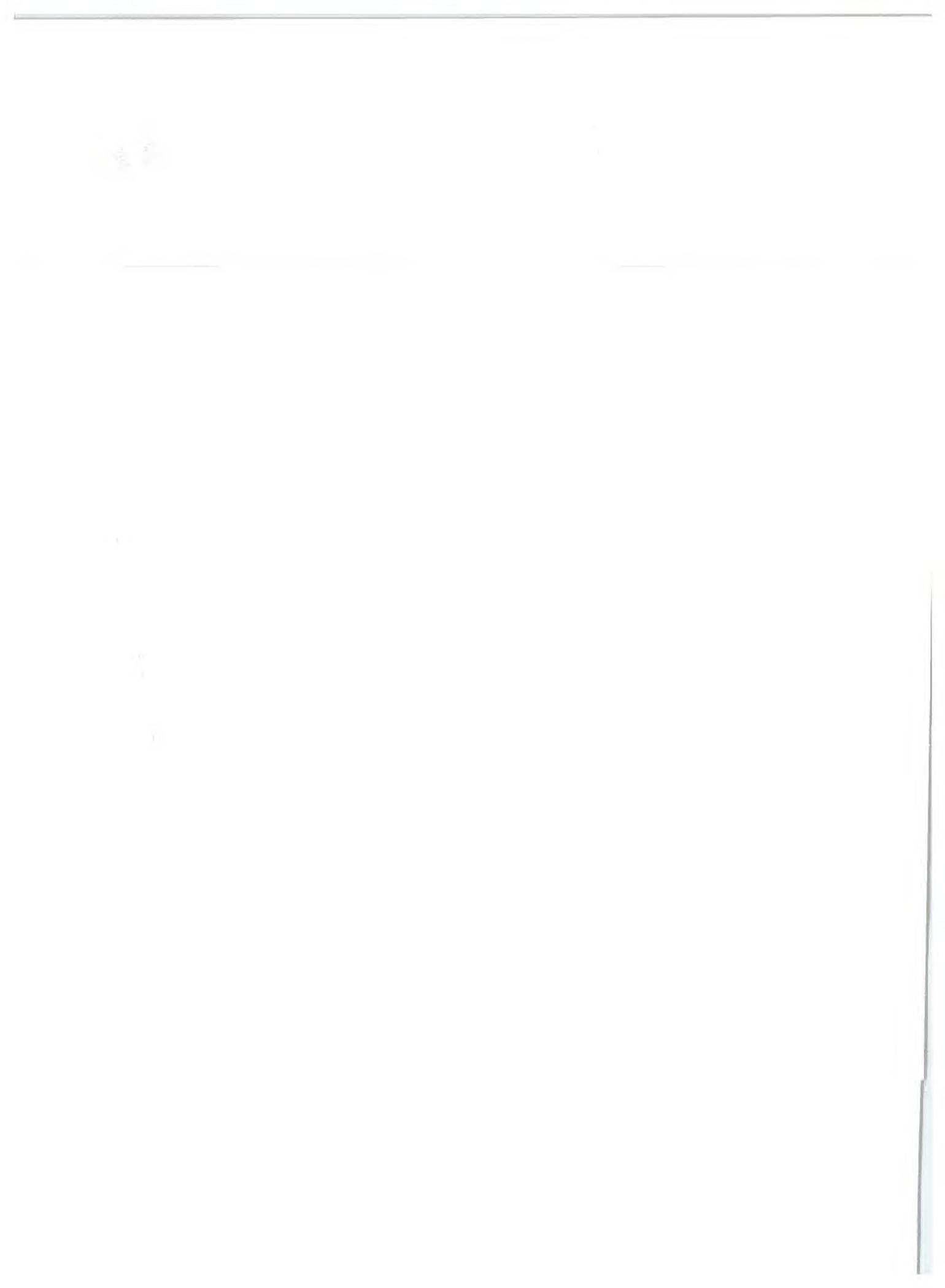


OCTOBER 22, 1960

foreign trade



BRITAIN WELCOMES CANADIAN FOOD MISSION (page two)



foreign trade

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COVER

Ben Ormseth (left), president of the Canadian Food Processors' Association, acted as spokesman for the 12-man Canadian Food Mission that visited the United Kingdom in September. Here he points out a special feature of Canada's exhibit at the British Food Fair to F. J. Monkhouse, of the Food Manufacturers Federation Inc., of London and chairman of the Fair's Exhibition Committee. For a report on the Mission's activities and some of its findings, turn to page two.



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Britain Welcomes

From two-week tour of the United Kingdom, the Canadian Food Mission returned recently with sound understanding of an active, highly competitive market, and ideas on how to sell the British consumer on our quality food products.

W. ADAIR STEWART, *Assistant Agricultural Secretary, London.*

LIKE most Britons, members of the U.K. food trade have a warm spot in their hearts for Canadians and a real desire to do business with them. In a market full of competitors from all over the world, however, success requires more than friendship and goodwill. Such practical considerations as quality, price, continuity of supply, and proper merchandising methods are fundamental.

That, in essence, was the conclusion reached by the 12-man Canadian Food Mission to the United Kingdom, following its two-week, fact-finding tour of the major marketing centres.

Even the weather, which had been on the cool, damp side in previous weeks, co-operated to make the mission's tour a pleasant experience. By the time their transatlantic jet plane had touched down at London airport shortly before noon on September 10th, bright autumn sunshine had burned off the ground fog and two weeks of fine weather had begun.

Food Fair Visited

Although the improvement during the late 1950's in the British economic climate had more direct bearing on the mission's visit than did the weather on this 1960 morning, the sunny skies seemed a good omen and helped compensate for the disconcerting fact of eastward

jet-age travel which brings high noon forth at breakfast time.

As one member cheerfully put it, the arrival was more auspicious than his previous one on a troop ship nearly twenty years ago. One might wonder, though, whether a look at the schedule, which outlined a straight succession of busy days, may not have provoked a reminiscence of obstacle courses and battle drill. In fact, at least one London newspaper called the mission's visit an "invasion". The atmosphere of later events belied such a description, however.

The mission's job of work began in London, always one of the world's busiest food marketing centres, but particularly food conscious at this point because of the Food Fair which was taking place.

Arrival of the mission during the Fair—in which the Canadian Government was taking part for the first time—was a planned coincidence, designed to provide a concentration of, and draw attention to, Canada's efforts to gain a larger share of the U.K. food market, encouraged recently by the relaxation of import controls.

The formalities of launching the mission's visit officially included a call on the President of the Board of Trade, a press conference, and a mid-day reception at Canada House attended by leading figures in government and the food trade.

At the Food Fair, the members got their first look at Canadian goods being offered to the British buying public and also at the impressive selection that the competition had on display.

Their visit could hardly be better described than in the words of one member who termed it an "eye-opener". Seeing the food products of twenty other countries, not including Canada and the United Kingdom, on show at hundreds of stands, was indeed a revelation and striking proof that other traditional and hopeful suppliers to the British market are going full-out to fit their products to its demands.

Touring Britain

This experience of the mission at the Food Fair was only the beginning, but during the next two weeks this lesson was repeated many times. In Manchester, for example, a large co-operative organization took the mission to its food-testing laboratory where cuttings of canned goods from all suppliers were made for examination. Typically, this organization, which is connected with tens of thousands of retail outlets, takes nothing for granted when it comes to assessing quality and Canadian goods can expect to be put to the same critical tests as any others.

Life in Britain followed a pattern within which there was a certain amount of variety. Everywhere, however, hospitality and frankness were the keynotes. Public officials, trade organizations, chambers of commerce and everyone else interested in the members and their mission extended warm and helpful co-operation.

There were many examples during the tour of the high regard in

Canadian Food Mission

which Canada and Canadians are held but probably none was more expressive than the gesture of the Lord Provost of Glasgow, who wore a maple leaf pin during the ceremony of meeting the mission.

Assessing the Results

Having gone full circle, the mission returned to London on September 26th and came together at Canada House with the Canadian commercial and economic officers in London and representatives of the provincial governments for a seminar, chaired by the Acting High Commissioner, in which they assessed the results of their activities and evaluated the degree of success.

There was unanimous agreement that, within its terms of reference as a fact-finding group, it had achieved its objectives. A great deal of information about the British food market, the prospects for increased Canadian sales there, and the methods required to achieve that end—information which could not have been so usefully collected otherwise—had been obtained. At this point it remained for the members to report back fully to their association members on what they had learned and on how their parts of the food-processing industry could best apply this knowledge. These reports will be produced in the near future and it is hoped that those to whom they are directed will give them the serious consideration they deserve.

Some general facts that emerged must be common to all advice given about the advancing of Canadian food sales in the British market. It is worth repeating that good will alone will not re-establish our food-stuffs. It was apparent that Canada's reputation for quality products is

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well remembered and generally well deserved. In the twenty years that many of our products have been out of the market, however, there has been a steady improvement in the quality of both domestic and foreign produce which has access to this market. And in recent years the quality of certain of our products reaching here has actually suffered by comparison.

Advice to Exporters

Since it is a matter, in many instances, of re-establishing a place in this market, where does a Canadian exporter begin? To this question, the agreed answer was that the U.K. trade must first of all be convinced of the Canadians' sincere desire to do business. The technique is obvious and simple. Bring some samples and compare them with present supplies for quality and price and then prove to the importer, wholesaler and retailer that you are ready to sell on a continuing basis.

Remember also that the U.K. food trade is regional in character and distributors outside of London

sometimes prefer, and often insist on, doing business direct with the Canadian principal. They point out, rightly, that they are in the best position to do business in their own territory. In fact, they sometimes are the only firms in a position to do business there. It must also be remembered that 50 per cent of the retail food trade in the U.K. still is handled by independent grocers. Coverage of the chains and supermarkets is only half the job. In many instances the "independent" will not welcome products whose labels also appear in the chain stores. Two or more labels may be necessary for full distribution.

Finally, the consumer must be won over to acceptance of Canadian foodstuffs at a price that will almost invariably be at the top. The trade does not consider this entirely, or even largely, its responsibility so assistance from Canada will be necessary to swing the program.

Some thought was given to a plan under which a distinctive Canadian symbol would be incorporated in the labels on exporters' products. It would be necessary to apply rigid

quality standards to goods qualifying for the symbol and to maintain careful control of distribution.

During the trip this suggestion was discussed with importers, wholesalers and retailers and met general approval among them. The members of the mission were thus encouraged to report the proposal back to their associations with endorsement.

The prospect then, as the mission saw it, is that in the long run Canadian food products can take a larger share of the British market if quality is maintained and prices are reasonable. It will not be an easy task to get them re-established and it may be an expensive one, but there is a good, sound basis for proceeding with it.

If you are a food processor and would like to discover how your products may stand in the market, we strongly recommend that you obtain a copy of the appropriate mission member's report and study it carefully.

The Agricultural Secretary, Canada House, London, welcomes individual inquiries and will give full assistance to the inquirer. ●



At the British Food Fair, which ran for 17 days in September at Olympia, London, a British housewife has her questions about Canadian fish products answered by a genial attendant at the display put on by British Columbia Packers Ltd. At the right is J. Norman Hyland, a director and vice-president (sales) of the company, who was also a member of the Canadian Food Mission. Standing beside him is R. W. Train, of Macpherson, Train and Co., the U.K. representative for B.C. Packers. The Mission spent some time doing consumer research at the Fair.

Mexican Agriculture

AGRICULTURE plays an extremely important rôle in the Mexican economy. In this big country, some 58 per cent of the population of 35 million derives its income from farming and everyone is affected by it. It is a major contributor to the gross national product and to export trade. Farm products constitute about 40 per cent of total exports—a significant proportion in an economy with substantial industrial development.

Will Imports Expand?

Mexican farm production is rising, though the country must import some agricultural products to meet growing consumer demand. Canada stands to profit—if suppliers can compete.

Despite this dependence on agriculture, Mexico is also a big importer of primary and semi-processed agricultural products, with imports ranging from U.S.\$57 million to \$106 million a year. Canada is a major buyer of Mexican agricultural exports but our share of Mexican imports of farm products is relatively insignificant. This is an interesting situation because Canada offers many of the products that Mexico needs, and the distance between us is not great.

Mexican agriculture is developing rapidly and market patterns are changing. Purchases of some cereals, fats, oils, eggs and other products decline as local production expands, but other agricultural imports are rising and the over-all market remains substantial. Despite this, our sales to Mexico are disappointingly low, though they are fairly constant. On the other hand, our purchases have mushroomed so that we have a heavy imbalance of trade with Mexico in agricultural products.

The principal groups of agricultural products that Mexico buys are shown in Table I. The figures reveal that Canada is an insignificant supplier except of live animals, some fruits and vegetables, and animal foods. With the exception of sales of purebred Holstein-Friesian cattle, apple juice, and certain animal foods (a large proportion of these contain marine meal), our share is negligible. It is true that some Canadian products move to Mexico through the United States and appear in the statistics as sales from the U.S. (see Note 1 in the table), but this does not change the picture significantly. On the other hand, Canada is gaining importance as a buyer of Mexico's agricultural exports. Table II shows principal Canadian imports of Mexican farm goods. These purchases contributed substantially to the 1959 surplus in Mexico's trade balance with Canada.

Market Is Growing

Despite increased home production, the market for agricultural products is large, principally because of rising standards of living, government measures to expand agriculture, and growing population. Of course, agricultural expansion means that certain commodities are no longer imported as the country approaches self-sufficiency; this applies particularly to cereals, oils and fats. Imports of corn, for example, fell from 691 million pesos in 1957 to 24 million last year. Mexico has not bought wheat in quantity since 1956. Imports of barley for brewing have also declined, and purchases of soya oil have dropped from 62 million pesos in 1957 to 720,000 last year. Nevertheless, expanding agriculture brings growing markets for breeding livestock, animal foods, pedigree chicks and seeds.

Higher incomes and a larger population open up markets for more consumer goods when local supplies

W. M. MINER,
*Assistant Commercial Secretary,
Mexico, D.F.*

are insufficient or non-existent. These influences affect the demand for imported prepared meats, powdered milk, certain types of fruit and vegetable products, and tobacco leaf.

The policy of the Mexican Government as it affects this trade is clearly defined. All phases of the industry are promoted, and direct assistance to agriculture ranks high among government expenditures. Aid takes the form of irrigation projects; credits for buying breeding stock; machinery, seeds and supplies; assistance in developing meat-packing plants, and experimental work, particularly in tropical agriculture. In addition, the Government encourages growing of certain crops by price-support programs and protects producers through high tariffs and import restrictions. With good growing conditions, these programs have boosted production of most crops, particularly wheat, corn, beans and rice.

Encouraged by government assistance, production is expected to go on rising—depending, of course, on the weather. Trade restrictions will reduce imports of products available locally, except for commodities needed in agricultural expansion and those in insufficient supply to meet domestic demand.

On the export side, sales will be promoted more vigorously, and the variety and volume of Mexican products reaching foreign markets can be expected to increase. These sales are essential to help finance the country's economic development. It is probable that Canada will continue to be an important and possibly growing market for Mexican farm products.

Imports Analyzed

The following information about Mexican imports shown in Table I may be helpful to exporters in assessing sales potential.

• *Live animals*—Principal purchases consist of purebred animals for basic breeding stock. The Gov-

TABLE I
MEXICAN IMPORTS OF AGRICULTURAL PRODUCTS¹

	1956	1958	1959
	('000 pesos) ²		
Live animals			
Total	84,795	44,292	54,858
United States	67,657	40,677	50,702
Canada	17,616	2,993	3,811
Meat and meat preparations			
Total	18,080	19,676	39,270
United States	12,059	11,414	28,645
Canada	5	4	2
Dairy products, eggs, honey			
Total	46,279	31,055	35,301
United States	37,714	26,207	29,515
Canada	191	98	132
Cereals, grains, feculae, flours			
Total	227,935	697,840	130,763
United States	227,011	689,627	128,790
Canada	48	71	1
Fruits and vegetables			
Total	24,831	37,879	43,502
United States	18,520	29,520	34,587
Canada	553	895	1,630
Vegetable products for preparation of edible products or beverages			
Total	37,777	30,816	32,758
United States	36,862	29,819	30,826
Canada	288	2	26
Animal foods			
Total	58,813	72,189	73,092
United States	54,027	62,796	55,586
Canada	2	538	4,106
Cattle hides and skins			
Total	82,782	48,854	81,672
United States	74,154	37,689	67,416
Canada	238	221	103
Seeds, fruits and plants for sowing			
Total	41,058	30,747	43,737
United States	28,950	19,546	28,333
Canada	3		4
Fatty materials, non-lubricants of animal and vegetable origin (not including marine animals)			
Total	113,946	159,863	39,599
United States	108,500	150,669	32,302
Canada	247	120	
Sugar, syrups and their preparations			
Total	79,348	1,290	1,112
United States	879	870	970
Canada	2	2	1
Tobacco leaf			
Total	36,256	55,376	91,132
United States	36,184	55,043	90,788
Canada	none	none	none
Other products			
Coffee, cocoa, tea and preparations	27,287	27,465	22,928
Animal and vegetable products for industrial use (except seeds, etc., for sowing)	21,062	20,006	19,476
Other foods, such as yeast, lard, and preserves, n.o.p.	12,875	1,560	3,086
Total imports			
in pesos	913,124	1,278,108	712,286
in U.S. dollars	73,050	102,244	56,983

¹Source: Dirección General de Estadística.

Table excludes textile fibres, rubber, alcohol and beverages, and most processed goods. Mexican statistics include some transshipments through the United States as originating in that country. This inflates U.S. figures to some extent. It also decreases the totals shown as coming from Canada, particularly for skim milk powder and fresh pork.

²One peso=U.S.\$0.08.

TABLE II
PRINCIPAL CANADIAN IMPORTS OF MEXICAN
AGRICULTURAL PRODUCTS

	1957	1958	1959
	('000 Can.\$)		
Raw cotton	4,699	12,809	19,019
Fresh tomatoes	2,626	5,154	3,508
Green coffee	3,399	2,889	2,513
Green peanuts	3,055	2,017	1,054
Sisal, istle, Tampico fibre	548	401	776
Rice	387	394	709
Melons, muskmelons and cantaloupe, fresh	376	600	604
Frozen strawberries	80	162	288
Oranges	84	2,119	264
Fruit juices and pulp	291	1,162	208
Vegetable fibre for brushes	189	206	131

Source: Dominion Bureau of Statistics.

ernment plans to develop the livestock industry and will import more purebred beef and dairy cattle, sheep, swine and pedigree chicks. Canada's sales up to now have been largely Holstein-Friesian cattle and pedigree cross-Leghorn chicks.

● *Meat and meat preparations*—Fresh, chilled, or frozen meats and meat products account for about one-third of imports in this classification. Animal viscera and glands are most important, but purchases of poultry, pork and bacon each exceeded one million pesos last year. United States landed prices

for these meats are difficult to match.

There is growing demand for prepared meats but many countries are exploiting this potential and competition is keen. As the domestic livestock industry develops, Mexico will probably reduce imports in this classification. The principal commodity, by value, in the group is edible gelatin and the United States monopolizes the market, followed by France. A local company is making this product.

● *Dairy products and eggs*—The major import is dry skim milk pow-

der, bought by a government agency. Price is the determining factor and in recent months Canada has participated in the market. Butter and cheese are also brought in but European countries are the main suppliers. Fresh eggs have been imported but Mexico is striving for self-sufficiency in production of poultry and poultry products and the local supply of eggs is generally considered adequate for present needs.

● *Cereals, grains and flours*—Total imports vary greatly from year to year and in 1959 were much lower than in the two previous years. This is almost entirely the result of reduced imports of corn because of ample local production. Wheat has not been purchased since 1956 because the country has become self-sufficient, but acreage is considerably reduced this season and a tight supply position may develop. Oats and barley are being imported but local production is rising and, with favourable weather conditions, may meet local demand, with the exception of a few specialized grains and grain products.

● *Fruits and vegetables*—This group encompasses a wide range of fresh and prepared products and it is difficult to generalize on trade



Among the fruit grown in Mexico is bananas; in an average year she produces over 200,000 tons and earns about U.S.\$1 million from exports. Here workers on a Campeche banana plantation are disinfecting stems of green bananas before wrapping them in polyethylene film for shipping.

opportunities. The over-all market is expanding but many of the more important products are not exported from Canada. Demand for imported fresh and preserved fruits is limited but a few specialized products are still brought in, such as concentrated fruit juices, prunes, raisins, dried fruit pastes, and processed nuts. The Mexicans import some fresh vegetables and a wide range, though a limited quantity, of prepared or preserved vegetables. This is a difficult market to enter because well established American companies with known brands monopolize sales. In addition, import licences for luxury-type foods are becoming more difficult to obtain.

● *Vegetable products for preparation of edible foods or beverages*—The market for malting barley is declining but remains interesting, particularly if U.S. prices can be met. Imports of hops, principally from the U.S., are substantial. About two million pesos worth of malt extracts enters Mexico every year.

● *Animal foods*—Purchases are quite substantial but future prospects are not encouraging. Virtually all imports of mixed feeds and concentrates require licences in accordance with the Government's policy of encouraging small producers. A share of Mexico's imports of fish-meal is included in this group; the market is expanding and Canadians are participating.

● *Cattle hides and skins*—Imports vary, but rose last year because of a shortage of untanned cattle hides. Supply has improved, and the Government, through encouragement to the packing industry, hopes to reduce foreign purchases.

● *Seeds and fruits, including plants and seeds for sowing*—Although a number of the products in this group are not produced in Canada, Mexico's substantial purchases of a wide range of seeds of legumes, grasses, vegetables, cereals and flowers may be of interest.

● *Fatty materials, non-lubricants of animal and vegetable origin (not including marine oils)*—Principal imports in this group are stearic acid, lanolin, oleostearin, tallow, olive oil, soya oil and palm oil. Canada has sold soya oil to Mexico in the past but total imports fell drastically last year. During 1959 the Government tightly restricted imports of fats and oils as part of its policy to promote domestic production.

● *Sugar, syrups and their preparations*—The market is limited but Canada has sold small quantities of maple syrup and confectionery.

● *Tobacco leaf*—Some 90 million pesos worth of light filler tobacco was imported from the United States in 1959. This trade is increasing and it may be possible for Canada to participate.

● *Other products*—Very few products in this group are grown or made in Canada, with the exception of certain resins, agar-agar, medicinal herbs and roots, and lard.

Canadian Prospects Good

Although our importance to this country as a buyer of Mexican products creates a favourable attitude towards Canada and may make Mexican importers more susceptible to our export offers, all suppliers receive equal tariff treatment because there is only a single column in the Mexican import customs tariff. The United States has definite advantages because of its proximity and years of participation in the market. For some commodities the availability of credit from the U.S. facilitates exports. But in the over-all picture, if Canada can deliver a product as cheaply as other suppliers, and on the most-favoured-nation terms of access accorded our products under the Canada-Mexico Trade Treaty of 1946, we are in a favourable position to obtain the business. Sales will not come easily, but close attention to Mexico's import needs, plus vigorous promotion, should pay dividends. ●

Angola Suffers Trade Deficit

BUSINESS conditions in Angola—the Portuguese Province in West Africa—were rather unfavourable in 1959. The balance of payments showed a deficit on current account for both goods and services. Higher prices paid for imports and lower prices received for exports were the main reasons for the merchandise trade deficit.

An increase in exports has been suggested as the most practical remedy for the adverse trade balance. This could be achieved, it is believed, by reducing taxes hampering trade, extending credit, subsidizing production for export, and increasing foreign investment in agriculture and industry.

Modifications in exchange regulations and loans of 500 million escudos (approximately \$18 million) from the National Development Plan have not been sufficient to remedy the deficit. Additional measures are needed to establish favourable conditions for foreign capital investment and technical aid.

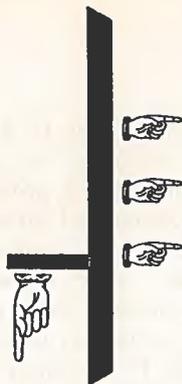
Portugal is still assisting immigration into Angola, especially of people who want to settle on the land. The white population of Angola is relatively small in comparison with the native—approximately 170,000 compared with 4½ million—in a territory half the size of the new Congo Republic but ten times the size of England.

Output in Angola has increased in some sectors, such as iron ore, diamonds and jute bags. Some 50,000 to 60,000 tons of oil a year are produced and there are hopes of increasing this figure. On the other hand, production of mica, cotton cloth, string and fishing nets, sugar, beer, and cement decreased last year. The Angolan fisheries were also facing a serious decline in their production.

Canada's exports to Portuguese West Africa have exceeded imports from that territory for the last two years. We exported \$344,000 worth of goods in 1958 and \$317,000 in 1959, mainly flour, automobiles and parts, and tobacco. In 1959, no imports came to Canada from Angola; in 1958, only \$12,000 worth of brans, sisal fibre, sound equipment and educational films were imported.

—T. J. MONTY,

Commercial Counsellor, Lisbon.



Advertising Abroad

In Japan, a well-written, attractively presented product brochure provides the best means of introducing the types of commodities that Canada sells there.

R. G. WOOLHAM, *Assistant Commercial Secretary, Tokyo.*

JAPAN'S mass communication media have been developed to a high degree and in terms of output and quality rank with those anywhere in the world. An almost 100 per cent literacy rate has been an important factor in developing the Japanese press, which in circulation comes second only to that in the United States. Out of a total circulation of over 36.5 million, four national newspapers account for 45 per cent of the total. The remaining 55 per cent of the total circulation is shared by some 220 prefectural and provincial newspapers. Newspapers get about 40 per cent of total advertising expenditures.

Over 1,100 different magazines are published in Japan, not including magazines of limited circulation. Practically every conceivable subject is covered in detail and some magazines have a circulation of over one million. Radio and television broadcasts blanket this country as well. There are over 15 million radio receivers and over 3 million TV sets. All other forms of advertising media are readily available, including films, outdoor advertising, transportation advertising, direct mail, product brochures, and a host of other forms, identical to those found in North America. For reasons explained later, not all these media are useful for advertising imported goods.

Advertising costs in newspapers and periodicals vary considerably, depending on such factors as circu-

lation, use of colour, quality, etc., and range from \$14,000 per page in a daily national newspaper to \$90 per page in a monthly industrial publication. In general, advertising costs are probably similar to those in Canada, taking into consideration the necessity of translation and the fact that costs are higher for setting Japanese characters than for English. There are 60 newspapers equipped with facilities for printing in colour.

Advertising Imported Products

Imported consumer goods, because their prices tend to be higher than those of domestic products, are usually nationally advertised only in English-language newspapers aimed at the foreign population residing in Japan. (Four English-language daily newspapers put out in Japan are circulated widely; so is the *Shipping and Trade News* published in Tokyo.) Canadian whisky is a good example. Import restrictions sometimes limit increased sales of this and other commodities but keeping the brand names before the foreign population is considered important. In such cases, institutional advertisements of the type used in Canada and the United States are the answer.

Foreign branded products are not usually nationally advertised in Japanese-language media unless they are partly or wholly manufac-

tured in Japan under licence or by subsidiary organizations and are within the price range of the average Japanese buyer. In this case, the advertising format and message are normally determined entirely by the local manufacturers or by their distributors.

Semi-finished products such as engineering equipment are best advertised in related Japanese industrial publications and such ads are often tied in with those of other products whose manufacturers are represented by the same Japanese importer or trading company.

Advertisements for raw materials, on the other hand, (if they are advertised at all) tend to be of the institutional or prestige type and addressed to the appropriate group, usually after a sale has been completed. The essential point in this case is attracting attention to the Japanese importing company, so that inquiries about repeat business will be channelled to that firm.

For Canadian Exporters

Perhaps the best starting-point for Canadian exporters contemplating a sales development program in this market is the product brochure. Excellent quality, attractive brochures can easily be prepared and printed in Japan. The Canadian exporter should normally team up with his Japanese representative and a recognized advertising agency to ensure accurate translation of technical data and its presentation in an attractive, well-designed booklet. This type of literature provides the initial sales aid for the local agent and later—depending on the sales prospects—the exporter can investigate further advances into other media. However, the products that

Canada now is selling to the Japanese are not the type to benefit from advertising over radio or television, or by filmstrips.

Although there are a large number of Japanese advertising agencies, two well-established ones in particular cater to overseas customers. Both of these have facilities for planning and designing advertisements, writing or translating copy, and choosing media. They have offices in New York, in addition to

working arrangements with Canadian and U.S. agencies.

The larger Japanese agencies also undertake market research for their customers, and a branch office of a U.S. advertising company located in Japan has an excellent reputation in the field of market research.

Accept Agent's Advice

In summary, the Canadian exporter contemplating advertising in this market should, in developing a

program, rely to a large extent on the advice of his agent. The work of initiating a program should first be channelled either by the agent through a Japanese advertising agency or by the exporter through a Canadian agency, depending on the method of financing advertising costs. In the latter case, the Canadian agency normally arranges with a Japanese agency for translation and placement, in co-operation with the local agent. ●

Peru Offers Engineering Opportunities

Projects now beginning or planned mean potential sales for Canadian engineering equipment and services—but only if firms are prepared to cultivate this market assiduously.

W. J. JENKINS, *Assistant Commercial Secretary, Lima.*

IN September a group of Canadian consulting engineers visited Peru to talk with officials and businessmen concerned with development. This visit was well timed, because Peru has enjoyed a year of economic stability and is now thinking seriously about development projects. Numerous technical missions have visited the country recently and the tempo of technical assistance received from foreign governments (particularly France, Germany, Japan and the United States) is rising.

There are opportunities here for Canadian consulting engineers, but business will not be easy to secure. At least twelve foreign consulting engineering firms hold Peruvian contracts at the moment but the majority have obtained these after working hard to sell their services. Foreign contractors too are getting

business but they also have cultivated the ground.

Visits Essential

It is impractical to try to obtain engineering business in Peru by correspondence. A visit to the country is essential and generally an extended stay is necessary. Passing several days here acquaints the visiting engineer with conditions but he is not likely to get business, even if he continues to correspond with the contacts he made. A better approach is to send a qualified member of the company's staff to Peru for an indefinite period. Naturally this does not succeed every time, or even most of the time, but judging from the experience of companies that have been successful, it is the best method. While he is in Peru, the representative may also consider locating a Peruvian firm to

work with his company and to collaborate if a contract is obtained. If the company is thinking of the future, it will not hesitate to have the engineer who is to travel in Latin America learn Spanish.

Plan Peruvía

The Peruvian Government is currently concentrating on the preparation of a major development plan, to be called Plan Peruvía, for the development of the hydro-electric, mineral and agricultural resources of the central and southern Andes. This plan will include:

- Construction of a hydro-electric plant on the Mantaro River.
- The linking of the two railway systems of Peru, the central and southern, by a line between Huanayo and Cuzco.
- Construction of a system of highways from the new railway line into the adjoining mining and agricultural areas.
- Construction of ore-processing plants at several points in the area.



In the high valley of the Santa Eulalia River, lakes have been dammed up as one step in the construction of a 240,000 kw. plant at Huinco. The Lima Light and Power Company, which is privately owned, is undertaking this ambitious project.

The investment required to complete Plan Peruvía is set tentatively at \$500 million. Simultaneously the Government intends to assist in the settlement of virgin lands in this region.

Since the announcement of the Plan in February, an American consulting firm, Arthur D. Little, has been engaged to make a preliminary economic appraisal of it. Hunting Associates of Canada have designed a blueprint and are doing vertical radar work in the region, and the Peruvian Air Force unit, which has a monopoly of all aerial photography in Peru, has been instructed to photograph the region. In addition, several economic and technical missions have studied the area or the various portions of the Plan.

Hydro-electric Expansion

Plan Peruvía envisions the construction of a hydro-electric plant, to be called La Central del Pongor, on the bend of the Mantaro River in central Peru. The plant will have a capacity of 600,000 to 1 million

kilowatts. A 10-mile tunnel through the peninsula that forms the abrupt bend of the river will provide a 3,300-foot vertical fall. To distribute the power, the Government is contemplating the construction of a 2,000-mile network of high-tension cables.

The power potential of the bend of the Mantaro River is not a new discovery. In 1943 a Peruvian engineer prepared a report for the government steel firm and Peru's largest mining company, Cerro de Pasco, surveyed the Mantaro on the basis of using the power for the refining of aluminum. Since the announcement of Plan Peruvía, several groups have shown interest in developing the Mantaro. A Japanese government organization has apparently submitted to the Peruvian Government a technical and financial plan for the construction of the Pongor Central, after sending six engineers to Peru for several months. The resident engineer for Electricité de France, who advises the Peruvian ministry of Public Works on electrical development, is said to be assessing the Mantaro.

Included in Arthur D. Little's contract is a provision for a recommendation on whether the Mantaro merits serious study. A technical mission sent by the German Government arrived in Peru during July, also to study the Mantaro.

Other hydro-electric projects in Peru are those planned by the private company that supplies all the power to the Lima area. This company, in which the majority of the capital is Swiss, is currently undertaking two projects, Marcapomacocha and Huinco. (See article "Peru Diverts Rivers" in the November 21, 1959, issue of *Foreign Trade*.) The Marcapomacocha project will divert the waters of a group of lagoons located in the Andes northeast of Lima from the source of the Amazon River to the Pacific Coast. The second project involves the construction of a 240,000-kilowatt plant at Huinco on the Santa Eulalia River. The power company has a long-standing agreement with the Swiss firm of consulting engineers, Motorcolumbus.

Steel Production

In March of this year, the government-owned Peruvian steel company announced plans to increase the steel-ingot capacity of its steel mill from 60,000 to 120,000 tons a year, to increase the capacity of its hydro-electric power plant from 50,000 to 150,000 kilowatts, and to construct an irrigation system that will use the waters of the Santa River below the power plant. The irrigation project will require a 30-mile diversion canal and about 1,200 miles of lateral canals. The steel company did not state how the project will be financed but upon returning from a visit to France in March, the President of Peru announced that a \$40 million French credit had been obtained for these expansions.

The Marcona Mining Company, which holds a long-term lease on large iron deposits south of Lima, is undertaking a \$25 million expansion.

sion program that includes construction of a beneficiation plant, a new pier, and ore-handling equipment. The company is owned jointly by the Utah Construction Company and Cyprus Mines Corporation of the United States.

Second Lead and Zinc Refinery?

Peru has one lead and zinc smelter and refinery, owned by the Cerro de Pasco Corporation of the U.S., but the total zinc output of the medium and small mines is exported in the form of concentrates and the bulk of the lead production is unfinished. For years, the medium and small mines have reportedly wanted a second lead and zinc smelter and refinery and it has been considered often since 1945. In 1959 the German Government sent a three-man mission to Peru for six weeks to study the feasibility of constructing this smelter and refinery, and in February 1960 the mission presented a favourable report to the Peruvian Government. In June 1960 the Belgian consortium "Sybetra" (Syndicat Belge d'Entreprises à L'Etranger) presented a proposal for the financing and the construction of a zinc smelter and refinery. The Peruvian Mining Society met to discuss this proposal in June but there has been no public comment about it since then. The plant is apparently needed but it will not become a reality until someone can obtain contracts from the small and medium mines, guaranteeing to sell their minerals to the plant.

Highway to the Jungle

Because of the swampy terrain, the hundred-mile Aguaytia-Pucallpa section of the Central Highway that connects Lima with the navigable waters of the Amazon River system is frequently closed to traffic during the five-month rainy season. In spite of its poor condition this is one of Peru's most important roads and the Government is anxious to have it properly surfaced. The total cost of surfacing this section is esti-

mated at \$11 million; the Peruvian Government will provide about \$2 million. The Development Loan Fund has approved in principle a U.S.\$4.5 million loan for the highway and the World Bank has expressed willingness to negotiate a further loan of U.S.\$4.5 million. Failure of the Peruvian Congress to approve the interest rate has delayed processing these loans. Fees for the engineering services will be paid from the Development Loan Fund's loan, and Brown & Root Incorporated of the U.S. will reportedly be named consultants, provided the Peruvian Congress approves the interest rate. Contracts for the construction of the road will be awarded on the basis of international competitive bidding.

New Airports

The Peruvian Airport Authority (CORPAC) is constructing a new airport near Lima that will be suitable for commercial jet aircraft; a Peruvian contracting firm has nearly completed the landing strips. The design of the new airport buildings has been selected and in July the President of CORPAC announced that international tenders to construct these buildings will soon be requested.

During a speech to Congress in July, President Prado said a \$5 million credit had been received for the construction of airports throughout Peru. The President made a similar statement in March when he returned from a trip to Europe. At that time he said a group of Swiss banks was providing the capital and that he had received a similar offer in Italy.

Other Projects

Another potential project is the construction of a small fishing port near Callao, because present facilities are inadequate to handle the large number of anchovy boats that supply the numerous fishmeal plants around Callao. In January a government commission proposed constructing a small fishing port at an

estimated cost of \$800,000 and these plans went to the Ministry of Finance and the Callao Port Authority for study. Nothing has been heard of this project since January but the pier is still needed. Members of the fishing industry are said to have expressed some willingness to assist in financing the construction of it, on condition that it be administered by a private body over which they would have control.

Following a recent trip to the United States, the president of Peru's second largest bank announced it had completed financing for the construction of a U.S.\$5 million oil refinery near Lima. The refinery is expected to have a capacity of 12,000 barrels a day and it will begin operating within two years. According to the bank's president, the Bank of America and Standard Oil Company of California are participating.

Tenders on several large projects have recently been requested. In July the Peruvian Ministry of Development and Public Works called for tenders for a 25-mile extension to the Cuzco-Santa Ana Railway. It is believed the Japanese firm of Mitsubishi Shoji Kaisha Ltd. will receive this contract. Also in July the National Fund for Economic Development requested bids on the financing or execution with financing of 24 small electrical projects, but only allowed 45 days for the submission of bids. The Fund had also called for international bids on the financing or execution with financing of a project for the installation of water and sewage services in 80 towns and cities of nine departments in northern and northeastern Peru. This project must be financed over at least seven years.

On many of these projects the engineering studies have already been made, but listing them will give Canadians some idea of the developments in Peru and perhaps the realization that there may be opportunities for selling Canadian engineering services there. ●

Lebanon's Commerce Improves

Lebanon continues to attract foreign investment, and revenues from customs duties and transit trade are climbing. Market is competitive, but prospects are good for Canadian exporters.

W. B. WALTON, *Assistant Commercial Secretary, Beirut.*

THE general improvement in the Lebanese economy during 1959 continued into 1960—consumer demand is high, the port of Beirut is busy, and banks are active (44 approved banks are now in operation). Construction is also booming, thanks largely to the influx of capital from Arab countries for investment in real estate.

Lebanon's rival ports of Latakia (Syria) and Aqaba (Jordan) have taken away some of Beirut's former transit tonnage, though Lebanese ports are generally busy and customs receipts are high. Revenues from customs duties at the end of June 1960 climbed to L.£54 million, compared with L.£40 million for the first half of 1959.

Investment Aids Expansion

The Lebanese Government, aware of the necessity of developing industries that are economically sound, has encouraged capital investment in this field which, at the end of 1959, totalled L.£435 million. Today Lebanon has approximately 3,302 factories employing some 39,000 workers. Twelve new companies were incorporated during the first three months of 1960. To encourage commercial and industrial interest in northern Lebanon, the 1960 budget provides for installation of an annual International Fair at Tripoli; the first one is expected to open in July 1961.

Other expansion plans are proceeding with foreign aid. The Development Loan Fund has signed agreements with a private (agricultural and industrial) development bank and with an electricity firm in Lebanon for loans of \$5 million

and \$500,000. DLF will also lend \$400,000 to an aluminum fabricating plant to permit it to make articles such as tubes, structural sections, home and office fittings. The Export-Import Bank has agreed to make available a credit of \$3.1 million towards construction of an eleven-storey hotel in Beirut.

An additional 30-inch oil pipeline has been completed from the Syro-Lebanese border to the port of Tripoli. Oil from the IPC wells in Iraq will now flow across Lebanon at the rate of 10.5 million tons a year, increasing annual oil-transit revenues from L.£1.25 million to L.£1.48 million.

Weak Spots

There are at present two weak spots in the economy: textiles and agriculture. Textile manufacturers for some time have had difficulty in selling their goods on the local market and have had to lay off workers. To protect the local industry they are requesting the Government to increase duties on imported textiles and to prohibit import of woollen, silk and cotton fabrics for one year.

Importers and merchants, who benefit from a high degree of free trade, are against increases in customs duties. The Government is studying the problem closely, but with the growing number of industries in the economy, it is probable that the pressure for protection of local industry will increase.

Irregular and insufficient rain during the winter of 1959-60 damaged crops such as olives, bananas, potatoes, and onions, and drought and insects cut the wheat harvest

to an estimated 20,000 tons. A normal crop averages 65,000 to 70,000 tons and consumption is over 200,000 tons a year.

Foreign Trade

According to figures released by the Lebanese Customs Administration, merchandise exports in 1959 totalled L.£139.1 million compared with L.£110.5 million in 1958. Goods shipped included apples, oranges, tobacco, hides, woollens, and dried fruits. Imports jumped sharply to L.£699.8 million from L.£518.1 million in 1958. This resulted in a foreign trade deficit of L.£560.7 million compared with L.£407.6 million the year before—a 37 per cent increase. The deficit is, of course, balanced by invisible earnings from banking, shipping and transit services, remittances from Lebanese abroad, and tourist rev-

LEBANESE FOREIGN TRADE

	1958	1959
	(million Lebanese pounds)	
Imports		
Britain	87	171
United States	67	76
Syrian Region, U.A.R.	55	63
West Germany	38	56
France	47	51
Italy	32	38
Saudi Arabia	24	34
Turkey	4	20
Belgium	15	16
Iraq	22	16
Switzerland	11	13
Egyptian Region, U.A.R.	9	12
Japan	6	10
Sweden	12	10
Soviet Union	3	5
Exports		
Syrian Region, U.A.R.	19	21
Saudi Arabia	13	17
Jordan	10	12
Iraq	5	10
United States	6	9
Soviet Union	4	6
Iran	2	5
Britain	5	4
Italy	3	4

enues. The latter are estimated to have reached L.£ 110 million during 1959.

The increase in imports indicates not only greater industrial activity and a higher consumer demand but also extensive transit trade through Lebanese ports and free zones.

As the table shows, Britain's share of Lebanon's imports has risen from 16.7 per cent in 1958 to 24.5 per cent in 1959; West Germany's share has also risen slightly. United States exports to Lebanon dropped from 12.9 per cent of total Lebanese imports to 10.8, though the actual value of goods shipped rose slightly. The Soviet Union boosted

its sales from L.£ 3 million to L.£ 5 million, or .08 per cent of total Lebanese imports.

Canada's Share

In 1959, Canada exported goods valued at \$3.4 million to Lebanon—a substantial increase over the \$2.2 million of 1958. It must be remembered, however, that the figures include large Canadian donations of wheat flour to the United Nations Relief and Works Agency for Palestine Refugees. These shipments in 1958 and 1959 were valued at \$1.16 million and \$1.38 million.

During the first half of 1960, Canadian sales to Lebanon totalled

\$656,785, compared with \$1.7 million (over \$1 million worth of flour) in the same period of 1959. The principal commodities moving in this trade are asbestos milled fibres, washing machines, flour, passenger automobiles, Douglas fir and medicinal preparations. Our purchases from Lebanon in 1959 totalled only \$27,040, down from \$80,750 the year before.

With stiff competition from the neighbouring countries, from the United States and the Soviet Union, Canadians will not find Lebanon an easy market. However, its potential is good, and it continues to offer interesting opportunities. ●

The Netherlands Textile Industry

Rapid postwar growth has marked all sectors; pattern of exports is changing. Canada both buys textile products from Holland and sells small quantities to her.

N. RIEMEIJER, *Office of the Commercial Counsellor, The Hague.*

THE textile industry, one of the oldest in the Netherlands, is now divided into the following main branches: cotton, linen and rayon; wool; knitwear and hosiery; carpets; coir and sisal fibres; narrow goods and lace; textile processing, and cordage and netting.

Cotton, Linen and Rayon

Since the cotton spinning and weaving mills also handle large quantities of flax and rayon, these three industries are regarded as a single entity. At the end of 1958 this sector of the textile industry consisted of 142 establishments. Equipment included 1,103,608 spindles and 35,721 looms (14,826 automatic).

In 1958 Dutch cotton mills produced 63,042 tons of cotton yarns

and 3,447 tons of rayon yarns and the weaving mills used 69,398 tons of yarn. The cotton industry depends entirely upon imported raw materials, including raw cotton and yarns. These are brought in mainly from Belgium and the United Kingdom.

In 1959 Netherlands exports of cotton yarns totalled 8,489 metric tons worth Can.\$9.3 million and exports of cotton fabrics 28,891 metric tons valued at \$73.8 million.

Linen production is also important; most of the linen yarns are processed in mills that also manufacture cotton fabrics. Linen can be produced entirely from domestic raw materials because the Dutch flax is of excellent quality and even finds a ready market abroad. In

1958 flax-fibre exports (mainly to Belgium) totalled 66,475 metric tons valued at \$3.8 million. Exports of linen yarns totalled 1,221 tons worth over \$1 million, but most linen products are sold in the domestic market. In 1959, less than 300 metric tons were exported.

The rayon industry has developed at an astonishing rate. In 1938 the output of rayon yarn and staple fibre totalled 9,300 tons. In 1958, despite wartime destruction, the value of rayon yarn output was \$59.6 million, some 40 per cent of which was exported. The Netherlands has become the world's second largest exporter of rayon yarn. In 1959 approximately 9,000 tons of fabrics made from rayon and entirely synthetic yarns, valued at some Can.\$18.5 million, were shipped abroad.

After the war, nylon production began in the Netherlands, using basic materials supplied by the Chemicals Division of the Netherlands State Coal Mines.

At the end of 1958 the Netherlands woollen industry comprised 98 spinning and weaving mills, with some 330,000 spindles and about 7,600 looms, over 900 of which are automatic.

Because only 4 to 5 per cent of wool requirements can be provided locally the industry must rely on imports, principally from Australia, New Zealand, South Africa, Argentina and Uruguay. In 1959 the industry imported 16,560 metric tons of wool worth \$18,724,000. In addition, 8,567 tons of wool tops, valued at \$17,408,000, were brought in. The woollen industry produced in 1958 over 26,800 metric tons of woollen yarns, more than 42 million square yards of woollen fabrics, about 2 million square yards of upholstery materials, nearly 3,500 metric tons of hand-knitting yarns, and about 5.4 million square yards of hair-yarn lining materials. An average of 25 per cent of Netherlands production of woollen goods is exported to about 60 countries; Belgium and West Germany are the largest customers.

Knitwear and Hosiery

The 198 Netherlands knitwear and hosiery firms are scattered over a wide area. This industry caters mainly to domestic requirements; sales in 1958 totalled nearly Can. \$72.2 million and only about Can. \$2.9 million was earned from exports. In recent years this branch of the industry has steadily improved its position in foreign markets.

Carpets

There are at present 38 enterprises in the Netherlands engaged entirely or mainly in the production of carpets and piecegoods of wool, cotton, etc. They turn out floor coverings of various kinds over a wide price range.

The total turnover of the domestic carpet industry in 1958 reached nearly Can.\$19.4 million;

exports were valued at some \$2.5 million. The principal customers for hand-knotted woollen carpets and table covers in 1958 were West Germany and the United States. Other types of woollen carpets and table covers were sold principally to West Germany, Belgium-Luxembourg, and the Scandinavian countries.

Coir and Sisal Fibre

The manufacture of coir carpets, mats and runners is a well developed branch of the textile industry, with 23 enterprises engaged in it. The Netherlands is, in fact, the world's largest producer of coconut-fibre floor coverings, with an annual output of approximately 9.6 million square yards, or slightly more than 20 per cent of total world production. During the last few years, exports of coconut-fibre coverings have averaged more than one million tons a year.

In addition, the industry processes sisal yarn and jute into both fitted and loose floor coverings. In 1958, 2,211 tons of sisal floor coverings worth \$1,425,000 were shipped abroad. Exports of jute floor coverings reached 447 tons with a value of nearly \$500,000.

Narrow Goods and Lace Industry

At present 38 factories are engaged in the manufacture of ribbons, braids, trimmings and lace. Their total 1958 turnover was valued at approximately \$7.5 million. Exports had a value of nearly Can.\$257,000.

Cordage and Netting

In the Netherlands, where navigation and fishing have been practised since very early times, the manufacture of cordage has become an important industry. The items produced at present include string; twine; sisal, manila, cotton and hemp rope. In 1958 cordage exports were valued at some \$5,750,000.

The manufacture of fishing nets is also important. This branch covers not only domestic requirements but also ships to foreign

markets; exports were worth \$1.75 million in 1958.

Trade with Canada

The pattern of Netherlands textile exports has changed radically since World War II. The Indonesian market, which once took 70 per cent of Dutch exports of cotton fabrics, has been lost completely. However, other markets have been found closer to home. In 1959 about 55 per cent of textile exports went to other European countries, 20 per cent to Africa, and 6.6 per cent to Asia. The significance of the Common Market to Netherlands textile manufacturers can be seen from the fact that exports to EEC countries accounted for 37 per cent of total exports in 1959, compared with less than 4 per cent in 1949.

Canada is more important to Dutch producers as a market than as a source of supply. In 1959 the only Canadian textile exports to Holland were small amounts of unbleached cotton, plus some cotton and synthetic fibre wastes, a little wool and some synthetic fibre.

Canada, on the other hand, purchases appreciable quantities of Netherlands textile yarns and fabrics. In 1959, for instance, imports of Dutch yarns were valued at nearly \$650,000, cotton fabrics \$1.7 million, wool fabrics over \$240,000, rayon and other synthetic fabrics over \$220,000. In addition, imports of clothing were worth about \$235,000 and other textile manufactures about \$198,000.

At the moment, the outlook for future growth in Canadian exports of textiles to the Netherlands is not promising. However, with prosperity increasing rapidly here as in other European countries, there may be a possibility of developing limited sales in style goods. Once again, Netherlands producers, who have been steadily improving the quality of their products to compete in European markets, are in a better position than ever before to supply the relatively high quality goods that Canadians demand. ●



Commodity Notes

Coffee

BRAZIL—According to provisional figures issued by the Instituto Brasileiro do Cafe (IBC), exports of coffee during June amounted to about 1.3 million bags, compared with 772,000 bags in June 1959, bringing exports during the 1959-60 coffee season up to a record 17.7 million bags. Detailed statistics issued by the IBC for the first five months of the year show the volume and value of coffee exports during this period as 6.6 million bags worth U.S.\$285 million, compared with the corresponding figures for last year of 6.7 million bags at U.S.\$288 million.

The U.S. Department of Agriculture has estimated world production in the 1960-61 coffee season at 71.3 million and world exportable production at 58.1 million bags, compared with 77 million and 65.1 million bags respectively for the 1959-60 season—São Paulo.

Ferro Chromium

SWEDEN—Scandinavia's largest producer of ferro-alloys for use in the steel industry, AB Ferrolegeringar, Trollhättan, has recently put into operation a new plant for producing ferro chromium. The extension scheme, begun in 1957, has cost \$4 million and will double the output to 20,000 tons a year in 1960.

The company's ferro chromium, with a carbon content of only 0.02 grams per ton, is produced under licence by the Perrin method. This is now its main product, among some 100 different refined composite metals. About 60 per cent of the output is sold to the Swedish iron and steel industry and 40 per cent is exported to some 25 countries. The U.K. takes somewhat less than half of the exports—Stockholm.

Iron Ore

INDIA—India's output of iron ore reached almost 8 million long tons in 1959, up from just over 6 million tons the previous year and thus maintaining the upward trend of the past decade. Inauguration during 1959 of the three publicly-owned steel mills (Rourkela, Bhilai and Durgapur) and completion of expansion programs at the older privately-owned mills of Jamshedpur and Burnpur were the chief reasons for the increase. Shipments to Indian mills climbed to 5.7 million long tons in 1959, a rise of 60 per cent over 1958.

Exports rose significantly to 2.5 million long tons, of which 1.7 million tons went to Japan. It is estimated that by 1965, on the basis of existing contracts, exports will be at the rate of 7 million tons a year, with the distinct possibility of even larger sales. Japanese steel interests especially are directly fostering the development of a number of ore bodies. India possesses immense deposits of high-grade iron ore suitable for direct charging of furnaces—New Delhi.

Livestock Feed

JAMAICA—The Birdsey Company of the United States is awaiting approval from the Jamaican Government to build a feed mill designed to have a capacity of 300 tons a week. The firm is particularly interested in supplying feed for egg production, and has launched an egg-producers' training program—Kingston.

Pulp Mill

SWEDEN—Wargöns AB plans to erect a hardwood pulp mill in conjunction with its present plant. The new mill will have a yearly capacity of 30,000 tons and will come into production early in 1962. A prerequisite for the erection of the mill, however, is that it obtain the prior approval of the local water-pollution authorities—Stockholm.

Steel Mill

GREECE—The Greek Government will set up a \$75 million steel mill. The project will be undertaken by the government-controlled Industrial Development Organization (OBA), in co-operation with local and foreign steel mills. It will have a minimum annual output of 250,000 tons of steel, using about 400,000 tons of domestic iron ore, and will save \$16-\$18 million annually in foreign exchange spent on imports. Consumption of iron and steel is increasing rapidly and by 1964 may reach 600,000 tons a year—Athens.

Teleprinters

INDIA—The Government of India has signed an agreement with Olivetti of Italy for the establishment of a factory to manufacture teleprinter machines for the first

time in India. The plant, to be owned by the Indian Government, is scheduled to begin operating in 1961 and to attain full production at the rate of 1,000 teleprinter machines a year by 1964, plus ancillary equipment. Indigenous content is to rise from 13 per cent initially to 100 per cent by 1965.

Olivetti is providing knowhow, machinery and training facilities for Indian technicians. The site of the factory has not yet been selected—New Delhi.

Tobacco

CUBA—A recent government resolution created a General Tobacco Administration which will function as a section of INRA (National Agrarian Reform Institute). This new body is given powers to select areas for tobacco production, fix production quotas and selling prices, set dates for planting and harvesting, buy and sell tobacco on the domestic market, export tobacco through BANCEC (National Foreign Commerce Bank) and generally control all phases of the Cuban tobacco industry—Havana.

Tractors

BRAZIL—The Brazilian subsidiary of J.I. Case Company of the United States is planning to invest over U.S.\$2 million in a heavy tractor plant in the State of São Paulo. This investment will be in the form of equipment and machinery to be imported without exchange coverage. Though initial production is only 400, total capacity is 2,000 units. Perkins engines produced in São Paulo by a subsidiary of Massey-Ferguson will supply the engines—São Paulo.

Wood Products

NORWAY—The Norwegian wood-processing industry has expanded considerably during the past ten years, and EFTA should offer even greater opportunities for growth. Expansion will probably be concentrated on further processing of mechanical and chemical pulp. From 1950 to 1959, Norway's annual production of mechanical pulp rose by 32 per cent to over 700,000 tons, that of sulphite pulp by 31 per cent to 535,000 tons, sulphate pulp by 93 per cent to 143,000 tons, paper and cardboard 49 per cent to 714,000 tons, and wallboard 79 per cent to 110,000 tons.

A shortage of raw material may put a brake on further expansion. There are reserves of hardwood, however, and recent research has made it possible to use increasing quantities of hardwood for pulp production—Oslo.

Wool

SOUTH AFRICA—Wool production has increased almost 2.5 times during the past 50 years. In 1910, 124.3 million pounds of wool, valued at £3.7 million,

was produced from 21.8 million sheep. Preliminary figures indicate that 295 million pounds will be produced in 1959-60 from 35 million sheep; it is valued at £50 million. The large increase in production per sheep is attributed to improved sheep breeding and feeding. The average price per pound in 1959-60 increased 8d, over the 1958-59 price—from 32.9d to 40.9d.

The United Kingdom is still the largest buyer, but exports to Belgium, Switzerland, Germany and Sweden are increasing. Sales to Russia were down 40 per cent in 1959-60, but Communist China bought 47 per cent of all wool tops, an increase of 200 per cent over the 1958-59 season—Cape Town.

Zinc

BRAZIL—The Metallurgica Inga is to install a new zinc factory in Rio Grande do Sul; it should be operating by 1962, using electric power from the Tres Marias power plant. To achieve an output of 20,000 tons a year, the factory will need about 10,000 kw. Metallurgica Inga will use a new process which consists of extracting zinc from oxidized minerals. One of the advantages of this method is that there are adequate deposits of such minerals in this country—São Paulo.

Trade Commissioners on Tour

In territory:

A. A. BARRIGA, Commercial Assistant in Bogotá, Colombia, will visit Quito and Guayaquil in Ecuador from November 7-11.

P. A. FREYSENG, Assistant Commercial Secretary in Vienna, Austria, will visit Bucharest, Romania, and Sofia, Bulgaria, from November 22-30, and Budapest, Hungary, from December 13-16.

T. F. HARRIS, Consul and Trade Commissioner in New Orleans, will visit Dallas and Fort Worth in Texas, Tulsa and Oklahoma City in Oklahoma, and Little Rock in Arkansas, towards the end of October.

R. K. THOMSON, Commercial Counsellor in Vienna, Austria, will visit Belgrade, Zagreb and Ljubljana in Yugoslavia, from October 31-November 11, and Prague, Czechoslovakia, from December 5-9.

F. I. WOOD, Vice Consul and Assistant Trade Commissioner in New York, will visit Albany, Schenectady, Troy, Amsterdam, Utica, Syracuse, Rochester and Buffalo from October 25-November 5.

Businessmen who would like these officers to undertake assignments should get in touch with them at their posts as soon as possible. Write to the Commercial Secretary at Bogotá, Mr. Freyseng and Mr. Thomson at Vienna, Mr. Harris at New Orleans, and Mr. Wood at New York.

Canada's Trade Fair Program 1961-62

ABOUT this time every year, the Department of Trade and Commerce announces the schedule of trade fairs it plans to enter during the coming season. Businessmen familiar with this program in the past will note a few new entries this year, such as the International Boat Show, the exhibition of the packaging, engineering and chemical industries in London, and the three new fairs in West and Central Africa. Among the most exciting projects for department officers involved in trade-fair planning in the next few months will certainly be the two solo fairs in Nigeria and Ghana that Trade and Commerce hopes to put on in early 1962. These will be new ventures in this part of the world—probably modelled closely on our trade fairs in The West Indies in 1959—and will be designed to make the most of business opportunities opening up in these two young nations.

Businessmen interested in participating in any of these fairs should get in touch with the Department as soon as possible, either through a Commodity Officer with whom they are already acquainted, or through the Trade Fairs Abroad Division, Trade Publicity Branch, Department of Trade and Commerce, Ottawa. They will obtain market data, information about promoting their products in a particular market, and details about the fairs themselves.

Following is a list of the general and specialized fairs in which the Department is participating in 1961, plus a portion of the program for 1962.

London
England
Jan. 4-14

International Boat Show. This is a special fair sponsored by the *Daily Express* and is open to the general public. Products include boats of all kinds, outboard motors, water skis, fishing tackle, rubber boots and waders, camping and hunting equipment. The Department of Trade and Commerce is participating for the first time.

Chicago
United States
Jan. 22-26

National Sporting Goods Association Convention. Visitors to this fair, drawn from Canada, the U.S. and abroad, are restricted to the trade. Products include sporting goods and sportswear for the United States market. Visitors in 1960 totalled 12,560, exhibits 649.

Chicago
United States
Jan. 29-Feb. 2

National Association of Home Builders Convention. The Canadian exhibit of materials and equipment used in home building will be organized on an "institutional" basis—products will be displayed by the industry as a whole.

London
England
Mar. 7-Apr. 3

Daily Mail Ideal Home Exhibition. Probably the biggest showcase in Britain for consumer goods; usually attracts about 1½ million visitors. Canadian exhibit will include appliances, clothing and accessories, footwear, furniture and furnishings, sporting goods, tools, toys, foods and beverages.

Paris
France
Apr. 12-17

Fur Industries Salon. Organized by the French fur industry; is open only to the trade. Canada will show raw and dressed pelts.

Frankfurt
Germany
Apr. 20-23

European Fur Fair. Open to all countries. Our exhibit is designed to encourage and maintain interest in Canadian pelts.

London
England
Apr. 20-May 4

Engineering, Marine, Welding, and Atomic Energy Exhibition. An international specialized trade fair held biennially; shows the latest achievements in scientific research and engineering technology. Canada hopes to promote the sale of engineering equipment and consulting services in Britain. The Department's first appearance in this exhibition.

A night shot of the all-Canadian trade fair in Kingston, Jamaica, in January 1959, showing the entrance marquee and the geodesic dome.





At the Frankfurt Fur Fair, April 16-19, 1959, buyers examine prime Canadian furs. This is the biggest exhibition of its kind in the world.

Detroit
United States
May 22-25

Design Engineering Show. Highlights products of new and original design; is aimed at the design engineer looking for components and ideas for a project. An opportunity to take advantage of interest in Canadian technical knowhow shown in previous fairs.

London
England
May

Leather Importers, Factors and Merchants Association Exhibition. Caters to a narrow but important segment of the U.K. leather industry. A small, hotel-room type of show that attracts about 2,000 buyers. Participation arranged by British agents of Canadian leather firms.

London
England
Sept. 5-15

International Packaging Exhibition. A specialized trade show to promote packaging equipment, and paper and plywood used in all types of packaging. Department is hoping to boost sales of paper products and to test market prospects for Canadian equipment.

Cologne
Germany
Sept. 23-Oct. 1

Provisions and Fine Foods Exhibition (ANUGA). Canada participated officially for the first time in 1959, displaying the products of 26 Canadian food exporters. ANUGA is a specialized biennial show; covers all aspects of the food industry including packaging equipment, store planning and advertising.

Lima
Peru
Oct. 1-18

Pacific International Trade Fair. One of the largest ever organized in South America. Canada plans to display chemicals and allied products, consumer goods, engineering and industrial equipment, and paper products.

Detroit
United States
Oct. 23-27

National Metal Congress and Exposition. All types of machinery and materials used in the metal-using and fabricating industries are displayed. Canada's exhibit includes machine tools, components and materials.

London
England
Nov. 15-29

Building Trades Exhibition. Canadians have exhibited in this show every year since 1955. It covers all aspects of the building industry and is directed at architects, contractors and municipal engineers. Canadian display features Canadian woods and their use in timber-frame construction.

New York
United States
Nov. 27-Dec. 1

Exposition of Chemical Industries. Held every two years, this show covers chemical processing and laboratory equipment, instruments, chemicals, materials, and materials handling and packaging equipment. Department hopes to prove that Canadian technical and engineering processes in the chemical field can be marketed in the U.S.

Chicago
United States
Dec. 10-14

National Association of Home Builders Convention. Same show as held January 29-February 2, 1961.

Additional Fairs Scheduled for 1962

Accra
Ghana
Jan. (second week)
Lagos
Nigeria
Feb. (final week)

Solo fairs, of the type organized in the West Indies in 1959. Opportunities are excellent for expanding sales in these growing markets, and Canada has a good chance to make a lasting impression.

Johannesburg
South Africa
March 1-15

Rand Easter Show. A semi-specialized industrial trade fair with a heavy accent on consumer goods. Canada has its own permanent pavilion.

Detroit
United States
March 15-23

American Society of Tool Engineers Tool Show. Specializes in machine tools and in components and materials used in the metalworking industries. Will be held in Detroit's new Cobo Hall.

Bulawayo
Southern Rhodesia
May

Central African Trade Fair. The Department will participate either at Bulawayo or at the Royal Salisbury Show, listed below. The Bulawayo fair is held every year and attracts about 150,000 visitors during its two-week run. Products Canada will display include chemicals, consumer goods, engineering equipment and forest products.

Salisbury
Southern Rhodesia
September

Royal Salisbury Show. Same type as the Bulawayo fair. Canadian exhibit was a highlight of the 1959 show; products were housed in portable geodesic dome owned by Canadian Government Exhibition Commission.

Sponsored by the Department of External Affairs

Jan. 1961

Grüne Woche (Green Week), Berlin, West Germany

June 1961

Poznan International Trade Fair, Poznan, Poland

Sept. 1961

Zagreb International Trade Fair, Zagreb, Yugoslavia.

Oct. 1961

German Industries Fair, West Berlin, Germany

Toymakers

Try the Venezuelan Market

Canadian exporters of toys stand a good chance to strengthen their hold on the Venezuelan market; Venezuelans are avid toy buyers and make scarcely any themselves.

G. J. FONS, *Office of the Commercial Counsellor, Caracas.*

CANADIAN toymakers who are looking for export markets should scan the prospects in Venezuela. Venezuelans have a great passion for toys, yet they make very few themselves and they import from almost every toymaking country in the world. High production costs and lack of skilled labour seem to have been the main obstacles to establishment of local toy industries. The Venezuelan plastic industry makes a few toys as a sideline but production is negligible compared with the volume of imported toys.

Venezuelans are very fond of children and frequently give them gifts of toys. Even poorer parents cannot resist the temptation of spending a few bolivars on toys for their children when they are passing the stands of the many street vendors. Shoppers are wooed by exhibitions of beautiful toys from all over the world—exhibitions set up by local agents at their showrooms and, of course, by toy shops and department stores. Street peddlars sell the cheaper types of toys the year round and these are bought at any time to surprise a child. Presents are almost

a social obligation on children's birthdays and at Christmas time.

Piñatas

Children's birthdays are celebrated in style, almost like adult parties, and every boy or girl brings a gift to the host. The most exciting moment of the party is the destruction of the piñata—a paper or papier mâché figure representing an animal, a vessel or something allegorical. The child who is celebrating his birthday hits the piñata (which is suspended from the ceiling) with a stick until it breaks, spilling out its contents (candies and small toys). Japan and Hong Kong supply most of the cheap celluloid toys, whistles, etc., for the piñatas at quotations as low as 80 cents per gross.

Christmas is, of course, the time when toy sales are largest and the custom of giving presents is widespread. Where North Americans would perhaps only write a card, Venezuelans send a present and children must have gifts for all their friends and playmates. Families even compare the quality and quan-

tity of toys their children receive and parents in buying presents for their own children try to outdo other families. Most enterprises pay their staffs up to two months' extra salary in December and large sums go for toys, often expensive ones. Government departments and big companies buy up large quantities to be given away during office Christmas celebrations.

Where They Come From

The United States and Japan are the main toy suppliers, the former because of its huge domestic market and large-scale production, the latter because of the low cost of skilled labour. Both countries sell cheap toys: the U.S. mostly mass-produced plastic ones, and Japan a vast range from cheapest celluloid to cleverly made mechanical toys driven by springs or tiny battery-powered electric motors. The U.S. also supplies the higher-priced mechanical lines, such as toy railways. Competition from West Germany is growing, particularly in medium and high-priced mechanical toys. Canada is not a large supplier, but our sales have been rising, as the accompanying DBS figures show.

CANADIAN TOY EXPORTS TO VENEZUELA

	Dolls	Toys
	(Canadian dollars)	
1957	20,926	16,589
1958	33,845	26,015
1959	106,341	50,385

Tricycles, bicycles, toy wagons and automobiles are supplied by many countries; the better quality ones come from Britain, Canada, the United States and Germany. Japan and Hong Kong offer those in the lower-priced range.

Italy is the main exporter of dolls, popular here because of their carefully made and elaborate clothing. Certainly attractive clothes, low quotations and modern designs account for much of the headway made by Canadian doll manufac-

turers in Venezuela. Substantial quantities of Canadian dolls are exported directly but many of them go through U.S. export houses. Canadian makers of plush and plastic dolls, we are told, have increased their sales notably during the last few years.

Making the Sale

Most Venezuelan toy importers insist on being shown samples when placing orders. This requires the collaboration of a suitable local agent, who should be provided with a full set of samples early enough in the year to start his sales cam-

paign in late March or early April. Even slight delays in the arrival of samples may affect annual sales unfavourably. Orders for delivery from August to October are usually placed in May to July.

Care should be taken to comply exactly with Venezuelan documentation regulations and with instructions given by the importer on his order sheet. This is especially important for late orders, where delays can cause considerable inconvenience.

The Venezuelan market is price-conscious and although in the toy trade novelty and originality play an important rôle, the lower quota-

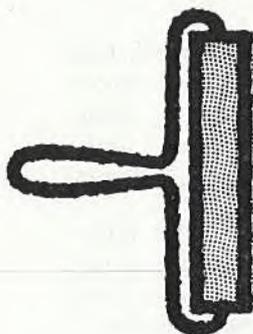
tion is likely to be preferred. Cost is so important that local wholesalers often buy on cash against documents or letter-of-credit terms, in order to enjoy the discounts granted for such payments.

The trade has generally a fair to good record for collections. Import and distribution of the cheaper lines of toys are mainly in the hands of large import houses which in turn sell to retailers of fair standing on credit, or to smaller firms or street pedlars against cash. There is a tendency, especially among the smaller importers, to pay after Christmas either by asking for such terms or by continually postponing payments. However, most accounts are usually settled by mid-January. In periods of economic stress, such as the current one, allowances have to be made for special circumstances.

Toys have not been affected by recent decrees placing so-called extravagant goods under compulsory import licensing or substantially increasing the import duties. This is a proof of the popularity that toys enjoy in this country, and an indication that toy exporters will have a profitable future here for many years to come. ●



Feature of children's birthday parties in Venezuela is the piñata. When the young host hits the piñata hard enough, it breaks open and spills out candies and diminutive toys to delight the small fry. Cheap celluloid playthings, whistles and novelties are much in demand for filling these piñatas; Japan and Hong Kong have captured the major share of this rather specialized market.



Paints and Varnishes

The Market in Iran

Various types of medium quality paints have to be bought abroad; so do raw materials. Government and oil consortium make large purchases, often by tender, but competition is keen.

A. B. BRODIE, *Commercial Counsellor, Tehran.*

THE Iranian paint and varnish industry is still in its infancy, with only three producing factories of any size. Together they have an output of some 1,700 tons a year of paints and varnishes made from imported pigments and local vegetable oils. Output includes the usual types of oilbase paints and varnishes, emulsion paints, enamels, synthetic paints and thinners.

Like other domestic industries, the Iranian paint industry receives adequate, if not generous, tariff protection of between 25 per cent to 30 per cent ad valorem. Over and above the customs duty, a new commercial profit tax of 5 per cent ad valorem has been imposed.

Market Analyzed

Imports of paints and varnishes, according to statistics published by the Customs Administration, reached a value of 780 tons worth some \$830,000 in 1959. The important suppliers were Germany (37 per cent), the United States (25 per cent), the Netherlands (8.7 per cent), Denmark and Norway (each 8.6 per cent), and the United Kingdom (8.4 per cent). Apart from the commercial market here, certain government departments and

the oil consortium buy large quantities of paint (over \$630,000 worth a year) and these purchases are exempt from customs duties. In-

IMPORTS OF PAINT INTO IRAN, 1958-59

(with principal suppliers)

	Weight (kilos)	Value (rials)
Oil paints		
Germany	2,286	275,613
United Kingdom	4,978	315,221
Netherlands	7,153	503,038
Total	14,417	1,093,872
Other prepared paints		
United States	6,694	490,941
United Kingdom	7,377	391,023
Ceylon	4,223	271,177
Total, including all suppliers	24,415	1,513,583
Varnishes, even if mixed with other dyes—condensed or uncondensed		
Germany	211,291	17,812,125
United States	164,033	14,647,774
Denmark	96,737	5,185,455
Netherlands	76,550	5,086,596
Total, including all suppliers	619,691	47,925,547
Synthetic shellac		
Germany	41,369	3,361,558
United Kingdom	27,675	2,562,480
Switzerland	17,066	2,982,036
Japan	7,279	292,570
Total, including all suppliers	99,182	9,613,266

teresting and competitive government tenders are called from time to time and these attract offers from many sources. There are no restrictions on paint imports and import permits can be obtained with little or no difficulty.

Imports consist chiefly of automotive finishes, emulsion paints, industrial enamels, plastic paints, cellulose lacquers and other synthetic paints.

The c.i.f. prices of United States and Western European paints are as follows:

Automotive paints	
Basic and mixing lacquers	\$1.50 to \$3.00 per quart
Organic paint	\$1.80 to \$3.25 per quart
Organic reds and maroons	\$2.00 to \$4.35 per quart
Automotive finishes	\$2.00 to \$3.75 per quart
Household paints	
Synthetic lacquers	\$2.00 to \$3.50 per quart
Plastic paints	\$2.00 to \$3.20 per quart
Emulsion latex	\$2.10 to \$3.35 per quart

Apart from government and oil consortium purchases, paints are normally imported in one quart or one gallon containers. The market prefers U.S. measures.

Payment terms vary from irrevocable letter of credit to three to six months after arrival of the goods at the seaport of Khorramshahr in the Persian Gulf.

Sales Promotion

Manufacturers usually send their agents and distributors a good supply of illustrated folders and the farsi text is added in Iran. Advertis-

ADVERTISING RATES

Cinemas	—10,000 rials per minute
	— 7,500 rials per 30 seconds
	— 5,000 rials per 15 seconds
Television	— 3,000 to 5,000 rials per minute (depending on the time of day)
Newspapers	— 1,750 rials for two 5" x 4" column

Note: 75 rials=one U.S. dollar.

ing in the local newspapers is common and filmstrips for the Iranian television station and cinemas have proved effective.

Approximate advertising rates for cinemas, television and newspapers are shown in the table on the left.

All the important international paint companies are doing business here. At the moment, however, the market is saturated and even the better known brands are not selling well. Iranian customers want standard quality as opposed to low grade paints. At present U.S. suppliers dominate the automotive paints market, Denmark enjoys a fair share of sales of household

paints, and Dutch plants are shipping important stocks of powder paints (to which oil is added locally).

If Canadian companies can match European plants both in prices and payment terms, possibilities of entering this market are good. On tenders, Canadian suppliers must be prepared to submit a participation banker's guarantee (normally 5 per cent of the total cost) with their c. & f. Khorramshahr prices. ●

The Market in Pakistan

A thriving, government-protected industry supplies most of local needs; imports about one-third of its raw materials.

J. B. McLAREN, *Assistant Commercial Secretary, Karachi.*

PAKISTAN'S paint industry, thanks to swift expansion in the last eight years, today supplies most of the country's needs. Before partition there were six fairly large paint factories in what is now West Pakistan, but these closed down in 1947 and as a result most of the paints used were imported. The local industry never really got a foothold until it was granted protection in 1952. At that time the customs duty on raw materials was reduced and imports of paints were restricted. With foreign capital and technical assistance the industry has made great strides and now has the capacity to meet most of the domestic demand.

There are five major paint factories in West Pakistan—four in the Karachi area and one in Lahore—several pilot plants in East Pakistan, and many smaller units throughout the country. Practically all types of paints and varnishes (except automotive and marine paints) are being or can be made

here. The limiting factor is the scarcity of raw materials, about one-third of which have to be imported, and the shortage of foreign exchange. The industry could treble production under more favourable conditions but this is not possible at the moment and paint manufacturers are enjoying a seller's market.

Imports Controlled

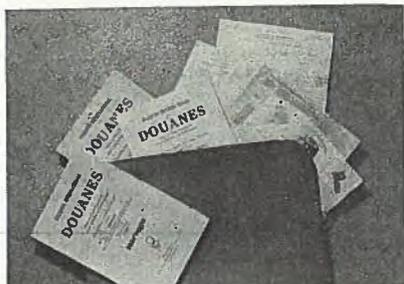
Pakistan's import policy protects the paint industry. Special paints—including automobile paints with cellulose base and synthetic enamels—are licensable, but because most of these are now made locally, only a small percentage of the quota is permitted entry. Pigments and dry colours are freely licensed (it is, in fact, only in this category of compounding materials that significant imports are made). The remaining licensing category is listed as "painters' materials, all sorts". An interesting product allowed in under this group is nitrocellulose

lacquer, which is not made in Pakistan.

Opportunities to sell Canadian-made paints in this market are limited. There is a small demand for specialty paints (such as synthetic enamels and nitrocellulose lacquers) but varnishes, which are in short supply, are specifically denied entry. The demand for most other types will be met by the local industry.

Raw Materials Imported

Paint manufacturers must import the following raw materials: pigments, dry colours, lithophone, barytes, chemicals for the manufacture of synthetic resins and syrups, chalk, clays, asphalt pitch, glues, gums, resins, linseed oil, extenders, thinners and driers. In 1959, the value of imported dyes and colours was roughly \$4.9 million (\$7.7 million in 1958), and they came principally from West Germany, the United Kingdom, Japan, Italy and France. Though the market for paints, varnishes, enamels and lacquers is practically closed to outsiders, the supplying of raw materials might prove of interest to Canadian producers. ●



Trade and Tariff Regulations

Cuba

STATE TRADING—Mr. R. R. Parlour, the Canadian Commercial Counsellor in Havana, reports that an additional number of imports have been placed under the control of BANCEC, the Cuban State Trading Agency.

Included among the new imports to be controlled by BANCEC are: dry-cleaning and laundry machinery, parts for projection equipment, photographic materials, and furniture hardware.

In addition, imports of raw materials, spare parts and/or replacements to be used by manufacturers, producers, processors, fabricators of the following products and/or operators in the following industries are now subject to BANCEC:

Stones, sands, clays and asphalt
Salt
Well-drillers and excavators
Liquors, wines and vinegar
Mattresses, pillows and allied lines
Bedsheets, pillowcases, bed covers, towels and plush goods
Wadding and cotton tow
Ice cream
Butter
Alimentary pastes
Yeast
Condiments
Colouring and spices
Metal furniture and bedsprings
Plastics (fabricators and importers)
Hosiery, narrow fabrics, dyed and printed goods, knit goods
Saddles, industrial gloves and mitts
Detergents
Biscuits, sweets, confectionery, candy, chocolates, chewing gum
Garments, rain coats, umbrellas and parasols
Soap, glycerine, perfumery, cosmetics, cleaning and polishing products
Candles
Brooms
Brushes
Inks, paints, varnishes, lacquers and enamels
Glues
Aluminum articles
Galvanized products
Iceboxes
Pins and clips, springs, zippers, clasps and allied lines

For a description of the operation of BANCEC see the trade and tariff note "Cuba: State Trading Begins" in the August 27, 1960, edition of Foreign Trade.

France

NEW LIBERALIZATION MEASURES—The Commercial Counsellor for Canada in Paris reports that the French authorities have announced a further relaxation in import restrictions maintained against certain imports from Canada, the United States, and the OEEC countries of West Europe. This measure increases the percentage of imports liberalized from these countries from 90.5 per cent to 92 per cent.

Among the items deleted from the restricted list and therefore admitted freely are the following:

Certain chemicals and allied products
Some manufactured plastics
Woollen fabrics
Carpets
Hosiery and other clothing items
Felt hats
Floor tiles
Jewellery (except medals)
Semi-fabricated nickel or nickel alloys (bars, plates, sheets, tubes or pipes)
Hand tools
Cutlery
Pumps
Air-conditioning units
Printing machinery
Typewriters

India

METRIC WEIGHTS AND MEASURES—The Government of India has announced the introduction of the metric system of weights and measures in the levy and collection of customs and central excise duties and in the administration of import controls, effective October 1, 1960. The details in shipping documents relating to imports into India must now be expressed in metric units.

IMPORT CONTROLS—The Government of India import trade control policy, recently announced for the licensing period October 1, 1960, to March 31, 1961, contains no basic change in policy. However, because of continuing deterioration in India's foreign exchange holdings and because of expansion of domestic production, established importers' quotas on a wide

range of products have been reduced. Among the items affected are:

	Quota Reduction						
	from 15 per cent of base period to nil						
copper strip, tape, foil, etc.							
copper rods, sections, pipes, tubes, etc.	"	12½	"	"	"	"	"
copper flexible tubes or pipes for passing gas or fluid under pressure	"	50	"	"	"	"	"
brass and bronze wire, rod, sections, sheets, etc.	"	15	"	"	"	"	"
alcoholic beverages	"	10	"	"	"	"	5†
cinematograph films unexposed	"	66½	"	"	"	"	50†
clocks	"	20	"	"	"	"	10†
calcium carbide	"	5	"	"	"	"	*
pasteboard, millboard, cardboard, strawboard	"	10	"	"	"	"	*
cellulose acetate sheets and moulding powder	"	10	"	"	"	"	5†
cellulose nitrate sheets, rods, tubes	"	10	"	"	"	"	5†
PVC compositions including moulding powder	"	10	"	"	"	"	5†

*nil.
†per cent

Twenty-seven new products have been added to the list of those licensable only to actual users. Among the items in this group are ferro-alloys.

Import quotas have been increased for only two items, sugar refinery machinery and spare parts for earth-moving machinery. Controls on a number of industrial machines, motor vehicle parts and medicinal preparations have been made more flexible.

Newspaper publishers are now required to obtain 20 per cent rather than 10 per cent of their newsprint from India's single newsprint mill.

Iran

COMMERCIAL PROFITS TAX AMENDED—The Government of Iran has announced new commercial profits taxes applicable to specified imports, effective August 31, 1960. The new taxes were introduced to check Iran's dwindling foreign exchange reserves and are applied against those goods in customs bond or still afloat. The taxes are levied in the same manner and at the same time as the normal customs import duties and supersede the commercial profits taxes which were announced on March 21, 1960, the beginning of Iran's current calendar year 1339.

Commercial profits taxes were first introduced in the year 1957-58, when some relaxation of import controls took place. The commodities subject to import restrictions during the preceding year, and on which import restrictions were relaxed for 1957-58, were made subject to commercial profits tax. The addition of this tax has had the effect of doubling the import duties.

Commodities affected by this amendment of interest to Canada include:

Animal fat (beef), canned fish; canned tomatoes; beer, whisky, gin; woollen textiles; kerosene heaters up to seven kilos, heater parts; iceboxes, refrigerators and coolers; television sets; tape recorders; radios and radiograms; passenger cars.

Details of the commercial profits tax affecting any particular commodity may be obtained from the Asia and Middle East Division of the International Trade Relations Branch.

BANKING SYSTEM REORGANIZED—Under the provisions of a new banking and monetary law, the functions of the Bank Melli Iran have been separated and a new bank established. The Bank Melli Iran, which up to the present has been the issuing as well as the leading commercial bank of Iran, has been divided into two separate banks: the Central Bank of Iran, and the Bank Melli Iran. The Central Bank now comprises the note-issue department and the economic exchange and the bank control divisions of the former Bank Melli Iran. All matters associated with the membership of Iran in the International Monetary Fund will now come under the Central Bank of Iran. The Central Bank of Iran will also take over the administration of government accounts. The Bank Melli Iran becomes a strictly commercial bank.

HEALTH REGULATIONS REVISED—The Commercial Counsellor, Tehran, forwarded on September 21 the text of a traffic circular issued by the Iran Airways. The circular concerns travel to the provinces of Baluchistan and Sistan in the southeast part of Iran and reads, in part, as follows:

"Due to the outbreak of cholera epidemic in Pakistan and Afghanistan, and in order to prevent its penetration into Iran, the Ministry of Health has decreed that travellers to the Baluchistan and Sistan provinces should be inoculated against cholera.

"Effective immediately, all passengers to Zahedan should be in possession of a valid inoculation certificate against cholera, or should have received the first shot of inoculation six days prior to the date of their departure.

"Please bring the above to the notice of all your ticket agents and reservationists."

New Zealand

IMPORT PROGRAM FOR 1961—The New Zealand import program for the licensing period beginning January 1, 1961, was released on September 23 by the New Zealand Minister of Customs. It provides for removal of leaf tobacco from control, and for substantially increased quotas for a considerable number of

items of interest to Canadian exporters. These include canned fish, chain saws, most woodworking machinery, corrugated iron, spirits, industrial gloves, nails, large agricultural machines, and veneers, all of which have been placed under the replacement licensing system.

The program provides for total private imports from all sources of about £240 million (Can.\$655 million), approximately the same level as for 1960. However, the number of exempt items is being increased from 12 to 16, those under the automatic licensing system from 30 to 63, those subject to individual consideration from 189 to 264, and those subject to token licences from 136 to 157. The number of items which are prohibited import is being reduced from 184 to 124. Similarly, there will be a reduction from 320 to 248 in the number of items receiving licences on the basis of quotas derived from the history of past imports.

The replacement licensing system has been modified in that the initial licence entitlement for any licence-holder has been increased to 100 per cent of the value of licences held for similar goods as at August 31, 1960. Under the 1960 program the licence-holder's initial entitlement was only 50 per cent of the value of licences granted for imports of similar goods during the 1959 licensing period. The maximum licence entitlement remains at 150 per cent of the value of actual imports of similar goods made by the licence-holder during the previous year.

As a result of this liberalization, about 60 per cent of New Zealand's total imports will either be exempt from licensing or will be in the replacement or automatic licensing category.

Details of the import licensing arrangements for 1961 may be obtained from the Commonwealth Division, International Trade Relations Branch.

SPECIAL LICENCES FOR TRADE FAIRS—To encourage overseas manufacturers to exhibit at New Zealand trade fairs, the Government will issue special import licences to exhibitors to cover goods displayed. A total initial limit of £10,000 has been set for the goods of any country intending to provide one or two articles of substantial unit value and £50 worth of commodities of small value. Licences are not issued for a particular fair but to an exhibitor, to permit him to show his goods in New Zealand during the current calendar year.

Application for an import licence under this scheme must be supported by the Canadian Commercial Counsellor, who can also provide details of procedure.—Wellington.

Norway

IMPORT RESTRICTIONS EASED—Over half of the remaining Norwegian import restrictions have been lifted effective July 1, 1960. Last year's import value

of the commodities liberated as from that date totalled Norwegian kroner 220 million, or about 3 per cent of Norway's total imports. If tankers are excluded, only about 2.5 per cent of Norway's imports are still subject to restriction. The Ministry of Commerce has also announced that imports of all kinds of toys and all types of leather goods and products made of artificial leather will be liberalized with effect from April 1, 1961. Among the goods liberalized on July 1 are: coal and coke, certain vegetables, live animals, figs, grapes, cocoa, semi-manufactures for the production of breakfast cereals, marmalade and juice made of citrus fruits, some semi-manufactures and raw materials for the plastics industry, soda, calcium chloride, sodium nitrate, carpets, gramophones, gold watches and most of the machinery which was previously subject to restriction—Oslo.

Republic of the Congo

IMPORT RESTRICTIONS IMPOSED—The Government of the Republic of the Congo has introduced, effective August 8, 1960, sweeping import controls to protect the country's economy and foreign exchange position. Tariff rates are being raised for selected commodities and import restrictions have been introduced covering a wide range of items, some of which are of interest to Canada.

Tariffs are being revised upward on certain items including:

Processed and preserved foodstuffs, beverages; tanning and dye extracts; tires and tubes; certain types of paper and paperboard.

Among the items under import prohibition are:

Many foods and food products, including prepared meats; paints and dyes; certain wood and paper products; textiles and footwear; porcelain products; many iron and steel products, including machinery, office equipment, electrical machines, vehicles and railway equipment.

Included in the prohibited category are:

Canned salmon; cooking stoves; lamps and lanterns; calculating and bookkeeping machinery, and most other complete machines; gas and marine engines; motor cars; washing machines.

Spare parts in most cases will be admitted.

Commodities of interest to Canada permitted entry subject to import licence include:

Flour of wheat (tariff item 11.01.20); salt, dried and smoked fish (03.02.10); canned herring, sardines, pilchards (16.04.31); newsprint (48.01.20); asbestos (25.24.10); tires and tubes (40.11.33).

Rhodesia and Nyasaland

IMPORT RESTRICTIONS—Effective June 30, 1960, the Federation's remaining special dollar-area import controls were removed. Before June 30 clothing, cotton piecegoods, commercial fishing nets, radio and

television sets and gramophones from the dollar area were subject to import control. All goods from the dollar area (not otherwise controlled as below) may now enter the Federation under Open General Licence.

The following goods are subject to control on import into the Federation from all sources:

A

1. Any radioactive element or any radioactive isotope of any element, excluding radium and its disintegration products in sealed containers.
2. Articles for which notice has been given to the Controller of Customs and Excise in pursuance of the provisions of any territorial law relating to copyright, as read with the provisions of subsection (1) of section 14 of the Copyright Act, 1911, of the United Kingdom.
3. Cement.
4. Clothing of the following types:
 - (a) new clothing designed for military, naval, or air force use
 - (b) used clothing other than the personal effects of an individual.
5. Gold including:
 - (a) any unmanufactured gold in any form whatsoever
 - (b) any article or substance containing such unmanufactured gold
 - (c) any article consisting of or containing gold which, although manufactured, is, as such, not a gold coin or an article of commerce or a work of art or of archaeological interest
 - (d) gold derived from the smelting or treatment of any manufactured article containing gold.
6. Grain bags, bagging, sacking and hessian, in the piece, of jute or substitute fibres.
7. Sugar.
8. Wheaten flour.
9. White phosphorus matches.
10. Any knife having a blade which
 - (a) opens automatically by hand pressure applied to a button, spring or other device in or attached to the handle of the knife, sometimes known as a flick knife or flick gun
 - (b) is released from the handle or sheath thereof by the force of gravity or the application of centrifugal force and which, when released, is locked in place by means of a button, spring, lever or other device, sometimes known as a gravity knife.
11. Secondhand accounting machines, including cash registers, calculating machines, tabulators, sorting machines, computers, receipt and coin-counting machines, and ledger and posting machines.

B

Arms and ammunition, other than the personal property of a *bona fide* traveller, require an import licence, for purposes of firearm control, from either:

1. a magistrate in Southern Rhodesia
2. the Commissioner of Police or any District Commissioner in Northern Rhodesia
3. the Commissioner of Police in Nyasaland.

Such an import licence must be obtained in all cases, unless the arms are imported by a *bona fide* traveller. In some cases, depending upon the country of origin of the firearms or ammunition, a licence is also required from the Secretary for Commerce and Industry.

C

The undermentioned goods may not be imported into the Federation without an import licence issued by either

1. the Game Officer of Southern Rhodesia
2. the Director of Game and Fisheries of Northern Rhodesia
3. the Director of Game, Fish and Tsetse Control of Nyasaland.

These goods are:

1. Game traps of metal construction, operated by springs and having a jaw length of four inches or more.
2. (a) Wild animals, wild animal trophies and wild animal products, that is to say
 - (i) any bird, reptile or mammal of a species normally existing in a wild state
 - (ii) the carcass or any part thereof of such bird, reptile, or mammal, including any tooth, tusk, ivory, bone, horn, shell, claw, hook, skin, hair, feather or other durable portion thereof; but not including any such part which, by a process of *bona fide* manufacture, has lost its original identity any flesh, fat or blood, whether fresh, dried or preserved
 - (iii) any egg produced by such bird or reptile
- (b) Live fish, including the eggs and spawn thereof

Such an import licence must be obtained in all cases and in certain cases, depending on the country of origin of the goods, an import licence from the Secretary for Commerce and Industry is also required.

D

1. Certain agricultural commodities are subject to control by the Ministry of Agriculture.
2. Certain poisons are controlled by the Ministry of Health.
3. Margarine and soap are subject to special regulations administered by the Ministry of Commerce and Industry.

E

The Merchandise Marks Act, 1957, prohibits the import of goods bearing forged trade-marks or false trade descriptions or marked with offending marks in terms of sections 7 and 8 of the Act. There is also control of the use of the federal and territorial crests and the Royal crest and titles.

F

The Weights and Measures Act, 1959, and the Weights and Measures (Sale of Articles) Regulations, 1959, control the sale of certain articles in specified weights.

All other goods not referred to above may be freely imported into the Federation from the dollar area, including Canada, under Open General Licence without individual import permits.

South Africa

REPRESENTATIONS RESPECTING THE TARIFF
—The South African Board of Trade announced recently that it has received the following representations respecting the tariff:

Increase in duty on:

1. Gym girdling
2. Sliding-door gear
3. Women's and girls' stockings (excluding three-quarter hose) manufactured from man-made fibres (other than rayon or cellulose acetate)

4. Ballpoint pens
5. Shackles and rope clamps

Reduction in duty on:

1. Pneumatic concrete placers, including steel pipelines and accessories therefor

Rebate of duty on:

1. Asbestos for use in the manufacture of flooring tiles and sheeting
2. Asbestos for use in the manufacture of fitter sheets
3. Plain woven cotton poplins and prints for the manufacture of men's underwear
4. Cotton yarns, jute yarns and gutta-percha mixed for use in the manufacture of safety fuse

5. Components for the manufacture of rebuilt clutch plates and clutch pressure plate assemblies

Refund of duty on:

1. Rough glass for the manufacture of glassware for export.

Canadian firms exporting these goods to South Africa may wish to have their views on these tariff inquiries placed before the Tariff Board. The most effective method of doing so is for the Canadian exporter to have his South African agents act on his behalf. Action should be taken as soon as possible because tariff inquiries normally begin in South Africa shortly after the announcements are made.

General Notes

Ireland

FOREIGN TRADE TRENDS—Import figures for July reveal a spectacular drop to £16 million from £20.3 million in July 1959. Exports for the first seven months of 1960 totalled £76.8 million, or some £7.5 million over the same period of 1959. Imports, at £128.9 million, were almost identical with those in the same period of 1959—Dublin.

Netherlands

DOWN PAYMENTS INCREASED—The Netherlands Government has increased the compulsory cash payment on consumer goods bought on the instalment plan. The initial down payment for cars is now 35 per cent; motorcycles and mopeds (motorized bicycles) 25 per cent; radio and television sets, gramophones, tape recorders, refrigerators, bicycles, stoves, gas and electric ranges, hot water heaters, washing machines 20 per cent; vacuum cleaners, sewing machines, furniture, furnishing fabrics, beds and clothing 15 per cent.

The decision to raise the initial down payment on these products follows the recent sharp rise in sales of consumer goods. Instalment buying, it is contended, contributes to inflation—The Hague.

Sweden

EUROPE'S HIGHEST LABOUR COSTS—Sweden has the highest labour costs in Europe, according to a report published by Chase Manhattan Bank; average labour costs per hour in Sweden are Kr.5.58. After Sweden come West Germany, Switzerland, Britain, Belgium, France, Italy and the Netherlands, in that order. The figure for the Netherlands, in Swedish kronor, is 2.95 per hour, and for the United States, 13.86.

Within total labour costs, fringe benefits—including holiday pay, pension and insurance fees, etc.—vary widely. In Italy only 57 per cent of the total labour cost is cash pay and 43 per cent fringe benefits; for West Germany the figures are 69 and 31 per cent, for Britain 88 and 12 per cent, and for Sweden and Switzerland 87 and 13 per cent—Stockholm.

Taiwan

U.S. BRANCH BANKS—It was announced recently in Taipei that the Government has given final approval to the opening of branch offices by three United States banks: the First National City Bank of New York, the Bank of America, and the Bankers Trust Corporation.

Apart from two or three European banks that maintain representative offices in Taipei, the only foreign bank that has been operating in Taiwan is the Japan Kangyo Bank. None of the foreign banks will be permitted to accept local deposits, though they will carry out all the other functions of a bank.

It is said that the primary reason for opening the new branches is to facilitate and encourage U.S. investment in Taiwan. The branches will certainly be a boon to Canadian businessmen trading with the island—Manila.

Change of Address

The office of the Newfoundland Representative of the Department of Trade and Commerce has been moved to the Sir Humphrey Gilbert Building on Duckworth Street. Postal address is P.O. Box E-5374, St. John's; telephone 2698.

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

Conversion 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 the 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 1.02203768.

Foreign Exchange Rates

Country	Unit	Type of Exchange	Can. dollar equivalent Oct. 7	Units per Canadian dollar	Notes (See below)
Argentina	Peso	Free01184	84.46	(1)
Austria	Schilling03782	26.44	
Australia	Pound	2.2002	.4545	
Bahamas	Pound	2.7503	.3636	
Belgium and Luxembourg	Franc01962	50.97	
Bermuda	Pound	2.7503	.3636	
Bolivia	Boliviano ..	Free00008564	11,676.79	
British Guiana	Dollar5730	1.74	
British Honduras ..	Dollar6876	1.45	
Brazil	Cruzeiro ...	General Category*	.004274	233.96	*Sept. 27 (2)
		Special Category001609	621.32	
		Official selling05165	19.36	(3)
Burma	Kyat2055	4.87	
Ceylon	Rupee2063	4.85	
Chile	Escudo	Free9301	1.07515	(4)
Colombia	Peso	Certificate1460	6.85	
Congo, Republic of	Franc01962	50.97	
Costa Rica	Colon	Official1743	5.74	
		Controlled free1470	6.80	
Cuba	Peso9784	1.02	tax 2%
Czechoslovakia ...	Koruna1359	7.36	
Denmark	Krone1422	7.03	
Dominican Republic	Peso9784	1.02	
Ecuador	Sucre	Official06523	15.33	
		Free05722	17.47	
Egyptian Region, United Arab Rep.	Pound	Official	2.8096	.3559	
		Export account selling ...	2.4175	.4136	
El Salvador	Colon3914	2.55	
Fiji	Pound	2.4777	.4036	
Finland	Markka003058	327.01	
France, Monaco, etc.	New Franc1995	5.01	(5)
French Territories, Africa, etc.	Franc003990	250.63	(6)
French Pacific	Franc01097	91.16	(7)
Germany	D Mark2345	4.26	
Ghana	Pound	2.7503	.3636	
Greece	Drachma03261	30.66	
Guatemala	Quetzal9784	1.02	
Haiti	Gourde1957	5.11	
Honduras	Lempira4892	2.04	
Hong Kong	Dollar	Free*	.1718	5.82	*Sept. 16
		Official1719	5.82	
Iceland	Krona	Official02575	38.83	(8)
India	Rupee2063	4.85	
Indonesia	Rupiah	Official02174	45.99	(8)
Iran	Rial01292	77.42	
Iraq	Dinar	2.7396	.3650	

*Latest available quotation date.

Country	Unit	Type of Exchange	Can. dollar equivalent Oct. 7	Units per Canadian dollar	Notes (See below)
Ireland	Pound		2.7503	.3636	
Israel	Pound		.5436	1.84	
Italy	Lira		.001577	634.11	
Japan	Yen		.002718	367.92	
Lebanon	Pound	Free	.3073	3.25	
Mexico	Peso		.07828	12.77	
Netherlands	Florin		.2595	3.85	
Netherlands Antilles	Florin		.5229	1.91	
New Zealand	Pound		2.7503	.3636	
Nicaragua	Cordoba	Effective buying	.1482	6.75	
		Official selling	.1389	7.20	
Nigeria	Pound		2.7503	.3636	
Norway	Krone		.1373	7.28	
Pakistan	Rupee		.2063	4.85	
Panama	Balboa		.9784	1.02	
Paraguay	Guarani	Official	.007765	128.78	
Peru	Sol		.03632	27.53	
Philippines	Peso		.4892	2.04	
Portugal & Colonies	Escudo		.03415	29.28	(9)
Singapore and Malaya	Straits Dollar		.3209	3.12	
Spain and Dependencies	Peseta		.01631	61.32	
Sweden	Krona		.1894	5.28	
Switzerland	Franc		.2271	4.40	
Syrian Region, United Arab Rep.	Pound	Free	.2732	3.66	
Thailand	Baht	Free	.04623	21.63	(8)
Turkey	Lira		.1087	9.20	(8)
Union of South Africa	Pound		2.7503	.3636	
United Kingdom	Pound		2.7503	.3636	
United States	Dollar		.9784375	1.02203768	
Uruguay	Peso	Free	.08564	11.68	(10)
Venezuela	Bolivar		.2921	3.42	
West Indies Fed.	Dollar		.5730	1.74	(11)
	Pound		2.7503	.3636	(12)
Yugoslavia	Dinar	Official	.003261	306.65	(8)
		Settlement rate	.001348	645.93	

*Latest available quotation date.

Notes

1. Argentina: effective Jan. 1, 1959, a single fluctuating exchange rate was introduced. Exports are subject to retention taxes of either 10 or 20 per cent ad valorem under this system.
2. Brazil: exporters receive cruzeiros at official buying rate of Cr.\$18.36 plus (a) an exchange premium of Cr.\$71.64 per U.S. dollar for coffee green, roasted or powdered and cocoa beans; (b) Cr.\$81.64 per U.S. dollar for cocoa products, castor seeds, mineral crude oil and its products. Returns of all other exports may be sold on the free exchange market.
3. For imports of wheat, newsprint and petroleum, the effective rate of exchange is the official selling rate of Cr.\$18.92 per U.S. dollar plus a surcharge of Cr.\$81.08 per U.S. dollar.
4. Chile: free rate applies to exports and imports. Chilean importers must make prior deposits in amounts ranging from 5 to 1,500 per cent, depending on product, prior to shipment of goods. Beginning January 1, 1960, one escudo equals 1,000 pesos.
5. France: territory includes Algeria, Tunisia, Guiana, Guadeloupe, Martinique. The new heavy franc (worth 100 old francs) became effective on Jan. 1, 1960. In Tunisia the rate of the franc is reduced by 20 per cent on most foreign exchange transactions.
6. Equatorial Africa, West Africa, Cameroons, Togoland, Somaliland, Madagascar, Reunion, St. Pierre and Miquelon.
7. New Caledonia, New Hebrides, Oceania.
8. Additional rates are in effect.
9. Portugal: approximately same rate for Portuguese territories in Africa.
10. A new exchange system was introduced in December 1959 under which exchange transactions take place at free market rates.
11. Barbados, Trinidad, Tobago, Leeward and Windward Islands.
12. Jamaica.

Foreign Trade Service Abroad

Territory	Officer	City Address	Mail and Cables, Office Telephone
Argentina	C. S. Bisset Commercial Counsellor	Canadian Embassy Bartolome Mitre 478 BUENOS AIRES	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Tel:</i> 33-8237
Australla (Capital Territory New South Wales, Northern Territory Queensland) Dependencies	S. V. Allen Commercial Counsellor for Canada L. D. Burke Assistant Commercial Secretary	7th Floor, Berger House 82 Elizabeth Street SYDNEY	<i>Mail:</i> P.O. Box 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 I. R. Smyth Assistant Commercial Secretary	Mobil Centre 2 City Road SOUTH MELBOURNE	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Tel.:</i> MU4716
Australia	R. B. Nickson Commercial Secretary	Office of the High Commissioner for Canada State Circle CANBERRA	<i>Mail:</i> (City Address) <i>Cable:</i> DOMCAN <i>Tel.:</i> U-1304
Austria Bulgaria, Czechoslovakia, Hungary, Romania, Yugoslavia	R. K. Thomson Commercial Counsellor P. A. Freyseng Assistant Commercial Secretary	Opernringhof Operring 1 VIENNA 1	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Tel.:</i> 57-25-97
Belgium Luxembourg, European Economic Community, European Atomic Energy Com- munity, European Coal and Steel Community	L. H. Ausman Commercial Counsellor A. A. Lomas Assistant Commercial Secretary P. T. Eastham Assistant Commercial Secretary	Canadian Embassy 35 rue de la Science BRUSSELS 4	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Tel.:</i> 13.38.50
Brazil	Wm. Jones Commercial Counsellor Malcolm Rowan Assistant Commercial Secretary	Canadian Embassy Edificio Metropole Av. Presidente Wilson 165 RIO DE JANEIRO	<i>Mail:</i> Caixa Postal 2164 <i>Cable:</i> CANADIAN <i>Tel.:</i> 42-4140
Brazil	D. M. Holton Consul and Trade Commissioner R. C. Anderson Vice Consul and Assistant Trade Commissioner	Canadian Consulate Edificio Alois Rua 7 de Abril 252 SAO PAULO	<i>Mail:</i> Caixa Postal 6034 <i>Cable:</i> CANADIAN <i>Tel.:</i> 36-6301
Ceylon	I. V. Macdonald 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	J. M. Knowles Acting 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	J. H. Bailey Commercial Secretary and Consul	Canadian Embassy Edificio Banco de Los Andes Carrera 10, No. 16-92 BOGOTA	<i>Airmail:</i> Apartado Aereo 3562 <i>Surface Mail:</i> Apar- tado 1618 <i>Cable:</i> CANADIAN <i>Tel.:</i> 43-00-65
Congo Angola, Central African Republic, Chad, Congo (Community), Gabon	R. A. Bull Acting Trade Commissioner	C.C.C.I. Building Boulevard Albert 1er LEOPOLDVILLE 1	<i>Mail:</i> Boîte Postale 8341 <i>Cable:</i> CANADIAN <i>Tel.:</i> 2706

Territory	Officer	City Address	Mail and Cables, Office Telephone
Cuba	R. R. Parlour Commercial Counsellor	Canadian Embassy Edificio Ingenieros Civiles Calle 17 y O Vedado HAVANA	<i>Mail:</i> Apartado 1945 <i>Cable:</i> CANADIAN <i>Tel.:</i> 32-3526
Denmark Greenland, Poland	K. Nyenhuis Commercial Counsellor	Canadian Embassy Prinsesse Maries Allé 2 COPENHAGEN V	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Tel.:</i> Hilda 3306
Dominican Republic Puerto Rico	W. B. McCullough Commercial Counsellor	Canadian Embassy Edificio Copello 408 Calle El Conde CIUDAD TRUJILLO	<i>Mail:</i> Apartado 1393 <i>Cable:</i> CANADIAN <i>Tel.:</i> 2-8138
France Algeria; Cameroon Republic, Dahomey, Guinea, Ivory Coast, Mali Republic, Mauretania, Morocco, Niger, Senegal, Togoland, Tunisia, Volta	A. G. Kniewasser Commercial Counsellor W. G. Brett Assistant Commercial Secretary C. T. Charland Assistant Commercial Secretary	Canadian Embassy 35 Avenue Montaigne PARIS 8e	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Tel.:</i> BALzac 99-55
Germany Federal Republic	J. A. Stiles Commercial Counsellor W. J. O'Connor Assistant Commercial Secretary (Agriculture)	Canadian Embassy 22 Zitelmannstrasse BONN	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Tel.:</i> 21971
Germany	R. E. Gravel Consul General J. M. T. Thomas Vice Consul	Canadian Consulate General 69 Ferdinandstrasse HAMBURG	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Tel.:</i> 326149
Ghana Gambia, Liberia, Sierra Leone	K. F. Osmond Commercial Secretary	Office of the High Commissioner for Canada E 115/3 Independence Ave. ACCRA	<i>Mail:</i> P.O. Box 1639 <i>Cable:</i> CANADIAN <i>Tel.:</i> 4824
Greece Cyprus, Israel, Turkey	B. A. Macdonald Commercial Counsellor B. C. Steers Assistant Commercial Secretary	Canadian Embassy 31 Vassilissis Sophias Ave. ATHENS	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Tel.:</i> 74044
Guatemala Costa Rica, El Salvador, Honduras, Nicaragua, Panama and Canal Zone	H. E. Lemieux Canadian Government Trade Commissioner	5a Avenida 11-70, 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> 28448
Haiti	Chargé d'Affaires, a.i. and Consul	Canadian Embassy Route du Canape Vert St. Louis de Turgeau PORT AU PRINCE	<i>Mail:</i> P.O. Box 826
Hong Kong Cambodia, Communist China, Laos, Vietnam, Macao	C. M. Forsyth-Smith Canadian Government Trade Commissioner C. J. Small Trade Commissioner D. J. McEachran Assistant 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> 27743
India (except States of Gujerat and Maharashtra) Bhutan, Nepal, Sikkim	J. R. Midwinter Acting Commercial Secretary	Office of the High Commissioner for Canada 13 Golf Links Area NEW DELHI 1	<i>Mail:</i> P.O. Box 11 <i>Cable:</i> CANADIAN <i>Tel.:</i> 35201

Territory	Officer	City Address	Mail and Cables, Office Telephone
India (States of Gujerat and Maharashtra), Goa	W. F. Hillhouse Canadian Government Trade Commissioner G. P. Morin Assistant Trade Commissioner	Gresham Assurance House Mint Road BOMBAY	<i>Mail:</i> P.O. Box 886 <i>Cable:</i> CANADIAN <i>Tel.:</i> 255154
Indonesia	M. B. Blackwood Commercial Secretary	Canadian Embassy Djl. Budi Kemuliaan No. 6 DJAKARTA	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Tel.:</i> Gambir 1313
Iran	A. B. Brodie Commercial Counsellor	Canadian Legation 32 Anatole France TEHRAN	<i>Mail:</i> P.O. Box 1610 <i>Cable:</i> CANTRACOM <i>Tel.:</i> 4-9291
Ireland	W. R. Van 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	Richard Grew Commercial Counsellor M. S. Strong Commercial Secretary 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> 864-327
Japan South Korea	J. L. Mutter Commercial Counsellor N. W. Boyd Assistant Commercial Secretary C. M. Kerr Assistant Commercial Secretary	Canadian Embassy TOKYO	<i>Mail:</i> Canadian Embassy <i>Cable:</i> CANADIAN <i>Tel.:</i> 408-2101/8
Lebanon Iraq, Jordan, Persian Gulf area, Syrian Region of United Arab Republic	C. O. R. Rousseau Commercial Secretary W. B. Walton Assistant Commercial Secretary	Canadian Embassy Alpha Building Rue Clemenceau BEIRUT	<i>Mail:</i> Boîte Postale 2300 <i>Cable:</i> CANADIAN <i>Tel:</i> 50955
Mexico	F. B. Clark Commercial Secretary W. M. Miner Assistant Commercial Secretary G. L. Gagne 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	J. C. Britton Commercial Counsellor G. E. Woollam Agricultural Counsellor Real Caux 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	J. H. Stone Commercial Counsellor W. J. Collett 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
Nigeria	H. W. Richardson Commercial Counsellor	Office of the High Commissioner for Canada Barclays Bank Building, 4th Floor 40 Marina Road LAGOS	<i>Mail:</i> P.O. Box 851 <i>Cable:</i> CANADIAN <i>Tel:</i>

Territory	Officer	City Address	Mail and Cables, Office Telephone
Norway Iceland	M. B. Bursley 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	L. A. Campeau Commercial Counsellor J. B. McLaren 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	W. J. Jenkins Acting 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 Republic of China (Taiwan)	R. M. Dawson Acting Consul General and Acting 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	T. J. Monty 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
Rhodesia and Nyasaland Kenya, Seychelles Is., Tanganyika, Uganda, Zanzibar	L. S. Glass Canadian Government Trade Commissioner	8th Floor Grindlays Bank Chambers Baker Avenue SALISBURY	<i>Mail:</i> P.O. Box 2133 <i>Cable:</i> CANTRACOM <i>Tel.:</i> 26571
Singapore Brunei, Burma, Federation of Malaya, North Borneo, Sarawak, Thailand	E. H. Maguire Canadian Government Trade Commissioner K. O. Hillyer 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> 74260
South Africa (Natal, Orange Free State, Transvaal) Malagash, Mauritius, Mozambique, Reunion	C. R. Gallow Canadian Government Trade Commissioner L. J. Taylor Assistant Trade Commissioner	Mutual Building Cor. Harrison and Commissioner Streets JOHANNESBURG	<i>Mail:</i> P.O. Box 715 <i>Cable:</i> CANADIAN <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> CANTRACOM <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 Espana 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 Counsellor	Canadian Embassy Strandvagen, 7-C STOCKHOLM	<i>Mail:</i> P.O. Box 14042 <i>Cable:</i> CANADIAN <i>Tel.:</i> 67-92-15
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United Kingdom (Scotland)	P. V. McLane Canadian Government Trade Commissioner E. J. Ward Assistant Trade Commissioner (Timber)	Cornhill House 144 West George St. GLASGOW C.2	<i>Mail:</i> (City Address) <i>Cable:</i> CANTRACOM <i>Tel.:</i> Douglas 6751
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	J. E. Montgomery Assistant Commercial Secretary		
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	R. L. Richardson Assistant Commercial Secretary		
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