .2298 | 4.35 | |
| Syria | Pound | Free | .2747 | 3.64 | |
| Thailand | Baht | Free | .04755 | 21.03 | (6) |
| Turkey | Lira | | .3518 | 2.84 | |
| Union of South Africa | Pound | | 2.7719 | 3698 | |
| United Kingdom | Pound | | 2.771875 | 360767 | |
| United States | Dollar | | .9846875 | 1.01555 | |
| Uruguay | Peso | Free | .2070 | 4.83 | |
| | | Basic buying | .6494 | 1.54 | |
| | | Principal selling | .4695 | 2.13 | (6) (11) |
| Venezuela | Bolivar | | .2939 | 3.40 | |
| Yugoslavia | Dinar | | .003282 | 304.69 | (6) |

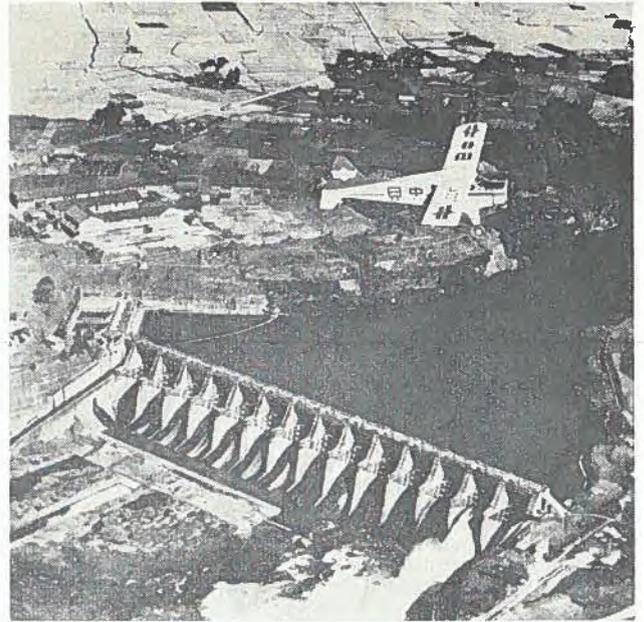
*Latest available quotation date.

notes

1. Argentina: additional rates result from exchange retentions on export proceeds and surcharges on imports.
2. Barbados, Trinidad, Tobago, Leeward and Windward Islands, British Guiana.
3. Bahamas, Bermuda, Jamaica.
4. Brazil: Exporters receive cruzeiros at official rate plus exchange premiums ranging from 18.70 to 48.64 cruzeiros per U.S. dollar, depending on product.
5. Chile: free rate applies to exports and to imports, except prohibited imports. Chilean importers must deposit local currency in amounts ranging from 5 to 200 per cent, depending on product, prior to shipment of goods.
6. Additional rates are in effect.
7. France: Territory includes Algeria, Tunisia, Morocco, Guiana, Guadeloupe, Martinique.
8. Equatorial Africa, West Africa, Cameroons, Togoland, Somaliland, Madagascar, Reunion, St. Pierre and Miquelon.
9. New Caledonia, New Hebrides, Oceania.
10. Portugal: approximately same rate for Portuguese Territories in Africa.
11. Certain essential imports are subject to a fixed rate of 2.10 pesos per U.S. dollar, and no longer require import permits. Other imports are subject to the free rate, and are under quota. Exports are subject to a variety of rates according to the product. Exports are divided into eleven categories for exchange rate purposes. Depending on the product, the export rates which apply range from 100 per cent of the free rate to 100 per cent of the basic export rate of 1.519 pesos per U.S. dollar.



In Lebanon—The S.S. "Said" unloads its cargo of Canadian flour in Beirut. Looking on are the Canadian Commercial Secretary, left, and the Lebanese agent, second from the right.



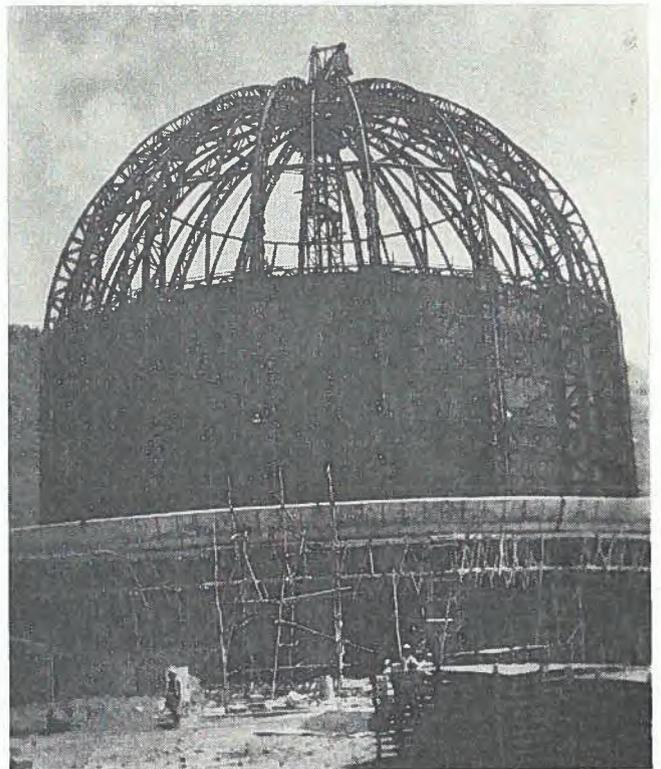
In Japan—This Canadian plane is flying over the Aichi Dam on its way to deliver newspapers to isolated areas. This type of aircraft has been sold to 54 countries by its Canadian makers.

Canada in Foreign Markets

Canadian exporters are invited to contribute to this series photographs of their products in use or on sale in foreign markets. Photographs should be adequately captioned, protected for mailing, and addressed to: The Editor, "Foreign Trade".



In Argentina—The outside walls of this vegetable oil solvent extraction plant in Rosario have been covered with fibre cement which was made with asbestos imported from Canada.



In India—Canadian steel has been used to build this massive dome which will house the Canada-India reactor at Trombay. Canada is supplying this reactor under the Colombo Plan.