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Brazilians Buy Seed Potatoes

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Brazil is gradually becoming a market for Canadian certified seed potatoes, because Trade Commissioners, Canadian producers, and Brazilian co-operatives have worked together in planting them experimentally and establishing specifications, preferred varieties, and shipping procedures to be followed.

T.C. Service Opens Philadelphia Office

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Formerly included in the territory of the New York office, Philadelphia now becomes the headquarters for two Canadian Trade Commissioners, charged with looking after Canadian trade interests not only in Pennsylvania, but also in the states of Delaware, Maryland, Virginia and West Virginia.

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COMING—DEVELOPMENT AND TRADE IN WESTERN EUROPE, JULY 1 ISSUE

Brazilians Buy Seed Potatoes

R. C. ANDERSON,
Vice Consul and Assistant
Trade Commissioner, São Paulo.

Five years' work in developing a market for Canadian certified seed potatoes in Brazil is beginning to bring results. Our São Paulo office explains how to follow up these pioneer efforts and what Brazilian buyers demand.

BRAZIL is gradually increasing its imports of seed potatoes and each year demand is growing. Brazilians do not look on potatoes as a staple of their diet; rice and beans are far more important crops. Nevertheless, consumption of potatoes is increasing and this will be a continuing market for imported seed potatoes because the climate causes the seed to degenerate and it must be replaced.

Potatoes are grown mainly in the southern states of Brazil. Where there is suitable moisture, mainly through irrigation, potatoes are planted and harvested throughout

which has resulted in progressively higher yields.

Table I shows the area under cultivation and production in 1959 and 1960. São Paulo is the major centre for imported seed potatoes and up to 95 per cent of all imports into Brazil find their way to São Paulo.

Present Suppliers

In 1960, approximately 150,000 crates of 30 kilos each were imported into the state of São Paulo and well over half were the Bintje variety from the Netherlands, for which demand is greatest. Denmark

TABLE I
BRAZILIAN CULTIVATION AND PRODUCTION OF POTATOES

	Cultivated area		Production		Percentage over 1959 (per cent)
	1959	1960	1959	1960	
	(1,000 hectares)		(1,000 tons)		
São Paulo	43	45	342	379	10.8
Paraná	32	34	162	170	4.9
Santa Catarina	15	16	52	54	3.8
Rio Grande do Sul	58	63	258	289	12.0
Minas Gerais	17	20	98	119	21.4

the year and there are no planting seasons as we know them in Canada. Imported seed is usually ordered to arrive in Brazil from October to January and planted as received, depending on moisture conditions. The best time is usually during January and February. Potatoes mature as early as 70 and as late as 120 days from date of planting, with the amount of rain and heat responsible for the variation. The state of Rio Grande do Sul has the largest area under cultivation but yield is low and the state of São Paulo produces the largest volume. The Japanese colony in São Paulo has made a great contribution to the cultivation of domestic seed potatoes from imported seed and has introduced the use of fertilizers and irrigation

and Poland supplied about equal amounts and the remaining supplier was West Germany, which exported 15,000 crates to this area. Four of the largest co-operatives are the major importers in São Paulo and handle about 95 per cent of all the seed potatoes imported. Members place their orders with the co-operatives in October

TABLE II
NUMBER OF CRATES IMPORTED
(each crate contains 30 kilos of seed potatoes)

	1958	1959	1960
Netherlands (Bintje variety)	52,500	22,500	85,000
Denmark	12,000	30,500	27,000
Poland		6,000	25,000
West Germany	48,000	40,000	15,000
Total	112,500	99,000	152,000

FOREIGN TRADE

and the co-operatives then order their total requirements. Table II shows the source of imports for the years 1958 to 1960.

Regulations for Entry

The Federal Ministry of Agriculture controls the import of seed potatoes and from time to time new regulations come into effect which change requirements. On September 27, 1960, a new directive was issued that all seed potatoes imported into Brazil must have a minimum diameter of not less than 30 millimetres and a maximum diameter no greater than 60 millimetres. All potatoes must be packed in special crates or containers with a net weight of no more than 30 kilos. A certificate is also required stating that the seed potatoes are from crops especially planted for producing seed potatoes and that the fields and seeds were officially inspected for diseases caused by viruses and other potato diseases and that the potatoes were certified according to standards established as basic stock.

Introducing Canadian Seed

During the past five years the Department of Trade and Commerce has made a concerted effort to introduce Canadian certified seed potatoes into Brazil. An agriculturalist with special knowledge of potatoes has been employed to assist in placing seed potatoes received from Canada in the hands of selected growers for experimental planting. This work has been done in São Paulo through the co-operatives, which have taken an active interest in having members of their association plant Canadian seed potatoes and keep records of the results. During the first two years a great deal of difficulty was experienced in getting Canadian seed potatoes into Brazil in good physical condition because of the long voyage and the humidity encountered upon arrival in Brazil. During the past three years the results have been generally good

Brazilian Importers of Seed Potatoes . . .

1. Usually place their orders in the late fall.
2. Specify seed potatoes with a minimum diameter of not less than 30 and a maximum of not over 60 millimetres.
3. Insist that imports be packed in crates or containers with a net weight of not more than 30 kilos.
4. Demand that shipments be accompanied by a certificate confirming the quality of the potatoes and their freedom from disease.
5. Want shipment made in vessels in which the temperature of the hold can be controlled.
6. Prefer Sebago and Kennebec varieties, because experimental plantings have given good results.

and the stock has been received in good physical condition.

However, two major obstacles must be overcome in selling Canadian certified seed potatoes commercially in Brazil. The first obstacle is the decided preference for yellow-fleshed potatoes. This is the direct result of the concentrated efforts of European exporters in introducing their yellow-fleshed potatoes to this market over the last 25 years. White-fleshed potatoes are not in demand and they command a lower price in the marketplace. The second obstacle has been the size of the Canadian potato, which is larger than the European varieties. The Brazilian housewife prefers to serve potatoes whole, as is possible with the smaller European varieties, rather than cutting them in pieces as is usually done with the larger Canadian varieties. It was discovered that Rio de Janeiro does not have the same decided preference for yellow-fleshed potatoes as does São Paulo and production from experimental plantings in São Paulo in 1960 was shipped to Rio de Janeiro, where good sales were made. Rio de Janeiro would seem

to be a good initial outlet for production resulting from Canadian seed. As for the size of the potato, it will take a little time to convince the Brazilian housewife that the larger the potato, the less time involved in preparation for cooking.

The first commercial orders for Canadian certified seed potatoes were placed in 1960. Unfortunately the Canadian supplier was unable to meet Brazilian specifications on the size of the potato and was also unable to comply with the regulation for the size of crate. The Ministry of Agriculture has laid down these specifications because of the climate and soil conditions in Brazil. It has been found that best results are obtained from seed which is planted whole, because normally the soil is very damp and rotting (mainly caused by extreme temperatures rather than moisture) is a decisive factor; this explains the regulation requiring small potatoes. Large ones cannot be sliced up as they are in Canada without risking a loss of up to 60 per cent because of failure to germinate due to rot. The maximum weight limit of 30

kilos per crate was established partly because of the rotting taking place during shipment and partly to facilitate handling on arrival in Brazil.

How to Ship

Importers who have had a great deal of experience in importing seed potatoes have found that it is best to use ships that have holds where the temperature can be controlled. It is suggested that the shipment be started out in a hold where the temperature is ten degrees Centigrade. Six days before arrival in Santos, the ship should request information from Santos (the port of entry for the São Paulo area) on the outdoor temperature, and during the last six days the temperature should be raised gradually to the exact temperature at the port of destination. The potatoes will then arrive without the usual sweating that has caused so much rotting and in good physical condition.

Opportunities for Canadians

Canadian seed potato exporters have faced a handicap in years past because of the cost differential between imports from dollar countries and the non-dollar European suppliers. This handicap has disappeared and if Canadian seed-potato exporters are willing to meet the requirements of the Brazilian Ministry of Agriculture and ship small quantities to develop this market, a new export outlet could be established for Canadian seed potatoes. Particularly good results have been obtained from experimental plantings of the Sebago and Kennebec varieties, which have yielded well and are highly resistant to disease. One importer who has had 15 years' experience in importing seed potatoes expressed the opinion that Canadian exporters, by supplying 500 crates the first year, could double this every year for three years. They could also, he believes, if they are interested enough, provide a real challenge to the present supplying countries in this growing market. ●

Export Finance Corporation in Business

THE chartered banks of Canada took a forward step recently when they brought into operation the newly incorporated Export Finance Corporation of Canada, Ltd. This move should benefit exporters and importers alike and, in the long run, could have far-reaching effects on the welfare of all Canadians.

The objective of the Corporation is to finance and facilitate exports and imports and the exchange of goods and services between Canada and other nations. For the immediate future, however, export of capital goods will be emphasized.

The chartered banks of Canada are all participating in the new Corporation and have supplied the initial working capital of \$10 million. Thus, if the need arises, the Corporation might be in a position to undertake financing up to \$100 million. The authorized capital is \$50 million and this amount, when subscribed, could form the basis of \$500 million in financing.

The Export Finance Corporation will engage initially in the refinancing of medium-term export obligations undertaken by the chartered banks, insurance for which has been arranged with the Export Credits Insurance Corporation. Although it is recommended, therefore, that exporters who propose to engage in this type of transaction should consult their bankers and the Export Credits Insurance Corporation, the staff of the Export Finance Corporation will always be ready to assist them.

Export Finance Corporation will not involve exporters in any additional cost because, by arrangement with the chartered banks, transactions will be accepted at the same rates as those the banks accord to their customers. For transactions expressed in U.S. dollars, rates generally available in the United States will apply; at present, these are a little lower than rates in Canada.

Export Finance Corporation has established its office in Suite 1314, Prudential Building, 4 King Street West, Toronto (EMpire 2-6406). H. Duke Scott, the general manager, was formerly assistant general manager in charge of the International Department of the Imperial Bank of Canada. The secretary-treasurer is Maurice R. Jennings, who for a number of years served with the Foreign Department of the Canadian Bank of Commerce and who more recently has held executive posts with companies engaged in exporting and importing.

A. F. Mayne, executive vice-president of the Royal Bank of Canada, is president of Export Finance Corporation, and T. A. Boyles, deputy general manager of the Bank of Nova Scotia, is vice-president. Each of the chartered banks has two representatives serving on the Board of Directors.

Export Finance Corporation plans to co-operate closely with the newly established Export Finance Division of the Export Credits Insurance Corporation. It seems not unlikely that the future may see the bankers carrying short-term financing up to about one year, Export Finance Corporation handling the medium-term financing of one to five years, and Export Credits Insurance Corporation looking after the longer-term financing.

As exporters take advantage of these various facilities, and should the supply of money so dictate, the new Corporation could become a significant factor in Canada's short-term money market.

—MAURICE R. JENNINGS,

Secretary-Treasurer, Export Finance Corporation of Canada, Ltd.

T.C. Service Opens Philadelphia Office

Early this month, the Department of Trade and Commerce established an eighth Trade Commissioner post in the United States. After a painstaking study, Philadelphia was selected as the site, for the reasons set out in this brief article.

ON June 5, 1961, the Canadian Government opened a new and combined Consulate and Trade Commission office in Philadelphia, Pennsylvania.

Long known as the "Friendly City" because of its traditional association with the Quaker sect, Philadelphia now has a new slogan, *City on the Move*. The slogan is apt, for the city, renowned for its educational and cultural institutions, is now surging ahead in the realm of commerce and industry at a pace virtually without equal on this continent. Its metropolitan population of over four million makes it the fourth largest urban centre in the United States. In addition, it is the fifth largest manufacturing centre, fourth largest retail market, and second largest oil-refining centre in the country.

Choice Made Carefully

Before deciding on the site for a new post in the United States where the emphasis would be on trade, several alternative locations were considered. Careful studies revealed that Philadelphia, with the heavily populated areas surrounding it, holds the largest market potential for Canadian goods of any area in which no Canadian office had been established. Philadelphia itself is a leader in several important aspects—including the largest number of

new industrial plants and the "highest value added by new manufactures" annually. *Dun's Review* indicates that the latter index recorded an increase of 20.4 per cent from 1954 to 1958, thus considerably exceeding the national average. Since 1950, thirty major construction and improvement projects costing \$40 million have been completed in Philadelphia. Eight others now under way will cost \$16 million.

In 1960, Greater Philadelphia had over 8,000 industrial plants and approximately 500,000 people employed in industry and commerce. A network of railways and highways converge on the city from nearly every direction, providing it with transportation facilities second to none. Its port, located on the Delaware River with access to the ocean, is the second largest in the United States and is able to handle the largest ships afloat. Thousands of foreign vessels come in to Philadelphia each year, and some 3.8 million tons of Canadian goods, valued at \$42.4 million, entered the port in 1960, according to U.S. Customs figures.

Philadelphia is located in U.S. Customs District No. 11, which takes in most of Pennsylvania except a portion of the western part of the state in which Pittsburgh is located. After New York, this

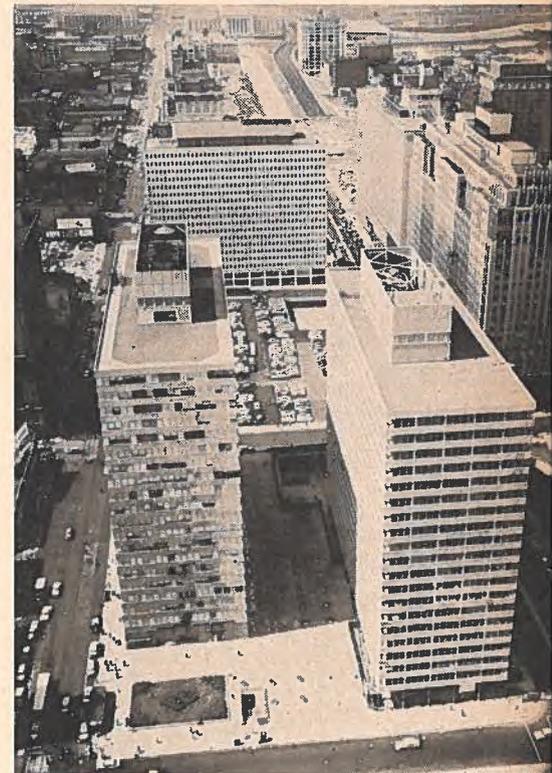
ranks as the second most important Customs District in the United States, with imports of foreign goods worth U.S.\$126 million in 1959—or 7.5 per cent of the national total. The main flow of Canadian goods into the area in 1960 consisted of lumber, newsprint, wood pulp, feed grains, table-stock potatoes, Christmas trees, agricultural implements, barytes, asbestos, gypsum and fertilizers.

Office Now Open

With the opening of the Philadelphia office, the Department of Trade and Commerce aims to win for Canada a larger share of this lucrative and fast-growing market. Both the variety and volume of Canadian exports to the area should increase substantially.

The office is staffed by Wiley J. Millyard, as Consul and Trade Commissioner, and John B. McLaren as Vice Consul and Assistant Trade Commissioner. Mr. Millyard

Penn Centre, Philadelphia's redevelopment project in the heart of the city, is the location of the newest office of the Canadian Trade Commissioner Service.



has had fifteen years' experience in the Trade Commissioner Service and has served in Mexico City, Guatemala, Colombia, and the Federation of Rhodesia and Nyasaland, where he opened the office in Salisbury. For the past three years

he has been stationed in Ottawa as the Assistant Director (Administration) of the Trade Commissioner Service. Mr. McLaren joined the Service in 1958 and was posted to Karachi, Pakistan, for two years as Assistant Commercial Secretary.

Canadian businessmen interested in trade with this part of the United States should address their inquiries to the Canadian Consul and Trade Commissioner, Number 3 Penn Centre Plaza, Philadelphia, Pennsylvania. ●

Pulp and Paper

The Southern Industry Expands

The paper and paperboard manufactures of the South have risen to 13.7 million tons a year from almost nothing in 1946; competition from these mills increases but Canadian pulp and paper exporters are maintaining their position in the U.S. market.

T. F. HARRIS, *Consul and Trade Commissioner, New Orleans.*

THE South* is appropriately called the pulp and paper center of the United States, as production figures for 1959 prove. In that year it produced 40 per cent of the U.S. supply of paper and board, 59 per cent of the total wood pulp output, and 61 per cent of all pulpwood cut.

Production of paper and board in the South has risen 66 per cent in the past ten years, compared with a rise of only 12 per cent in the Northeast and 18 per cent in the North Central region. United States census figures show that in 1959, 34 million tons of paper and board were produced in the whole country and the 15 Southern States accounted for 13.7 million. In 1959, the South produced 4.8 million tons of paper and 7.6 million tons of paperboard; total U.S. output was

15 million and 15.5 million tons respectively. (The Southern figure for paperboard represents an increase of 84 per cent over ten years ago.)

Newsprint Industry

From a Canadian standpoint, the most remarkable expansion has taken place in newsprint manufacture. From 1946 to 1961, a virtually new industry grew from almost nothing until, at 1.2 million tons, it now equals the capacity of mills in the North. Bowaters Southern Paper Corporation's mill at Calhoun, Tennessee, established in 1954, is the South's largest newsprint producer. Second largest is the International Paper Company with mills at Pine Bluff, Arkansas, and Mobile, Alabama. Others are the Coosa River Newsprint Company at Coosa Pines, Alabama, and Southland Paper Mills Inc., at Lufkin, Texas. Noralyn Paper Mills of Baton Rouge, Louisiana, has an-

nounced that it intends to manufacture newsprint but is uncertain when construction of a mill will begin.

Newsprint Production

United States production of newsprint in 1959 totalled 1,924,000 tons, of which the South produced 996,000. This increase in U.S. output from only 771,000 tons in 1946 has been accompanied by a decline in the percentage of U.S. demand supplied by Canadian mills although, in absolute terms, Canadian newsprint exports to the United States have increased. U.S. consumption of newsprint in 1946 totalled 4.33 million tons and Canada supplied 3.56 million. In 1959 the figures were 7.15 million and 5.12 million tons respectively. During the period of scarcity which followed World War II, Canadian mills were the only ones with capacity readily available and capable of rapid expansion. They increased their share of the U.S. market to 80 per cent, substantially more than the prewar 67 per cent. This high percentage gradually decreased and in 1959 it stood at 71.

Wood Pulp

Southern production of wood pulp in 1959 (14.3 million tons) represented 59 per cent of total U.S.

*The Southern States are Delaware, Maryland, Virginia, West Virginia, the Carolinas, Georgia, Florida, Tennessee, Alabama, Mississippi, Arkansas, Louisiana, Oklahoma, and Texas.

production (24.4 million tons). From 1955 to 1959 groundwood pulp production in the South rose from 668,000 to 1,112,000 tons, or 66 per cent. Production of paper grades of sulphate wood pulp increased from 9.23 million to 11.13 million tons, and semi-chemical rose from 791,000 to 904,000 tons. Defibrated, exploded and other mechanical wood pulp declined from 518,000 to 485,000 tons.

The South now has 76 pulp mills with a combined daily capacity of 46,112 tons of dry pulp. Florida, with 10 mills and an 8,100-ton capacity, ranks first among the Southern States; Georgia and Louisiana, each with 10 mills, rank second and third. At the end of 1959, seven additional pulp mills were planned or under construction and when completed, they will add an estimated 2,125 tons of capacity. Announced enlargements of existing plants will add still more. So far, Southern production of wood pulp has had little or no effect on Canadian wood pulp exports to the United States; it is either consumed by the new mills or exported to Europe.

Pulpwood

Pulpwood production in the South in 1959 reached 22.75 million cords, an all-time record. The previous high was 20.34 million cords, set in pre-recession 1956. Most of it was roundwood—bolts cut from standing timber; of the total Southern pulpwood production, 90 per cent was in this form and about four-fifths of the roundwood was southern pine. Loblolly and short-leaf predominated and, with long-leaf and slash, made up the bulk of the cut. However, a substantial volume of Virginia pine was cut in the Piedmont and mountains of the Southeast.

Hardwoods

Although pine roundwood is still the mainstay of the Southern pulp industry, the use of hardwoods has expanded over the past decade and in 1959 the trend was accentuated.

Hardwood production reached 3.77 million cords, a record 28 per cent increase over the previous year. More notable than the actual per cent increase was the gain in relation to pine. Hardwoods have comprised 14-16 per cent of the total roundwood harvest in recent years; they now account for 19 per cent. Letting the more abundant hardwoods play a greater rôle in the expansion of the pulp industry is considered a significant step toward better use of timber.

Why the South?

The location of pulp, paper, and paper products plants is governed chiefly by the current and future availability of pulpwood and fresh water. This region's advantages in these fields account largely for the growth of the industry in the South. The Southeast in particular has a high annual rainfall and a long growing season, two essentials for rapid tree growth. Only half as many acres are required to sustain a mill here as in New England or Canada, where growth is much slower. It takes only 12 to 15 years to grow pine trees in the South, compared with 50 to 60 years in the North. This significantly reduces the cost of transporting trees to the mill, because ample pulpwood can be obtained closer to the mill. Moreover, it reduces the capital investment in land needed to furnish a mill with pulpwood.

Despite these natural advantages, the South might never have become an important producer of paper products had not chemical research and technological development made it possible to convert southern pine into such diverse products as paper, paperboard, newsprint, rayon, acetate and cellophane.

The manufacture of these products requires an abundant supply of fresh water, and here too the South holds a favourable position; the numerous rivers and streams, bolstered by a heavy rainfall, supply the need. ●

Australia's Export Drive

DETAILS of the Australian Federal Government's new export incentives were announced recently by the Australian Minister of Trade. They include payroll-tax rebates on new exports, special tax concessions on export promotion expenses, the setting up of additional Trade Commissioner posts, and intensified trade mission work. The legislation to be introduced will also include benefits to be obtained by firms supplying materials and components to the final manufacturer. These two taxation arrangements will provide incentives to both exporters and their suppliers.

The Trade Minister stated that the Government's export planning had always assumed the great primary and mining industries would continue to earn for Australia the bulk of its foreign exchange. These industries must be assisted to hold and expand their markets and in addition, exports of factory products must be increased.

Payroll-tax rebates will be determined according to the increase in the value of exports that a domestic producer achieves over the value of his exports in the base years 1958-59 and 1959-60. The rebate will apply for three years.

The Taxation Department will offer similar rebates on company expenditure for overseas market development. The existing rebate will be doubled from 8/- to 16/- per Australian pound to provide further inducement for vigorous promotion.

Large-scale trade development efforts have been authorized in South America and the Middle East. Trade Commissioner posts will be opened in Lima, Peru, and Caracas, Venezuela, and possibly in Iran and Lebanon in the near future. The Cairo post will be strengthened. Trade missions are scheduled to visit South America and the Middle East this year and, in co-operation with industry, a trade display ship will visit the Persian Gulf area in 1962.

The Minister of Trade indicated that the Government's export program is based on certain essentials. They are that both primary and secondary industry must receive adequate inducement to produce for export, confident that overseas selling can be profitable; that new markets must be found and access to them negotiated; that products must be adapted to the needs of these markets and promoted vigorously, and that overseas agents must be serviced effectively.

—IAN R. SMYTH, *Assistant Commercial Secretary, Melbourne.*



Advertising Abroad

In Belgium, direct mail advertising has proved particularly effective, because of the small size of the country and concentration of population. Good mailing lists and well organized private delivery service make it possible to reach large numbers or selected groups.

A. A. LOMAS, *Assistant Commercial Secretary, Brussels.*

THE widespread use of national advertising in Belgium is largely a postwar development, but alert Belgian and foreign businessmen are employing it here to an increasing extent. Now, with the formation of the European Common Market, sales promotion through advertising becomes more urgent as the flow of products from other member countries grows and new goods and services, previously sold only within national borders, are introduced throughout the Euromart. Canadian exporters planning to sell in Bel-

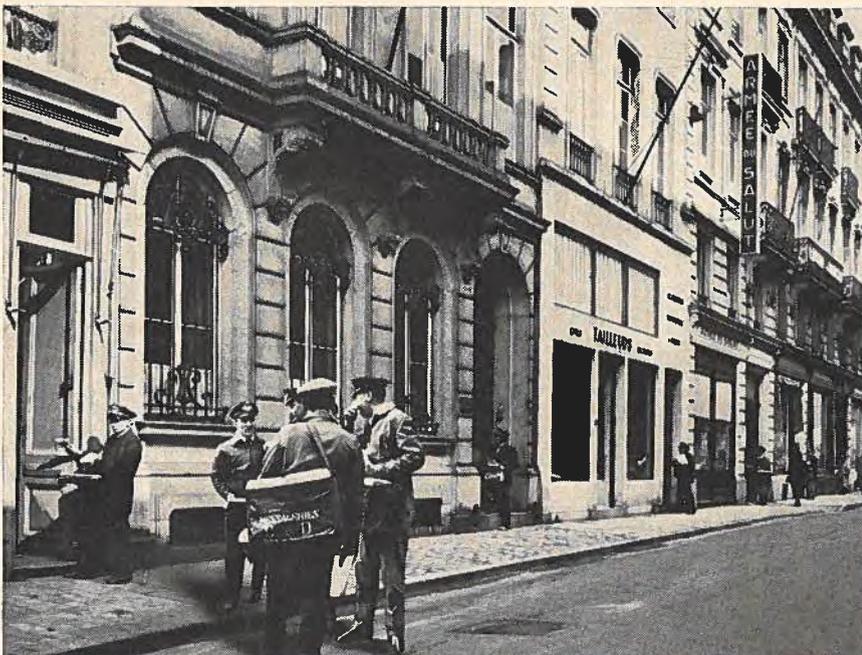
gium should include some form of advertising in their market development programs. They will find a well-developed Belgian advertising industry ready, willing and able to help them.

With its small size (11,700 square miles) and population of over nine million, Belgium has one of the highest population densities in the world. About half of its three million households are grouped in or around the five principal cities of Brussels, Antwerp, Liège, Ghent and Charleroi. Unfortunately for

advertisers, this small compact market is sharply divided by a French-Flemish language barrier and most advertising—particularly national campaigns—must be bilingual. There are other less obvious divisions based on regional interests, occupations and local customs and these also are of major importance in planning an advertising program.

Living Standards High

Because Belgium's imports were almost completely liberalized immediately after the war, this market has become extremely competitive and the Belgian consumer, long exposed to goods from every part of the world, has become one of Europe's most sophisticated and selective buyers. Despite some recent economic and political difficulties, Belgians continue to enjoy a high average standard of living for Europe (1959 per capita income was 47,000 B.frs., or \$940). Traditionally, distribution has been in the hands of a very large number of small businesses (it is estimated, for example, that there are about 80,000 food outlets) but supermarkets are enjoying a phenomenal growth and these, with several large department stores and chains, are tending to centralize the



A well organized private delivery service ensures that direct mail reaches the maximum number of Belgian homes. These messengers are ready to start their rounds. The Belgian postal service can also be used for this purpose.

market. Advertising is growing in concert with rising living standards and these improved distribution facilities, and both sellers and buyers are becoming increasingly adapted to its use.

Advertising Expenditures Up

Belgium now has a well-developed advertising industry with total advertising expenditures in 1960 estimated at 4,000 million B.frs. (Can.\$80 million), an increase of 25 per cent over the last five years. All of the media and techniques familiar to North American advertisers are employed here to varying degrees. There are about 40 full-service advertising agencies, 26 of which are grouped in the *Chambre des Agents-Conseils en Publicité (CACP)* which has its own rigid code of advertising ethics, including the provision that members must charge not less than a 15 per cent commission. Agencies outside the CACP may charge less but in practice this appears to be a generally accepted fee. These full-service agencies perform all the functions of similar companies in Canada, although some specialize in particular media. Many other firms provide only partial services, such as artwork, copy-writing, bill-posting, or space-contracting. A number of firms, including some agencies, offer facilities for market research, consumer surveys and product testing, and agencies, publishers and advertisers have joined together to establish reliable circulation audits through an organization known as the *Office d'Analyse de la Diffusion Publicitaire (OFAD)*. Several U.S. agencies have established offices in Belgium, and many local firms have connections with companies in the United States, the United Kingdom and, to a lesser extent, Canada.

The advertisers themselves are organized into the *Union Belge des Annonceurs (UBA)* whose 200 members account for about 75 per cent of all advertising expenditures. These expenditures can be broken down as follows to show the leading product groups advertised in 1959:

Product Group	Per cent of total advertising expenditure
Food products	21
Home products (soaps, cleansers, etc.)	18
Cars and motorcycles	10
Textile and leather products	9
Toiletries and cosmetics	9
Electrical appliances	6
Pharmaceuticals	4
Tobacco products	2
Other	21

Source: Banque Nationale de Belgique.

Although the media and techniques are about the same as in Canada, their relative importance is somewhat different, as the accompanying table of estimated advertising expenditures in 1959 by media shows.

Newspapers

Newspaper advertising accounts for the largest share of expenditures and is considered, in general, the most effective form of publicity. This does not mean, however, that any one journal carries a large amount of advertising. There are about 45 dailies in Belgium, but because of the language barrier and political and economic regionalism, only two or three papers in each language approach national readership. Consequently advertisers, to obtain even partial coverage, must use at least one leading daily in both French and Flemish and for

more thorough penetration (particularly in the smaller centres outside Brussels and Antwerp) must resort to a number of papers with relatively small total circulations but with high readership in their particular areas. The advertising cost per reader can rise rapidly with such duplication and it is probably this fact rather than the amount of advertising carried in any one paper that accounts for the large expenditures. As a general rule, national advertisers use the half-dozen national papers for institutional or prestige advertising and the smaller regional papers for "where-to-buy-it" advertisements.

Even the larger dailies contain relatively few pages compared with most Canadian papers, with the result that advertising space is limited and often subject to restrictions imposed by the publishers on page locations and format. Technically, there is little limitation on the type of work that the larger papers can reproduce; two-colour facilities are available in most, although not yet widely used. With many small papers, there is a lack of standardization of page sizes and line count that makes it virtually impossible to quote average space rates. The sectional nature of the Belgian press can, however, be an advantage in approaching special-interest groups such as farmers, while regular trade supplements (e.g., autos and aviation) in some

ESTIMATED ADVERTISING EXPENDITURES IN BELGIUM, 1959

Media	Total	Total	Total
	(millions of B.frs.)	(per cent)	in Canada
Press (total)	1,650	51.6	42.4
(a) newspapers	(1,100)	(34.4)	(33.1)
(b) magazines	(550)	(17.2)	(9.3)
Outdoor and transportation	150	4.7	3.8
Cinema	200	6.2	
Radio	50	1.6	12.5
Television			13.2
Direct	600	18.8	18.7
Exhibitions, fairs, etc.	200	6.2	
Display and point of sale	200	6.2	
Miscellaneous	150	4.7	9.4
Total	3,200	100.0	100.0

Source: International Advertising Association Report dated August 1960.

papers provide another approach to specialized markets.

Periodicals

Periodicals claim 17 per cent of advertising expenditures and are particularly important for advertising consumer goods. It is estimated that Belgium has about 500 weekly papers, 140 general-interest magazines (including women's magazines) and over 800 trade and special-interest publications covering a wide range of topics from art to zoology. Included among the more important periodicals are the weekend sections published by the larger dailies, which are mostly black and white. In fact, Belgium has few glossy full-colour magazines, partly because of a situation well known in Canada, since large-circulation French magazines are imported and have a wide readership here. Several of these publish Belgian editions which are little different from the originals except for some Belgian advertising content.

Direct Mail

Following the press, direct mail is the most widely used medium in Belgium and, lacking commercial radio or television, it is particularly important as an alternative means of carrying an advertiser's message directly into the home. Several agencies specialize in this type of work; good mailing lists are available for selective campaigns using the efficient Belgian postal service, and a well-organized private delivery service makes it possible to reach every home in the country or in any selected area. Given these excellent facilities and Belgium's small size and dense population, it is possible to conduct a national advertising campaign by direct distribution and most of the large retailers, for example, use this medium rather than newspapers to advertise their current "specials". In general, the material is attractively prepared, often in full colour, and it is reported that direct distribution, although not cheap, often

gives the best results, relative to costs, of any form of advertising.

Outdoor and Transportation

Outdoor and transportation advertising in Belgium is not considered particularly effective except for certain types of products (such as cigarettes, beverages and automobiles) and then only when used in conjunction with other media. Recent legislation has drastically reduced the number of poster sites and all billposting in public locations, such as post offices and railway stations, is in the hands of a small group of government-licensed firms. Neon, lighted plastic and moving electric signs are all used, particularly for brand-name advertising.

Radio, Television and Cinema

At present Belgium has no commercial radio or television but some Belgian advertisers use the facilities of Radio Luxembourg and Europe n° 1 which have a large listening public, especially in the French-speaking part of the country. Considerable pressure for commercial television, or at least for commercial spots, is building up and this may become a reality in the future. Much cinema advertising is done in the 1,400 Belgian movie houses, which have a total annual attendance of over 130 million. Generally four or five advertising shorts and several slides are shown between features and several Belgian firms produce first-class films of this type.

Point of Sale

The use of point-of-sale advertising is increasing with the introduction of self-service stores. The department stores, chains and supermarkets, of course, are more conscious of this medium than the many small specialized shops and are featuring more and more product promotions, store demonstrations and premium sales, with the support of the manufacturers. The Belgian consumer is generally a careful comparative shopper and, lacking radio and television to con-

vey their messages, Belgian manufacturers and retail outlets are well aware of the importance of eye-catching packaging, good window displays, and other point-of-sale attractions.

Trade Fairs

In a country where the weekly market is an ancient tradition, trade fairs as gathering-places for sellers and buyers are very popular. A large number of both general and vertical trade shows are held each year throughout the country, including large ones like the Brussels and Ghent International Trade Fairs, the Charleroi Industrial and Technical Exhibition, and a Home and Food Fair in Brussels. A recent development has been the opening in a modern, centrally-located building in Brussels of an exhibition centre which already has a full schedule of one- or two-week trade shows covering such fields as building materials, refrigeration and air-conditioning equipment, electronics, ladies' ready-to-wear clothing, and office machines. (The Commercial Division of the Canadian Embassy in Brussels can supply a list of these general and special trade shows to interested Canadian firms.)

The Exporter's Choice

What do these comments mean to Canadian exporters seeking to develop markets in Belgium? Canadian sales to this country fall into two clearly defined groups: a large volume of industrial materials, including primary iron, aluminum, copper, nickel, asbestos, wood pulp and wheat; and a much smaller group of consumer products such as canned fruits and vegetables, whisky, canned fish, cheese, books, pharmaceuticals, and toys. Obviously, widely different types of advertising must be used to promote sales in these two product groups. For the Canadian raw material producer, probably the most effective advertising medium is the appropriate trade journal or the use of selected mailing lists to

convey information direct to potential industrial customers. There is also scope for institutional advertising in the leading dailies and general-interest periodicals—advertising which emphasizes the advantages of Canadian industrial materials, with tie-ins featuring Belgian products made from these commodities.

For the Canadian exporter of consumer products, the problem is more complex. To arrange good representation and distribution in Belgium is, of course, the first and most important step. In doing so, a Canadian company should be prepared to offer advertising assistance, bearing in mind that it would probably not expect to set up a new dis-

tributorship in Canada without such support. After this, a competent advertising agency should be selected in co-operation with the local representative and the three parties should then work out the nature and extent of an advertising program, bearing in mind that results may not be immediate in this competitive, somewhat conservative market. ●

The Librarian Suggests

In December the Department of Trade and Commerce library prepared a selective list of publications of general interest to exporters and of particular value to those inexperienced in this field. This issue of *Foreign Trade* lists some of these publications covering the Commonwealth, Latin America, the West Indies, and the United States. *Foreign Trade* cannot undertake, however, to provide or to order copies of any of the publications.

Publications on Export Trade

The Commonwealth

Books and Surveys

DAIRY PRODUCE. Annual. Butter, cheese, condensed milk, milk powder, casein, eggs, egg products.

FRUIT. Annual. Fresh, canned and dried fruit; fruit juices; wine.

GRAIN CROPS. Annual. Wheat, wheat flour, maize, barley, oats, rye and rice.

INDUSTRIAL FIBRES. Annual. Wool, cotton, silk, flax, jute, sisal, mohair, coir, kapok.

PLANTATION CROPS. Annual. Sugar, tea, coffee, cocoa, spices, tobacco, and rubber.

All of these surveys, produced by the Commonwealth Economic Committee, review Commonwealth production and consumption of, trade in, and prices of commodities in the various fields. Price: \$0.75 each. Order from: United Kingdom Information Service, 119 Adelaide Street West, Toronto, Ontario.

THE COMMONWEALTH YEARBOOK. Annual. A survey and a directory. Price: \$20.00.

Order from: Europa Publications, 56 Bloomsbury Street, London, W.C. 1, England.

THE EMPIRE AND COMMONWEALTH YEARBOOK. Annual. A general survey of each country, with a list of main imports and exports. One-third of the volume deals with production of and trade in raw materials and other commodities. Price: \$7.50. Order from: Newman Neame Limited, 50 Fitzroy Street, London, W. 1, England.

Statistical Reports

THE COMMONWEALTH AND STERLING AREA. Annual. A statistical abstract. Statistics on trade, prices, population and balance of payments, issued by the United Kingdom Board of Trade. Price: \$1.00. Order from: United Kingdom Information Service, 119 Adelaide Street West, Toronto, Ontario.

Periodicals

CHAMBER OF COMMERCE JOURNAL. Monthly. Notes on trade in the United Kingdom and abroad. Price: \$2.00 a year. Order from: London Chamber of Commerce, 69 Cannon Street, London, E.C. 4, England.

COMMONWEALTH SURVEY. Fortnightly. A record of United Kingdom and Commonwealth economic and political affairs, prepared by the Reference Division of the United Kingdom Central Office of Information in London. Price: \$6.00 a year. Order from: United Kingdom Information Service, 119 Adelaide Street West, Toronto, Ontario.

THE ECONOMIST: Weekly. A leading publication on economic and political affairs. Price: \$15.00 a year. Airmail edition, \$25.00 a year. Order from: Wm. Dawson Subscription Service, 587 Mount Pleasant Road, Toronto 7, Ontario.

THE FINANCIAL TIMES. Daily. This British publication is an excellent source of current information on industry, commerce and public affairs. Price: \$20.00 a year, airmail edition \$115.00 a year. Order from: Financial Times, 550A Church Street, Toronto, Ontario.

NEW COMMONWEALTH. Monthly. Articles on various aspects of industrial, political and trade affairs in the Commonwealth, with particular emphasis on Africa and Asia. Price: \$6.00 a year. Order from: Tothill Press Limited, 33 Tothill Street, London, S.W. 1, England.

Latin America and The West Indies

Books

LATIN AMERICA MARKET GUIDE. Annual. Three volumes. Articles on trade procedure and practice, basic market and trade data for each country, directory of firms, including a Dun and Bradstreet rating. Vol. 1 CARIBBEAN. Vol. 2 SOUTH AMERICA. Vol. 3 MEXICO AND CENTRAL AMERICA. Price: \$125.00 for three volumes, \$100.00 for two, \$75.00 for one. Order from: Dun and Bradstreet Inc., 99 Church Street, New York 8, New York.

LIBERALIZATION OF INTER-LATIN AMERICAN TRADE. R. F. Mikesell. Economic Research Series, Department of Economic and Social Affairs, Pan American Union. Washington, 1957. 94 pages. Price: \$0.50. Order from: Pan American Union, 17th Street and Constitution Avenue, Washington 6, D.C.

A SHORT INTRODUCTION TO THE ECONOMY OF LATIN AMERICA. F. Benham and H. A. Holley. An up-to-date factual study of the area. Oxford University Press. London, 1960. 169 pages. Price: \$2.52. Order from: Oxford University Press, 480 University Avenue, Toronto 2, Ontario.

SOUTH AMERICAN HANDBOOK. Annual. Guide containing useful economic information. Price: \$3.00. Order from: The H. W. Wilson Company, 950-972 University Avenue, New York, New York.

WEST INDIES AND CARIBBEAN YEAR BOOK. Annual. An excellent guide to markets and trade in the area. Price: \$11.00. Order from: Thomas Skinner & Company (Publishers) Limited, 18 Rideau Street, Ottawa, Ontario.

Periodicals

UN ECONOMIC BULLETIN FOR LATIN AMERICA. Semi-annual. Source of current information on economic conditions in the area. Price: \$1.60. Order from: The Queen's Printer, Ottawa, Ontario.

UN ECONOMIC SURVEY OF LATIN AMERICA. Annual. A comprehensive survey of regional and internal economic developments in Latin America, including trade and balance of payments. Price: \$3.00. Order from: The Queen's Printer, Ottawa, Ontario.

United States

Statistical Reports

BUSINESS STATISTICS, 1959. Biennial edition. A basic reference volume providing a round-up of the statistics reported in the monthly issues of the *Survey of Current Business*. Price: \$2.25. Order from: Superintendent of Documents, U.S. Government Printing Office, Washington 25, D.C.

Periodicals

BUSINESS WEEK. Weekly. A leading American news publication for commerce and industry. Price: \$6.00. Order from: McGraw-Hill Publishing Co. Inc., P.O. Box 183, Station B, Montreal, Quebec.

JOURNAL OF COMMERCE. Daily except Saturday and Sunday. An excellent source of current news on commerce, commodities and manufacturing, as well as of general business news. Price: \$30.00 a year. Order from: Journal of Commerce, 80 Varick Street, New York 13, New York.

SURVEY OF CURRENT BUSINESS. Monthly. The major reporting publication for business statistics. Includes articles on foreign trade, balance of payments from time to time. U.S. Department of Commerce. Price: \$4.00 a year. Order from: Superintendent of Documents, U.S. Government Printing Office, Washington 25, D.C.

Canada Sells Steel to Britain

The market in the U.K. for iron ore and specialty steel is steadily growing—and so are Canada's sales there; there can also be profitable business in other steel products for on-the-spot suppliers.

S. G. HARRIS, *Assistant Commercial Secretary, London.*

THE year 1960 was a record-breaking one for the steel industry: record production, record exports and—most important to Canadians—record imports.

British crude steel production last year hit 24.2 million long tons, 20 per cent up from the 1959 total. Furthermore, present expansion programs throughout the industry (costing £130 million in 1960 and an estimated £150 million this year) will take capacity past the 30-million-ton mark by 1962 and to 34 million tons by 1965. Steel is now the most rapidly expanding major industry in Britain.

In the decade that followed the war, the United Kingdom steel industry was re-organized and rehabilitated. In spite of the tremendous upheavals, it recovered with surprising vigour from the ravages of war and the prewar depression. The 1939 production figure of 13.2 million long tons was not equalled

again until 1948. But after that it rose slowly to 20 million tons in 1955-56, remaining there until 1960, when expansion programs began to have their effect.

How has this expansion affected United Kingdom trade in steel and steel products? In spite of this enormous new production, unequal growth in some sectors and the unusually buoyant market have led to shortages and to increased imports.

During the first half of 1960, the booming automobile and consumer goods industries put heavy pressure on sheet and strip producers. Shortages here led to large imports from overseas, including Canada, (see table). The coming into production of new mills created a shortage of ingot, and two Canadian companies did a tidy business. This situation has since rectified itself but at year-end, demand for carbon steel bars and re-roll stock was brisk and it is still being met by imports.

Large quantities of structural shapes are being imported from the Continent to supply the booming construction industry, despite the opening of a mill to make them.

Canada's Share

How has Canada fared in this market? Last year Canadian firms shipped large quantities of many products never before exported to the United Kingdom. In addition to sheet and strip, bars and ingots, exports of ferro-alloys rose and iron ore was shipped in record tonnages.

What of the future? Prospects for the first half of 1961 appear bright. The burgeoning British economy will continue to absorb most of the domestic production and imports will still be needed to fill requirements for special products. Much will depend on this year's sales of automobiles and consumer goods and the effect of the April Budget. Although early indications are uncertain and most economists predict a levelling-off, the automobile industry has proceeded to expand its facilities. If its market predictions prove correct, demand should pick up considerably.

It is unlikely, however, that Canada's record 1960 sales will be repeated. They were mainly spot sales, made when demand was greatest and prices high. But aside from volatile products such as bar, sheet and ingot, there is a steady, growing demand for iron ore and specialty steel and Canada's modest sales have been increasing over the years. In addition, there does appear to be continuing business in certain other types of steel for the more aggressive Canadian firms who have representatives on the spot. Last year's success may never happen again, but it showed that an active, on-the-spot organization can take advantage of the market situation and obtain some profitable business. ●

CANADIAN STEEL PRODUCTS EXPORTS TO THE U.K.

	1959		1960	
	Short tons	Can. \$	Short tons	Can. \$
Iron ore	3,160,909	22,427,925	3,763,109	27,701,660
Ferro-silicon	21,622	2,424,335	37,686	3,837,920
Pig iron			224	9,000
Billets, blooms, ingots	6	4,578	223,703	17,642,776
Scrap iron			5,238	162,013
Steel bars, hot rolled	828	1,488,548	1,547	1,307,284
Steel bars, cold rolled			545	1,191,704
Wire rods	1,404	121,707	27,731	3,057,276
Plate			5,966	613,167
Sheet and strip, hot rolled	192	234,874	24,698	2,648,642
Sheet and strip, n.o.p., including tinplate and galvanized			20,461	3,360,451
Pipes and tubes of iron or steel, n.o.p.			551	155,813

FAIRS AND EXHIBITIONS

Instruments at Los Angeles

VISITORS to the 16th annual fall Instrument-Automation Conference and Exhibit of the Instrument Society of America, September 11-15, 1961, will see for the first time an attractive exhibit entered by the Canadian Government. Canada is participating partly because the Canadian industry is growing, partly because the site of this year's show—Los Angeles—is the centre of a large U.S. market—a market that takes in the large electronics and aircraft industries of the West Coast. The latest developments in industrial, military and space instrumentation, including data handling, computation and control systems, are shown at this fair and over 20,000 instrument users and buyers usually attend.

About 15 Canadian firms have already arranged with the Government to show their products in the 2,246 square feet of space that Canada has reserved. These include a laboratory cooler, an automatic tri-film processor, an ice-detection system, recording camera, portable magnetometer, automatic circuit and cable tester, an audio-frequency magnetic director, cadmium sulphide photoconductive cells, a homing indicator and other airborne navigation equipment, a photographic reconnaissance system, nucleonic equipment, control panels and printed circuit boards, automatic control and data equipment for the petroleum industry, telephone carrier terminals, voice-multiplex equipment, auditory training equipment, pressure control switches, and precision bearings. The Department of Defence Production and the Industrial Development Branch of the Department of Trade and Commerce are also preparing display panels to advertise their work.

Canadian firms participating will send representatives to man their booths; the Department of Trade and Commerce will ship their products to Los Angeles. The hope is that the fair will develop more trade in this important U.S. market, will encourage greater application of the United States-Canada production-sharing plan, and, in general, promote industrial development.

Foods at Cologne

THE Provisions and Fine Foods Exhibition (ANUGA) at Cologne, West Germany, will be held from September 23 to October 1 this year. It is a biennial show and the Canadian Department of Trade and Commerce is entering an exhibit for the second time. The exhibition covers all facets of the food industry, including packaging and packaging equipment, food advertising, etc. Canada will display fish, fruit and fruit juices, grains and grain products, meat products, poultry,

vegetables, whisky, and other products. The Department has reserved 157 square metres centrally arranged around a cooking demonstration; a male chef and two assistants will demonstrate the preparation of Canadian foods. A representative of the Department of Agriculture will man a special display of frozen poultry and poultry products and fresh apples will be exhibited hanging from a simulated tree. In addition, a special sampling room will be open to members of the food industry.

ANUGA is the largest international food fair in Europe; the last one attracted buyers from 63 countries and 300,000 visitors, 10 per cent of whom were from other European and overseas countries. For the first three days admittance at the fair was restricted to members of the trade. Some 2,000 firms and organizations participated and 40 foreign countries were represented; 28 had national stands.

Engineering Exhibit, London

THE Canadian Government exhibited this year for the first time in the Engineering, Marine, Welding and Atomic Energy Exhibition, held from April 20 to May 4 in London. Canadian firms that participated speak enthusiastically of their success there. The Canadian exhibit was so well designed and the displays so attractive that they were said to have drawn more visitors than any others at the 500-exhibit show. Where possible, the Canadian products were shown in operation, some turning out souvenirs, others making actual work pieces from production shops.

Surprise and satisfaction were the chief reactions of Canadian exhibitors to the amount of business they uncovered. A participator at United States exhibitions of the same sort said the United Kingdom show proved more successful than the others in terms of business influenced, even though he was used to good sales in the U.S. One Canadian firm had on hand a stock of 12 models to cover sales expected at the London show; a hurried cable put the Canadian plant into overtime for two months and raised the order to 50 models for both May and June. Over half the exhibitors stayed on in Britain for several weeks to follow up inquiries and to make installations; some went on to Europe to clinch sales. Some made new agency arrangements. The vice-president of one Canadian firm flew to Britain to take stock of the situation himself, so great was the interest in his firm's product. Another firm flew one of its engineers to London, bought him new instruments, and set him up in a hotel room to adapt equipment to British standards before the eyes of the British buyers.

Some visitors wanted to buy the display models. Long-term business prospects looked good for many companies and many outright sales were concluded on the spot.

The Canadian exhibit was organized by the Department of Trade and Commerce and designed by the Canadian Government Exhibition Commission. An officer of the Department was on hand throughout the show. He reported interviews with visitors from the British Isles, Continental Europe, Africa, Asia, South America, the United States, and several Communist Bloc countries.

Furs at Paris, Frankfurt

ATTENDANCE at both of Europe's large fur fairs (Paris and Frankfurt) was up this year compared with last and Canada exhibited at both. At the Paris Fur Salon (April 12-17) the Canadian Government took about 84 square meters of display area near the main entrance; the exhibit was modern and clean-cut and well suited to the display of furs and the accommodation of visitors. There were 72 other exhibitors in the show, including processors, manufacturers and wholesalers, plus government exhibits from South Africa and the U.S.S.R.

Canada displayed raw and dressed fur pelts, including special ranch mink from the Canada Mink Breeders, a selection of fox skins supplied by the Canadian National Silver Fox Breeders Association, and four fur garments. All the different shades of Canada Mink were shown and attracted much attention. It provided an excellent opportunity to introduce the new label, "Canada Mink Majestic", shown for the first time in Europe. About 600 people visited the display. Some said that they were going to Canada for the first time to attend approaching fur sales and 71 asked for the names of fur brokers. There were 78 visitors from countries outside France including Belgium, the United Kingdom, Switzerland, Spain, Italy, the United States, and West Germany.

The Frankfurt Fur Fair followed a few days later (April 20-28) and Canada's was the only national exhibit. The number and variety of our wild and ranch furs were unique. The stand was well designed and the furs effectively displayed. Apart from the mink and fox, beaver, muskrat, marten, seal, lynx, and other skins, a beaver coat and a white fox cape were on display; two mink garments were displayed on manikins and two on live models.

About 217 exhibitors took part in the Frankfurt Fair, 30 of them from abroad; officials estimated attendance at 13,000. About 241 visitors had interviews at the Canadian exhibit. Of these, 149 were with visitors from West Germany, others with visitors from Switzerland, Belgium, Italy, the United Kingdom, the

Netherlands, Norway, France, the United States, Denmark, Sweden, Austria, Spain, and Finland (in order of numbers interviewed).

At both fairs, officials of the Canada Department of Agriculture and the Department of Trade and Commerce were on hand as well as officers of the Trade Commissioner Service.

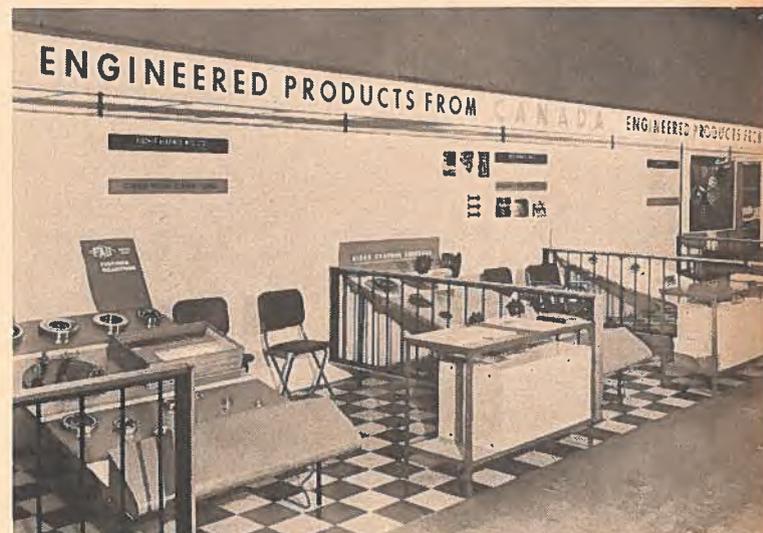
Engineered Products at Detroit

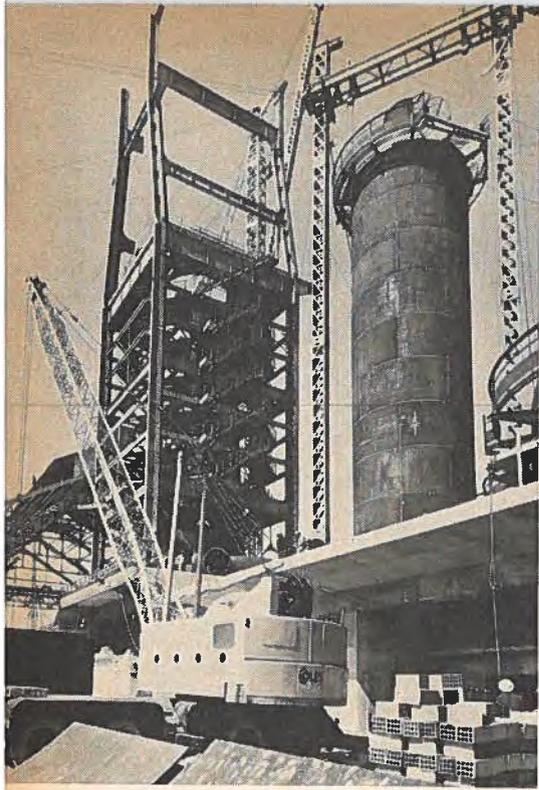
SEVENTEEN firms participated in the Canadian Government exhibit at the Design Engineering Show, held May 22-25 at Detroit's Cobo Hall. All 17 reported promising business prospects as a result and approximately 450 inquiries were received. Although visitors were fewer than at New York a year ago, they came from nearly every state in the United States and from Canada. Eleven of the 17 Canadian participants had never exhibited with the Department of Trade and Commerce (organizers of the Canadian entry) before and they were surprised at how participation brightened their export sales prospects. Sometimes inquiries came in for products not on display. Some new agency arrangements will probably result.

The Canadian exhibit was right in front of one of the main entrances and the design drew many compliments. The illuminated fascia above the exhibit, with the lettering "Engineered Products from Canada", was so clearly visible from all sides that directions were often given using the Canadian exhibit as a reference point.

Each of the exhibiting firms sent representatives and officers of the Commodities and Industrial Development Branches at Ottawa and of the Canadian Consulate at Detroit were on hand throughout the show.

Canada exhibits for the first time at Detroit's new Cobo Hall, displaying special products at the Design Engineering Show.





Workmen push ahead on construction of the south wing of this new steelmaking industry near Lisbon. It forms part of a steel mill, the largest project under the Plan, that will turn out over 200,000 tons a year of pig iron and profiles.

PLANNED economic development began in Portugal with the First Plan, which ran from 1953 to 1958. Following this came the Second Plan, an extension and expansion of the First, to cover the years from 1959 to 1964. In scope and in funds to be invested the Second Plan about doubles the First. Some 11,500 million escudos (\$400 million) was allocated for continental Portugal in the First Plan and 30,000 million escudos (\$1,000 million) for the Second. The corresponding figures for the Overseas Provinces are 5,000 million escudos (\$170 million) for the First Plan and 9,000 million escudos (\$300 million) for the Second.

The principal objectives of the Second Plan are to increase the national wealth, to ensure a higher rate of employment, and to improve the standard of living. This entails establishing more secondary industries and reorganizing existing ones, improving agricultural output, and expanding transportation facilities.

The aim is to get the country to invest up to \$2,000 million in productive activities during the Second Plan, of which about half is to be spent in continental Portugal under the direction and with the assistance of the State, and about \$300 million on projects in the Overseas Provinces. The hope is to raise the national income in the six years covered by the Plan by 27 per cent—or from 54 billion

escudos in 1959 to 66 billion in 1964.

To help finance the various projects under the plan, the National Development Bank (Banco do Fomento Nacional) was set up in August 1959 and began its operations in January 1960. One of its main functions is to grant medium- to long-term credit to assist investment in industry, particularly basic and manufacturing industries, electric power development, and transport. During the first ten months of 1960 the Bank authorized advances of 750 million escudos (about \$25 million). It also underwrote securities of up to 300 million escudos (about \$10 million) issued by companies covered by the Development Plan.

A recent study discloses that for the first three quarters of 1960, financing under the Plan totalled some \$77 million, of which some 60 per cent came from public and 40 per cent from private sources.

The Plan is broken down into five main sections: agriculture, industry, electricity, transport and communications, and research and technical instruction. The following paragraphs list some of the chief projects under each section.

Agriculture and Fisheries

The chief objective of this sector is to make the country self-sufficient in food. The main emphasis, apart from soil conservation schemes, is

Portugal

Progresses with Second Plan

Portuguese are now embarked on third year of their Six Year Plan; some projects are nearing completion and others are still in blueprint stage. This review of the Plan objectives, sector by sector, may suggest trading opportunities to Canadian firms.

T. J. MONTY, *Commercial Counsellor, Lisbon.*

on the extension of irrigation projects. During the six years, some \$36 million is to be spent on irrigating reclaimed land and making it suitable for cultivation. Other projects include reforestation, control of disease, research on infestation of crops and on crop storage, and the making of roads in rural districts.

Fish forms an important part of the food supply in Portugal. The fishing fleet, both coastal and deep-sea (especially the cod-fishing fleet) is to be renovated, both with an eye to creating employment and to aiding the local shipbuilding industry. Fish resources are also to be used more fully.

Industry

Among the more important industrial development projects in the Plan are the following:

● **Steel Industry**—This is the largest and most important project. A steel plant, Siderurgia Nacional S.A.R.L., is to be set up near Lisbon, with an investment of about \$100 million. It will produce pig iron and profiles and have an initial output of 200,000 tons a year, to be raised later to 300,000. It will employ 2,000 people and is expected to be in operation late this year or early in 1962. The second phase of this project includes a Krupp Ren installation in the north to use its poorer ores. This project, to cost about \$10.2 million, is still under study.

● **Mining**—The mining industry, which has been in the doldrums, is to be reorganized and further prospecting carried on both in Portugal itself and in the Overseas Provinces. Uranium (metallic) is among the mineral resources slated to be exploited. Iron ore, manganese, anthracite, copper and gold deposits will also be investigated further. About \$3.4 million is to be spent on this program.

● **Petroleum**—The capacity of refineries already established is to be expanded from 1,200 to 1,500 tons,

and distribution and storage facilities will be increased. The industry recently received a loan from a group of banks headed by the Belgian Kredietbank.

● **Petrochemicals**—At Olivais, a suburb of Lisbon, a plant is being put up to produce ammonia and gas from oil byproducts for distribution in Lisbon. Construction is expected to be completed this year, at a cost of \$13 to \$15 million.

● **Fertilizers**—The hope is to increase consumption of fertilizers during the Plan from 15.4 to 26.1 kilos per hectare and to boost output from 52,000 to 90,000 tons. Apart from the production of ammonia mentioned above (for use in sulphate of ammonia), Nitratos de Portugal plans to produce nitric acid and nitrates. Construction of a plant at Alverca is well advanced and operations are expected to begin shortly. The cost is estimated at \$13 million. União Fabril is studying a new plant to produce nitric acid, nitrate and urea. Amoniaco Portugues is already operating a factory and a new program is under study.

● **Pulp and Paper**—Production of paper is being fostered, in the expectation that the new enterprises will boost output from 25,000 to 115,000 tons. Sociedade Industrial de Celulose is establishing a plant to turn out eucalyptus wood pulp at Setubal; it will cost \$12 million and should be in production next year. Caima Pulp is building a similar factory at Constança, also for using eucalyptus, at a cost of \$3.5 million.

● **Motor Vehicles**—Three companies have been authorized to make motor vehicles—one to turn out both light and heavy models and one the heavy only. Their plans, however, are still taking shape, with assemblage of motor vehicles in the offing. Manufacture involves certain serious problems but it is hoped that these will be overcome.

● **Lisbon Shipyard and Bridge**—These two projects are still under study. The first calls for a shipyard and drydock to be set up in the Tagus Basin and estuary for the repair and modernizing of ships. The estimated cost is some \$20 million and foreign technical assistance and capital will be needed.

The building of a bridge to cross the Tagus River at Lisbon has been decided upon and the plans approved. Preliminary contracts have been awarded to United States Steel. The project is expected to cost over \$50 million and its completion depends on the obtaining of outside financial aid.

The Government is also encouraging in various ways private industrial development outside the scope of the Plan. The types of industry favoured are naturally those which offer employment, produce competitive goods for export, use Portuguese raw materials, and benefit districts in need of development. A large number of industries started on private initiative have been fostered and aided by the State. They cover a wide range, including metal rolling mills and plants to turn out tires, electrical material, machinery, television and radio sets, etc.

Since Portugal joined the European Free Trade Association, the question of industrial reorganization has become more pressing. This reorganization—which covers reduction of production costs, increase in productivity, and concentration of productive resources—is encouraged by the Government through counsel, technical assistance, and provision of investment facilities. The principal industries concerned are textiles, metal and metallurgical, glass, sugar, fisheries, cork, etc.

Electricity

The electrification program is concentrated on developing hydroelectric potential and the building of powerhouses and dams. It envisages a rise in total power in public service from 290 MVA (megavolt ampere) in 1945 to 1,700 MVA in

1964. Annual expenditure on new construction totals \$15 to \$17 million and on power lines from \$3 to \$3.5 million. The Plan also makes provision for subsidies to municipalities for electrification work.

Transport and Communications

Most important projects under this head include improvements in railways, shipping facilities, port and airport services. A large free zone in the port of Lisbon is planned. Port and airport improvement alone will cost some \$45 million, and expansion of the merchant fleet some \$55 million.

Research and Instruction

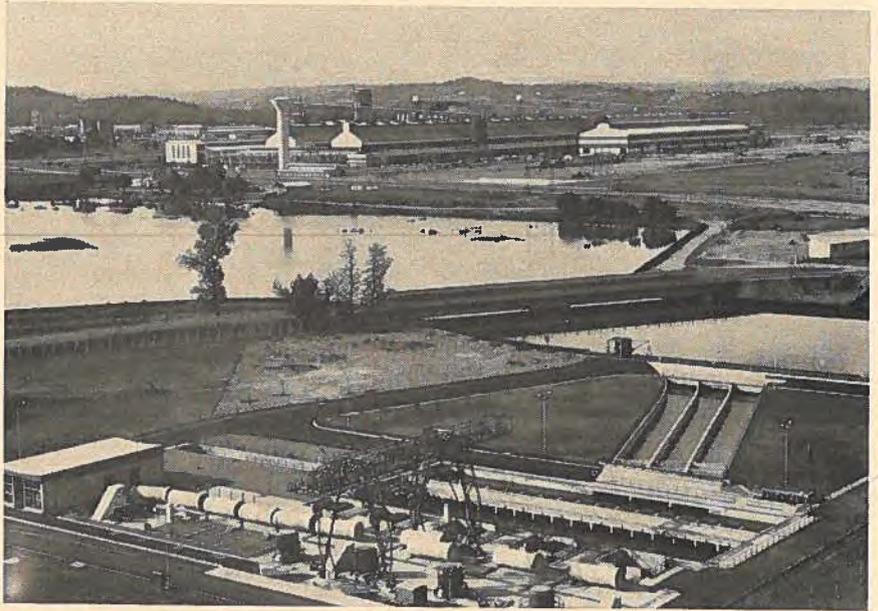
Research will be undertaken in the fields of agriculture, livestock, forestry and mining, and certain centres for technical study and research will be endowed and new schools built. This sector of the Plan calls for spending about \$13 million.

Overseas Provinces

The Second Plan covers the Overseas Provinces as well as Portugal itself, with a planned expenditure in the six years of some \$300 million. Industrial development in both Angola and Mozambique is to be accelerated, including hydroelectric development, and the ceramics, rubber, sugar, soap, tobacco and textile industries. There will also be studies and projects covering exploitation of natural resources, expansion of population, improvement of transport and communications, education and health, and so on. Considerable progress has already been made in improving railways, roads, ports and airports in the provinces.

For More Information

Any Canadian firm interested in obtaining further details about any aspect of this ambitious Six Year Plan, both in Portugal and in the provinces, should write to the Office of the Commercial Counsellor, Canadian Embassy, Lisbon. ●



Opened in 1960 at Noguères, this plant of the Compagnie Pechiney taps the extensive bauxite deposits found along the French Mediterranean coast; annual capacity is expected to reach 90,000 tons of primary aluminum by the end of this year.

French Aluminum Production Soars

France is an important producer but also a big consumer of aluminum; her rising import needs make her a logical market for Canadian suppliers of aluminum ingots.

C. T. CHARLAND, *Assistant Commercial Secretary, Paris.*

BOOMING production in the French aluminum industry is rapidly making France a major contender in the world market and a particularly strong competitor in the Common Market countries. France's buoyant economy, plus the steadily rising demand for aluminum in Europe, have led to an expansion in her primary aluminum industry. Since 1958 industrial activity in the aluminum industry has outstripped activity in French industry as a

whole (see Table I). Europe's largest producer of aluminum, France last year increased output by 36 per cent; produced 235,000 tons* of primary aluminum compared with 173,000 in 1959 and 61,000 in 1950 (see Table II).

Almost 80 per cent of last year's total production of primary aluminum came from the plants of the

*The ton used throughout this report is the metric ton of 2,204.6 pounds.

Compagnie P echiney, whose output increased by 43,000 tons in 1960. This increase resulted from the opening of its new plant at Nogueres in the south of France where annual capacity is already 56,000 tons and will reach 90,000 by the end of this year. Ugine, the other French producer, saw its output increase from 28,466 tons in 1959 to 47,900 in 1960, largely because of the opening of a new 23,000-ton-capacity addition to its Lannemezan factory. (Table III sets out the total production of both these French producers.)

The high cost and limited availability of power in France has forced aluminum manufacturers to concentrate on reducing the number of kilowatt hours needed to produce it. Although 20,000 kilowatt hours were used to make a ton of aluminum only a few years ago, French engineers have succeeded in erecting a plant at Nogueres where consumption per ton of aluminum is reported to be only 14,500 kilowatt hours and may be as low as 14,000. The short time required for processing the alumina is also impressive: the metal is delivered to the smelting plant only 4.5 hours after the arrival of the alumina at the reduction shed. This compares with 8 hours per ton at the company works at St. Jean-de-Maurienne in the Alps, Europe's biggest aluminum plant with an an-

nual capacity of 66,000 tons. The alumina used at Nogueres is brought in from P echiney's chemical works at St. Auban, which in turn is supplied with bauxite taken mostly from the Var, H erault and Bouches-du-Rh one deposits. By agreement with Electricit e de France, the electric power the plant consumes comes from the Artix power station which uses Lacq natural gas.

Power from Gas

The industry has also sought new sources of power and was quick to take advantage of the natural gas discovery at Lacq in southwestern France. Power generated from Lacq gas has made it possible to expand France's domestic aluminum production capacity by nearly 50 per cent. Both P echiney's plant at Nogueres and Ugine's at Lannemezan are based on Lacq power.

Bauxite is one of the few non-ferrous metals available in large quantities in France. Deposits are located a short distance from the Mediterranean Coast and 84 per cent are in the Var D epartement. Bauxite extraction in 1960 reached a new record of 2.04 million tons, 17 per cent more than the 1.7 million extracted the previous year.

All French aluminum is sold through a single agency, l'Aluminium Franais, which engages not only in sales but also promotes

the use of aluminum through research and technical services. It operates well-equipped research and testing laboratories at Chamb ery and a technical center in Paris where it carries out experiments on new practical applications.

Consumption in France

Domestic consumption of primary aluminum hit a new record of 210,000 tons in 1960, compared with 31,500 in 1938 and 79,000 in 1948. The 4.12 kilograms per capita consumption in France ranks among the highest in Europe, after the United Kingdom (6.5) and Germany (4.9) and not far behind Canada (5.2). Of the total production in recent years, 35 per cent has been used in cars, trucks and other transportation equipment; 12 per cent in electrical equipment; 12 per cent in packaging; 10 per cent in household and office equipment; 10 per cent in machinery and mechanical equipment; 7 per cent in building and construction; 4 per

TABLE III
Production Capacity of French Aluminum Plants

Plant and Location	Capacity Dec. 31/60 (in tons)
SOCIETE PECHINEY	
In the Pyr�en�es:	
Auzat (Ari�ge)	18,100
Sabart (Ari�ge)	18,300
Nogu�eres (Basses-Pyr�en�es)	60,000
In the Alps:	
Chedde (Haut-Savoie)	6,000
La Praz (Savoie)	3,400
La Saussaz (Savoie)	10,200
Saint-Jean (Savoie)	66,600
Riouperous (Is�ere)	11,700
L'Argent�iere (Hautes-Alpes)	16,700
Total	211,000
SOCIETE UGINE	
In the Alps:	
Venthon (Savoie)	16,000
In the Pyr�en�es:	
Lannemezan	10,500
Lannemezan, section supplied by Lacq	24,000
Total	50,500
Total Metropolitan France	261,500
Alucam (French share)	40,000
OVER-ALL TOTAL	301,500

TABLE I

Indices of Production for some Key French Industries

(adjusted according to number of working days)

1952 average=100	1938	1958	1959	1960
Coal	83	105	104	102
Electricity	48	152	158	177
Iron ore	81	146	150	164
Crude steel	57	134	140	159
Aluminum primary	43	159	163	222
Automobiles	53	206	225	245
Cement	41	155	162	164
Sulphuric acid	107	150	153	167
Ammonia	56	200	224	245
Cotton yarn	97	120	110	122
Wool yarn	107	122	124	129
Paper and cardboard	95	177	189	212
I.N.S.E.E. over-all index of industrial production (excluding building)	73	152	158	175

TABLE II

French Aluminum

Year	Production ('000 of tons)
1900	1
1910	9
1920	13
1930	26
1940	62
1950	61
1952	106
1954	120
1955	129
1956	150
1957	160
1958	169
1959	173
1960	235

cent in steelmaking, and the remainder in various other fields.

Aluminum from West Africa

Two important aluminum plants were recently completed in West Africa. The first, Alucam, combines a power plant and a 45,000-ton-per-year reduction plant on the Sanaga River near Edea in the Cameroons. This project was started in 1953 as an exclusive Pechiney-Ugine enterprise, but the owners later sold 9 per cent of the shares to the Syndicat Belge de l'Aluminium. Alucam is now operating at full capacity and production in 1960 hit 44,000 tons; French producers accounted for 39,000.

The second African project, Fria, was started in 1956 to exploit and convert to alumina a large bauxite deposit in Guinea. Pechiney and Ugine instigated the project but shareholders are as follows: Olin Mathieson (American) 48.5 per cent, British Aluminum Company 10 per cent, Aluminum Industrie A.G. (Swiss) 10 per cent, Wereignite Aluminum Wercke (German) 5 per cent, Pechiney 21.2 per cent, and Ugine 5.3 per cent. Although the French companies own only 26.5 per cent of the capital, they have in fact a voting majority and actually manage the company. The first shipment of alumina left Guinea in April 1960, and it is said that the Fria capacity of 480,000 tons of alumina per year can be doubled when demand warrants a production increase.

Other projects that would use the tremendous hydro-electric resources and high-grade bauxite deposits of West Africa are under study. They include:

- A 50,000-ton reduction plant on the Sanaga River in Cameroons, 30 miles upstream from the existing Edea plant.

- A 150,000-ton reduction plant based on the hydro-electric resources of the Konkoure River in Guinea and which would benefit from the Fria alumina production.

- A 250,000-ton reduction plant on the Kouilou River in the French Middle Congo.

- One or more reduction plants at Inga in the former Belgian Congo, with capacity ranging from 80,000 to 500,000 tons, based on the immense hydro-electric potential of the Congo River.

Although the size of these projects exceeds the financial means of the two French aluminum producers, they are nevertheless expected to play a leading role in developing and operating them. Political factors will of course predominate in the timing of these developments and it is difficult to predict when the capital and other necessary elements can be brought together to permit the start of construction and, finally, of deliveries in significant quantities.

Expansion Delayed

Although future expansion in West Africa would probably be economic, both European and North American producers have shown a certain reluctance to commit funds of the magnitude required. The reasons for this uncertainty are obvious: political and financial risks are involved and a large amount of smelter capacity in the Free World is idle. Many feel that it might be more practical to put off further investment at least until the present Free World surplus capacity has been absorbed by increased consumption. The expected growth in consumption in Europe can be met by larger imports from Canada and Norway, principally the latter, where the raw material and power base for more capacity already exists.

In March 1960 the member states of the EEC decided to set the common external tariff on primary aluminum at 10 per cent while giving permission to West Germany and Benelux to establish quotas for their fabricating industries at 5 per cent. The first alignment toward these rates was made on January 1, 1961. In France, the

duty was reduced from 20 to 17 per cent on imports from countries outside the European Economic Community, compared with 14 per cent on imports from Common Market countries. As a result of trade liberalization measures announced by the French authorities on March 31, 1961, these duties were cut further to 16 and 13 per cent, respectively.

Two plants operated in France by ALCAN Aluminium de France, an affiliate of Aluminium Limited of Canada, provide a Canadian vested interest here. The first is an extrusion plant built on an 87-acre site at Lucé, near Chartres, which has been in production since 1959. It has a staff of 120 and an annual capacity of 3,000 tons. The second is a factory which has been in operation since 1937 at Accous in the Pyrénées; it produces aluminum powder and aluminum paste called "Alpate".

Imports Higher

France, while maintaining her traditional position as an exporter of aluminum, in 1959 imported 33,000 tons of unalloyed aluminum ingots, including 19,000 tons from Canada. This compared with 29,000 tons in 1958 and 9,000 in 1957. Imports for the first nine months of 1960 stood at 41,000 tons; of these, 19,000 tons were from the franc zone. This trend is expected to continue for some years as France strives to meet domestic requirements and export commitments. Given reasonable terms of access, Canada should assert its position as a logical source of supply and increase its share of the French market for aluminum ingots.

Reprint Available

"How the Government Finances Long-Term Exports", an article explaining the new government facilities for long-term financing of exports, published in the March 25, 1961, issue of *Foreign Trade*, has been reprinted. If you would like copies, write to the Editor, Department of Trade and Commerce, Ottawa.

Selling Telecommunications Equipment in Chile

A recent issue of *Foreign Trade* carried an article on Chile's plans for economic development* over the next decade. One of the minor sectors of this program, but a highly significant one for Canadian producers of suitable equipment, covers telecommunications.

J. M. KNOWLES, *Acting Commercial Secretary, Santiago.*

THERE are at present almost a score of organizations in Chile, public and private, which maintain telecommunications networks of one kind or another and which are major purchasers of telecommunications equipment. To bring some order out of this confused situation, the Government of Chile recently established a National Telecommunications Commission. The first president, Dr. Sotero del Rio, is also Minister of the Interior in the present government.

The Commission is actually an advisory one, although on a high level. It is without executive powers or funds to administer. A committee within the Corporation de Fomento de la Producción (CORFO) has been established which is to have executive and financial authority and which will form the nucleus of a new government corporation controlling telecommunications.

Plan Unifying System

Almost the first act of the Commission was to ask the Ambassadors of Canada, the Federal Republic of Germany, France, the Netherlands, the United Kingdom, Italy, Japan, Sweden, Switzerland and the United States to recommend to it the names of consulting engineering firms specializing in telecommunications yet divorced from any manufacturing interest.

*See "Chile Launches Ten Year Plan", *Foreign Trade*, March 11, 1961.

Eventually one firm is to be chosen from among these to design a national telecommunications system for the country. The consultant will prepare studies and plans and supervise construction of a "backbone" network to unite all the existing ones into a composite system. The scheme is to be implemented over a five-year period and the cost is estimated at about U.S.\$15 million. The names of several Canadian firms have been put forward.

Local Agent Vital

In addition to the possibility that a Canadian consulting firm may get this assignment, many opportunities have now appeared for the sale of telecommunications equipment. But where Canadian firms have fallen down badly in the past is in their failure to have suitable representation, or any representation at all, in Santiago. It is absolutely necessary, and all potential purchasers of equipment require, that the manufacturer have an agent in Chile. As a manufacturer, you must have someone on all the public and private tender lists who will automatically receive the calls for bids from various sources. Specifications are normally refused, even to the Canadian Embassy. Government agencies will issue calls for tender only to local agents of foreign firms. If you do not have an agent you never receive these calls and never learn of possibilities until it is too late.

The usual reason given for this requirement is that the local agent serves as a channel of communication with the supplier and is a legally responsible entity, subject to Chilean law, from whom recompense may be exacted if the foreign principal fails to live up to a contract.

It is, of course, to the manufacturer's advantage to have someone pursuing his interests locally, even when tenders have closed and bids are being subjected to technical analysis before the actual awarding of contracts. The infighting that takes place at such times can be effectively carried on only by someone actually on the scene. The Trade Commissioner is prepared to recommend qualified and influential agents who are in a position to do the best job. They are not always the oldest established or largest firms; these frequently cannot be bothered to give your business the concentrated attention it merits.

Recent Opportunity Missed

I recently had the opportunity to conduct a thorough investigation into the potential market for telecommunications equipment in Chile. Eighteen potential and regular purchasers of such equipment were presented with a detailed questionnaire on their purchasing methods and present needs for services and equipment. It was subsequently learned that bids closed recently on tenders called last

August by the Chilean Army for a substantial quantity of telecommunications equipment, including some for use in mobile units. No Canadian firms quoted directly on this tender because none were registered with the Chilean Military Mission in Washington, D.C., which normally handles such bids from all sources. Canadian firms interested in receiving calls for tender from all three arms of the Chilean Armed Forces should therefore send a letter of registration, with fully explanatory brochures, to:

Colonel Otto Barth D.,
Chilean Military Mission,
Chilean Embassy,
2154 Florida Avenue N.W.,
Washington, D.C.

A copy of this letter, accompanied by brochures, should be sent to:

Comandante Jorge Letelier L.,
Jefe de Radio Telecomunicaciones del
Ejército,
Ministerio de Defensa, 5° piso,
Plaza Bulnes,
Santiago, Chile.

Brochures and a letter of registration should also be sent to the following officer, who is responsible for the purchase of such equipment for the Chilean Air Force:

General Renato González,
Chilean Air Force,
Pasaje Antonio Varas 1128,
6° piso, Oficina 642,
Santiago, Chile.

Firms interested in selling to the Chilean Navy should send additional brochures and letters to:

Vice-Almirante Hernán Cubillos,
Director-General de Servicio Armada,
Plaza Sotomayor,
Valparaiso, Chile.

ENDESA is a large direct purchaser of equipment of this kind in its own right. Bulletins, brochures, etc., should therefore be sent also to:

Señor Enrique Claude,
Jefe del Departamento de Telecomunicaciones,
Empresa Nacional de Electricidad,
Ramón Nieto 920,
Santiago, Chile.

ENDESA is currently interested in obtaining, among other things, carrier current equipment for transmission over high-tension lines. This includes telephone, teleprinting and telecontrol equipment.

Immediate Sales Opportunities

The Chilean State Post Office and Telegraph Agency is shortly to undertake an expansion and improvement of its telegraph, telephone and radio services. It is interested in hearing (through local agents, of course) from potential suppliers of HF and VHF radio systems and other equipment. Suppliers should send their brochures and letters to:

Señor Armando Ojeda R.,
Sección Radio, Depto. Telégrafos,
Correos y Telégrafos del Estado,
Morandé 147,
Santiago, Chile.

The Chilean State Railways will soon put out a large and important tender call for a wide variety of signalling and telecommunications equipment. In particular, it is interested in complete radio and telephone installations and carrier systems to run from the north to the south of Chile. Sales bulletins and literature should be sent to:

Señor Reinaldo Bech R.,
Sección de Radiocomunicaciones,
Ferrocarriles del Estado,
Casilla 94,
Santiago, Chile.

The Chilean federal police force operates 68 stations throughout the country, as well as mobile equipment. Tenders are soon to be called for the supply of single sideband equipment. Firms should register by letter, requesting consideration for future tenders, with:

Comandante David Montalva,
Dirección General de Carabineros,
Plaza Bulnes 1196,
Santiago, Chile.

The Chilean State Bank considers expansion and modernization of its services essential. There is a demand for consulting engineering services as well as equipment. This organization operates a telecom-

munications network from Arica on the Peruvian border to Concepción and Punta Arenas in the south, with a "telex" link to Valparaiso. Current plans include extending services to Temuco and Antofagasta. Single sideband equipment will be required and letters of registration should be sent to:

Gerencia General del Banco del Estado,
Atención: "Ingeniero del Banco",
Alameda Bernardo O'Higgins, 1111,
Santiago, Chile.

Consulting engineers' brochures should go to the same address.

Three government entities: ENAP (Empresa Nacional de Petróleo), the petroleum corporation; ENDESA (Empresa Nacional de Electricidad), the power corporation, and CORFO (Corporación de Fomento de la Producción), the development corporation, as well as a privately owned iron and steel complex, CAP (Compañía de Acero del Pacifico), occasionally purchase telephone, telegraph, and radio exchanges and equipment of various kinds through the following officer, to whom registration should be sent by letter accompanied by the usual bulletins, etc.:

Gerente,
Sociedad de Telecomunicaciones Ltd.,
Casilla 13502,
Santiago, Chile.

Canadian manufacturers of suitable equipment should also ensure that they are registered with the following:

Gerente General,
Telégrafo Comercial,
Monjitas 757-759,
Santiago, Chile.

This firm is a privately owned telegraph company now undergoing reorganization. It operates about 70 offices that serve the area between the Aconcagua Valley and Puerto Montt.

The National Health Service, which operates a 22-station system, is in need of consulting engineering services and also wishes to bring its equipment up to date. It has not been successful recently, however,

in obtaining the necessary funds in the national budget. Interested firms should nevertheless register for future tender calls with:

Señor José Fernandois,
Jefe de Servicio Radiocomunicación,
Servicio Nacional de Salud,
McIver 541,
Santiago, Chile.

There are other large-scale users of telecommunications equipment in Chile but they are mainly captive subsidiaries of large manufacturing companies; they are not an effective potential market for Canadians.

It should be pointed out that credit facilities are of great interest to most would-be purchasers of this equipment and credit for up to five years is frequently asked on large sales.

If your firm is unrepresented in Santiago and is interested in taking advantage of any of these opportunities, you might well communicate as soon as possible with the Acting Commercial Secretary, Canadian Embassy, Casilla 771, Santiago, Chile, by airmail, including in your letter a full description (with bulletins) of the equipment you

manufacture. Arrangements will be made immediately to locate a suitable representative. When you have approved the choice and appointed your agent, you should then dispatch complete brochures and sales material directly to all the addresses given in this report, including in your letter the name and address of your Santiago representative. The latter, in his turn, will call personally on the responsible officers of the various entities in Chile and ensure that he receives all necessary information in time to permit you to participate in all calls for tenders. ●

COMMODITY NOTES

Aluminum Cable

VENEZUELA—Aluminium Limited and a group of Venezuelans have formed a company, Cables Nacionales de Aluminio, to produce transmission cables. Close to a million dollars will be invested in a plant to be built at La Victoria near Caracas. When completed, it will have an annual capacity of 6,500 tons—Caracas.

Chemicals

PHILIPPINES—A Philippine manufacturer of carbide will shortly be expanding his operations to include the manufacture of caustic soda, hydrochloric acid and polyvinyl chloride. The carbide plant will supply all the acetylene required by the new factory.

This integrated chemical plant will, when completed, produce 6,000 tons of unplasticized resin and 3,000 tons of caustic soda a year, plus all the hydrochloric acid requirements of the polyvinyl chloride plant. Construction of the plant is already under way. Management states that once the factory is operating at full capacity, it will make the Philippines completely self-sufficient in three basic chemicals—polyvinyl chloride, caustic soda and chlorine—Manila.

Extrusion Machinery

IRELAND—The German international firm of Battenfeldt, manufacturers of plastic extrusion machinery, has acquired a site of about seven acres complete with wharf at North Wall, Dublin, for a new factory. As a start, some £250,000 will be spent on a structure 24,000 square feet in size, with possible extension to 240,000 square feet. A landing strip for light aircraft

is incorporated in the plan. The new plant will work in conjunction with associated factories in Europe—Dublin.

Gas Pipeline

VENEZUELA—Official Gazette No. 26,536, of April 25, 1961, carried a Resolution issued by the Government under which all state-owned gas pipelines are to be transferred to the Venezuelan Oil Corporation (Corporación Venezolana de Petroleo), the Government's public oil company. The change involves four important pipelines—Caracas.

Nylon Tire Cord

MEXICO—Celanese Mexicana, S.A., a large Mexican company producing synthetic fibres, has begun production of nylon cord for tires. Company officials foresee an annual production of 2,000 metric tons. Tires are manufactured in Mexico by a group of companies, subsidiaries of overseas corporations, including U.S. Rubber Mexicana, S.A., General Popo, S.A., Goodrich Euzkadi, S.A., Goodyear Oxo, S.A., and Firestone Tire and Rubber Co. It is expected that local production will reduce imports of nylon cord and help save foreign exchange—Mexico, D.F.

Paper

AUSTRALIA—A £7 million (approximately Can. \$14.5 million) scheme to expand the paper mill at Nowra, N.S.W., has been announced. When the expansion is completed within three years, the Shoalhaven

Paper Mills Pty. Ltd. will supply substantial quantities of paper that is now imported. Output will include special papers and coated papers not now made in Australia. The new plant will produce \$8.8 million worth of paper a year—Sydney.

GREECE—Plans are being laid for the construction of two new paper mills in Greece. One, in northern Greece, is intended to produce 30,000 tons of newsprint a year using wood pulp made from Greek elm. The second is to be located somewhere in central Greece and is expected to produce about 15,000 tons of kraft paper products. It would use pulp made from Greek conifers combined with straw. Production of newsprint in Greece at present totals about 1,000 tons a year. Imports have ranged around 19,000 tons a year for each of the past three years but are expected to reach 20,000 tons in 1961—Athens.

SWEDEN—New peak figures for output and deliveries of Sweden's paper industry in 1960 are reported by the Swedish Paper Mills Association. Production rose by 15 per cent to some 2.15 million tons; more than half of this was newsprint and kraft paper. Total deliveries in 1960 are estimated at 2.08 million tons, including a 15 per cent increase to 1.3 million tons for export. Home market deliveries rose by 9 per cent to 815,000 tons. Europe continued to be Sweden's leading export market; the Six accounted for 40 and EFTA countries for 28 per cent of over-all shipments, compared with 37 and 28 per cent respectively in 1959. The largest individual purchaser was West Germany with 24 per cent. Exports to countries outside Europe dropped from 32 to 28 per cent of over-all shipments, including a decrease from 11 to 10 per cent for South America and from 3 to 2 per cent for North and Central America.

Reviewing the prospects for 1961, the Association states that the prospects for marketing Sweden's growing paper production are favourable, provided the European economy remains healthy. However, world forest industries are expanding, as is Sweden's, and competition will likely become keener, the Association warns—Stockholm.

Polyethylene

INDIA—Early in March Union Carbide (India) Ltd. inaugurated in Trombay, close to the Canada-India reactor, a \$9 million polyethylene and chemical plant, the second of its kind in India. It is expected to produce 15 million pounds of polyethylene resins and compounds a year at full capacity, although substantial quantities of other organic chemicals (including acetic acid, butyl alcohol, butyl acetate and ethyl acetate) will also be made. Value of annual production is estimated at about \$5 million but the capacity of the plant will reportedly be increased by several hundred

per cent within the next few years. The plant will draw its raw material, about three million gallons a year of alcohol, from the state Government's Chitali distillery, about 200 miles away. Estimates of the foreign exchange that will be saved as a result of this plant approximate \$4 million a year—Bombay.

POLAND—An agreement has been signed in London between foreign trade agencies of Poland, Czechoslovakia, East Germany and Rumania on one hand, and the British Imperial Chemical Industries and Messrs. Simon-Oarves on the other, to purchase a method of production and blueprints of factories to make a new high-pressure polyethylene. Each factory will produce 24,000 tons a year and it is expected Poland will begin polyethylene production by the end of 1963 and that productive capacity will be extended in 1964 and 1965. Preparations to build the factories are proceeding. They are to be located in the expanded combine at Blachownia Slaska where a department producing raw material for polyethylene will also be established—Copenhagen.

Synthetic Rubber

SPAIN—The Government-sponsored, "Empresa Nacional CALVO SOTELO", which comes within the INI (Instituto Nacional de Industrias) group, is planning to build a synthetic rubber plant at Puertollano (Ciudad Real), where it already operates an important lubricants and liquid fuels factory. Production of synthetic rubber will reach 20,000 tons a year, which will help eliminate imports because annual consumption of synthetic rubber in Spain approximates 10,000 tons. The surplus will be exported—Madrid.

Toys

WEST GERMANY—The toy industry in the Federal Republic had a good season in 1960 with the turnover hitting DM400 million as against DM387 million for the previous year. Exports climbed from DM141.7 million to over DM150 million, despite increasingly keen competition and the labour shortage, which forced many firms to sell on long delivery schedules. Increasing competition also forced manufacturers to adapt themselves more to the market. Though German toys are often more expensive than those from Japan or Hong Kong, they still are in great demand abroad because of their originality and quality—Hamburg.

Valves

MEXICO—Nibco de Mexico, S.A., a Mexican-U.S. company producing low-pressure pipe fittings, has arranged with Crane Company, Chicago, to manufacture high-pressure valves under its patents in Guadalajara. Under the firm name, Valvulas de Guadalajara, S.A., a factory is being built for this purpose; production by mid-1961 is expected—Mexico, D.F.

FOREIGN TARIFFS

AND TRADE REGULATIONS

Bermuda

IMPORT OF TOMATOES AND SWEDISH TURNIP PROHIBITED—By Government Notice No. 150—1961 the Board of Agriculture has prohibited the import of tomatoes and Swedish turnip from May 14, 1961, until further notice.

IMPORT OF ROSES PROHIBITED—By Government Notice No. 156—1961 the Board of Agriculture has prohibited the import of cut (flowers) roses, with effect from May 19, 1961, until further notice.

Brazil

EXCHANGE QUOTA FOR GENERAL CATEGORY IMPORTS EASED—The Canadian Commercial Counsellor in Rio de Janeiro has cabled that, by SUMOC Instruction No. 206 of May 22, the Brazilian Government has modified the weekly exchange quota for General Category purchases.

Under previous Instruction No. 204, reported in the April 8 issue of *Foreign Trade*, purchases of exchange for General Category imports were limited to \$20,000 per firm per week, except in cases of proven necessity. By Instruction No. 206 this limit has now been increased to \$50,000 per firm per week.

Exchange transactions for Special Category imports remain temporarily suspended pending the issuance of new regulations covering this category of exchange.

Colombia

PAYMENT OF IMPORT DUTIES MODIFIED—Our Commercial Secretary in Bogotá reports that, by Decree No. 1,050 of May 16, 1961, the Colombian Government has suspended the requirement, as set forth in Decree 1,345 of 1959, that importers must pay the first 5 per cent of the Colombia ad valorem customs duties in free dollars. Consequently, the total amount of customs duties may now be paid in pesos.

The suspension of this requirement is one of the Colombian Government's moves to take pressure off the peso which has been showing signs of weakness lately.

St. Pierre and Miquelon

FURTHER LIBERALIZATION MEASURES—It has been announced that import restrictions on paints, confectionery, and biscuits have been relaxed, and a number of import licences have already been granted. It is now possible for merchants in St. Pierre and Miquelon to order these goods from Canada, and it is expected that this trade will continue to grow in coming months.

Venezuela

RATIO OF LOCAL AND IMPORTED EGGS CHANGED—The *Official Gazette* N°26.544 of May 5, 1961, published a decree, issued by the Ministries of Development and Agriculture and Livestock, which reduces the former ratio for egg imports from 1:10 to 1:8. Consequently, in order to obtain import licences for fresh shell eggs, Venezuelan importers must present proof of having purchased one local egg per eight eggs to be imported—Caracas.

CURRENT EXCHANGE RATES—The Central Bank of Venezuela has announced that effective May 25, 1961, the "free market" rate for Bolivars *sold through the local banks* is Bs.4.58 to the United States dollar. This is the third reduction that the Central Bank has made in this "free market" rate of exchange, which was established under the foreign exchange control decree of March 17, 1961.

At the same time, on the Caracas Stock Exchange the uncontrolled market rate ranged from Bs.4.71 to Bs.4.75 to the U.S. dollar.

The third exchange rate in Venezuela is the official rate which remains fixed at Bs.3.35 to the U.S. dollar and applies to a limited range of transactions, including payments for specified imports.

NEW LIST OF CONTROLLED IMPORTS PROMULGATED—Our Commercial Counsellor in Caracas reports that on May 24, 1961, Venezuela published a new list of controlled imports for which foreign exchange will be granted at the official exchange rate of Bs.3.35 to the United States dollar. All imports not on this list must be purchased at the higher "free market" exchange rates.

This supersedes the list of March 20, 1961, which contained some 2,500 items. The new list reduces these considerably but includes some 1,250 items said to cover 58 per cent of the products imported into Venezuela.

Among items included in the May 24 list of controlled imports are articles and products which are not produced in Venezuela, such as livestock, flour, wheat, eggs, drugs, machinery, industrial and farming equipment, automobile spare parts, and raw materials and semi-manufactured goods deemed essential for national industry. Excluded from the list are textile products, many luxury items, and raw materials for industries

that are considered non-essential, such as those producing alcoholic beverages, perfumes, jewels, and containers for drinks and perfumes.

Further information as to specific items on the new controlled list may be obtained from the Latin Ameri-

can Division, International Trade Relations Branch. As this list is compiled by import tariff item number, requests for information should give, if possible, the customs classification under which the goods in question are imported into Venezuela.

GENERAL NOTES

Brazil

INVEST IN MACHINERY—The West German firms, J. Pohlig A.G., Cologne, and Gessellschaft Fuer Foerderanlagen Ernst Heckel, Saarbrücken, have invested one million marks in the local firm, Industria e Comercio Pohlig-Heckel do Brasil Ltda., which makes conveyor belts, bucket elevators, travelling cranes, and other industrial transportation equipment. The investment will take the form of machinery imported from Germany—Rio de Janeiro.

Ceylon

RIVER PROJECTS—The management of the four large river-valley development projects in Ceylon (Walawe Ganga, Mahaveli Ganga, Malwatuoya, and Kelani Ganga) is to be conducted through regional autonomous boards. The Ministry of Agriculture, Land Irrigation and Power has reached this decision after discussion with officials of ECAFE, who visited Ceylon early this year. The projects are expected to bring many thousands of acres under cultivation as paddy and highland crops. The Government has completed preliminary surveys with foreign assistance. A natural resources survey embracing these projects is now being carried out by the Canadian Government as part of its Colombo Plan aid to Ceylon—Colombo.

Denmark

CHILE EXPORTS GUARANTEED—An agreement has been signed whereby Denmark will grant extraordinary credit guarantees to the extent of 20 million kroner for exports to Chile to assist in the reconstruction of areas affected by the earthquake of 1960. The money will be spent chiefly on buying machines and factory installations—Copenhagen.

India

POPULATION—Provisional figures in India's 1961 census show a population of 438 million, a 21.5 per cent increase in the past ten years. This rapid increase resulted from a drop in the death rate, especially in infant mortality, rather than an increase in the birth rate, which remains at a steady 42 per thousand. Urban

population now accounts for 17.8 per cent of the total, compared with 17.4 per cent in 1951. Literacy has increased from 16.6 to 23.7 per cent. The most impressive fact is the 2.15 per cent a year population increase that will bear directly on the success of India's five-year plans—New Delhi.

Spain

LOANS REPAYED—The Spanish Government has now paid back U.S.\$15.4 million and £2 million to the International Monetary Fund, thus completely repaying the \$50 million granted her by the Fund in August 1959. The repayment has been made before the agreed date. In addition, Spain has cancelled an agreement signed in 1959 which authorized her to borrow \$25 million from the Fund in case of necessity, a measure she has never resorted to. This year Spain also handed back a \$24 million loan obtained from OEEC. This cancelled out part of the credit granted her when the Stabilization Plan was brought into operation in July 1959. Similarly, \$71 million representing credits granted at the time of the Plan's institution has been repaid to American banks.

These payments made before the due date and the liquidation of loans show the success of the Stabilization Plan. Hard currency reserves have risen from \$63 million in July 1959 to \$600 million at the end of March 1961. Price increases have been halted, exports have increased considerably and tourist earnings have risen enormously. Restrictions on imports and "invisible" operations are gradually being removed and trade is now 70 per cent liberalized—Madrid.

West Germany

FINE MECHANICAL INDUSTRY—The fine mechanical, optical, and watch industries played a big part in the boom in West Germany in 1960; production reached a value of DM2.4 billion. Exports increased to DM1.1 billion although there was a comparatively greater rise in imports (of DM200 million). These industries have to face stronger competition from lower-price export countries—Hamburg.

TRADE COMMISSIONERS ON TOUR



F. B. Clark



M. R. M. Dale



W. Jones



D. B. Laughton

In Canada

F. B. CLARK, Commercial Secretary in Mexico City:

Saskatoon—June 19 Calgary—June 26
Edmonton—June 22 Vancouver—July 3-7

When he completes his tour and home leave, Mr. Clark will return to Mexico City.

M. R. M. DALE, Trade Commissioner in Cape Town, South Africa:

Peterborough—July 3 Montreal—July 17-28
Ottawa—July 4-14

When he completes his tour and home leave, Mr. Dale will return to Capetown.

W. JONES, Commercial Counsellor in Rio de Janeiro, Brazil:

Ottawa—June 19-23 Peterborough—July 6
Theftford Mines, Asbestos— Port Hope—July 7
June 26-27 Toronto—July 10-14
Montreal—July 4 Brantford, Galt, Goderich,
Maitland, Kingston, Belle- Sarnia, Thorold, Welland—
ville—July 5 July 17-21

When he completes his tour and home leave, Mr. Jones will return to Rio de Janeiro.

D. B. LAUGHTON, Agricultural Secretary in London, England:

Belleville—June 19 Winnipeg—July 5-7
Toronto—June 20-23 Regina—July 11-12
Hamilton—June 26 Saskatoon—July 13-14
Niagara Falls, St. Catharines Edmonton—July 17-18
—June 27 Calgary—June 20
Vineland—June 28 Vancouver—July 24-26
Brantford, Galt—June 29 Victoria—July 28
Tillsonburg—June 30 Kelowna—Aug. 1-2

Because Mr. Laughton is concerned only with agriculture and fisheries, he will use special headquarters in some of the cities he visits. These are: St. Catharines, Boese Foods Ltd.; Vineland, Vineland Experimental Station; Brantford, Holstein-Friesian Association of Canada; Galt, Shaver Poultry Breeding Farms Ltd.; Tillsonburg, Ontario Flue-Cured Tobacco Growers Marketing Board; Regina, Deputy Minister's office, Saskatchewan Department of Agriculture; Saskatoon, Saskatoon Co-operative Ltd.; Kelowna, B.C., Tree Fruits Ltd.

When he completes his tour, Mr. Laughton will take home leave and then return to London.

Businessmen who wish to see these officers should get in touch with the Board of Trade or Chamber of Commerce in the cities mentioned, with the following exceptions. In Toronto, Winnipeg and Edmonton, the Trade Commissioners make their headquarters at the offices of the Canadian Manufacturers Association; in Windsor, Ontario, at the offices of the Greater Windsor Industrial Commission; in St. John's, Ottawa and Vancouver, at the Department of Trade and Commerce; in Victoria at the Department of Trade and Industry, and in Fredericton at the Department of Industry and Development.

In Territory

R. M. DAWSON, Vice Consul and Assistant Trade Commissioner in Manila, Philippines, will visit Tapei, Republic of China (Taiwan), from June 13-23.

P. A. FREYSENG, Assistant Commercial Secretary in Vienna, Austria, will visit Belgrade and Sarajevo in Yugoslavia from August 21-31.

C. R. GALLOW, Trade Commissioner in Johannesburg, South Africa, will visit Durban from July 10-14, Lourenco Marques in Mozambique from August 28-September 1, and Port Louis in Mauritius from September 25-29.

H. E. LEMIEUX, Trade Commissioner in Guatemala, will visit El Salvador from June 18-24.

E. H. MAGUIRE, Trade Commissioner in Singapore, will visit Rangoon, Burma, and Bangkok, Thailand, from June 19-22.

P. V. McLANE, Trade Commissioner in Glasgow, Scotland, will visit Belfast, Northern Ireland, June 19-23.

R. L. RICHARDSON, Assistant Commercial Secretary in Port-of-Spain, Trinidad, will visit Georgetown, British Guiana, from July 14-17.

R. K. THOMSON, Commercial Counsellor in Vienna, Austria, will visit Budapest, Hungary, from July 17-19, and Prague, Czechoslovakia, from July 26-28.

W. D. WALLACE, Commercial Counsellor in Caracas, Venezuela, will visit Maracaibo, and Aruba and Curacao in the Netherlands Antilles, from July 10-21.

Businessmen who would like these officers to undertake assignments should get in touch with them at their posts as soon as possible. Write to Mr. Dawson at Manila, Mr. Freyseng and Mr. Thomson at Vienna, Mr. Gallow at Johannesburg, Mr. Lemieux at Guatemala City, Mr. Maguire at Singapore, Mr. McLane at Glasgow, Mr. Richardson at Port-of-Spain, and Mr. Wallace at Caracas.

Foreign Trade Service Abroad

Territory	Officer	City Address	Mail and Cables, Office Telephone & Telex
Argentina	C. S. Bisset Commercial Counsellor C. O. R. Rousseau Commercial Secretary	Canadian Embassy Bartolome Mitre 478 BUENOS AIRES	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> 33-8237
Australia (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>Phone:</i> 28-5696
Australia (Victoria, South Australia, Western Australia, Tasmania)	H. A. Gilbert 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>Phone:</i> 61-3473
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>Phone:</i> U-1304 <i>Telex:</i> CBA C217 (DOMCAN CBA)
Austria Bulgaria, Czechoslovakia, Hungary, Rumania, Yugoslavia	R. K. Thomson Commercial Counsellor for Canada P. A. Freyseng Assistant Commercial Secretary	Opernringhof Opernring 1 VIENNA 1	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Tel.:</i> 57-25-97 <i>Telex:</i> 1-3380 (DOMCAN VIENNA)
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>Phone:</i> 13.38.50 <i>Telex:</i> 0-2613 (DOMCAN BRU)
Brazil	Wm. Jones Commercial Counsellor (absent) Malcolm Rowan Acting Commercial Secretary	Canadian Embassy Edificio Metropole Av. Presidente Wilson 165 RIO DE JANEIRO	<i>Mail:</i> Caixa Postal 2164 <i>Cable:</i> CANADIAN <i>Phone:</i> 42-4140 <i>Telex:</i> RIO 175 (DOMINION RIO)
Brazil	D. M. Holton Consul and Trade Commissioner R. H. Gayner 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>Phone:</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>Phone:</i> 91341
Chile	J. M. Knowles Acting Commercial Secretary	Canadian Embassy 5th Floor Agustinas 1225 SANTIAGO	<i>Mail:</i> Casilla 771 <i>Cable:</i> CANADIAN <i>Phone:</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 8582 <i>Surface Mail:</i> Apar- tado 1618 <i>Cable:</i> CANADIAN <i>Phone:</i> 43-00-65
Congo Angola, Central African Republic, Chad, Congo (Community), Gabon	Consul General	Canadian Consulate General C.C.C.I. Building Boulevard Albert 1er LEOPOLDVILLE 1	<i>Mail:</i> Boîte Postale 8341 <i>Cable:</i> CANADIAN <i>Phone:</i> 2706 <i>Telex:</i> LEO 68 (DOMCAN LEO)

Territory	Officer	City Address	Mail and Cables, Office Telephone & Telex
Cuba	P. A. Savard Commercial Counsellor	Canadian Embassy Edificio Ingenieros Civiles Calle 17 y O Vedado HAVANA	<i>Mail:</i> Apartado 1945 <i>Cable:</i> CANADIAN <i>Phone:</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>Phone:</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>Phone:</i> 2-8138
France Algeria; Cameroon Republic, Dahomey, Guinea, Ivory Coast, Mali Republic, Mauretania, Morocco, Niger, Senegal, Togoland, Volta	A. G. Kniewasser Commercial Counsellor W. G. Brett Assistant Commercial Secretary R. G. Woolham Assistant Commercial Secretary Y. C. Jauron Assistant Commercial Secretary	Canadian Embassy 35 Avenue Montaigne PARIS 8e	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> BALzac 99-55 <i>Telex:</i> 2-0600 (DOMCAN PARIS)
Germany Federal Republic	J. A. Stiles Commercial Counsellor (absent) W. J. O'Connor Acting Commercial Secretary (Agriculture) Louis de Salaberry Assistant Commercial Secretary	Canadian Embassy 22 Zitelmannstrasse BONN	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> 21971 <i>Telex:</i> 886421 OR 886422 (DOMCAN BONN)
Germany	R. E. Gravel Consul General Richard Turcotte Vice Consul	Canadian Consulate General 69 Ferdinandstrasse HAMBURG	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</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>Phone:</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>Phone:</i> 74044
Guatemala Costa Rica, El Salvador, Honduras, Nicaragua, Panama and Canal Zone	H. E. Lemieux Canadian Government Trade Commissioner K. D. Taylor Assistant 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>Phone:</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>Phone:</i> 27743

Territory	Officer	City Address	Mail and Cables, Office Telephone & Telex
India (except States of Gujerat and Maharashtra) Bhutan, Nepal, Sikkim	G. A. Newman Commercial Counsellor B. Horth Assistant 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>Phone:</i> 74261
India (States of Gujerat and Maharashtra), Goa	W. F. Hillhouse Canadian Government Trade Commissioner	Gresham Assurance House Mint Road BOMBAY	<i>Mail:</i> P.O. Box 886 <i>Cable:</i> CANADIAN <i>Phone:</i> 255154
Indonesia	Commercial Division	Canadian Embassy Djl. Budi Kemuliaan No. 6 DJAKARTA	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> Gambir 1313
Iran	A. B. Brodie Commercial Counsellor	Canadian Embassy 32 Anatole France TEHRAN	<i>Mail:</i> P.O. Box 1610 <i>Cable:</i> CANTRACOM <i>Phone:</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>Phone:</i> 44251
Italy Libya, Malta	Richard Grew Commercial Counsellor M. S. Strong Commercial Secretary	Canadian Embassy Via G. B. De Rossi 27 ROME	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> 864-327 <i>Telex:</i> RMO 86 (RMO 86 DOMCAN OR RMO 56 DOMCAN)
Japan South Korea	A. P. Bissonnet 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>Phone:</i> 408-2101/8 <i>Telex:</i> TK 2218 (DOMCAN TK 2218)
Lebanon Iraq, Jordan, Persian Gulf area, Syrian Region of United Arab Republic	W. B. Walton Acting Commercial Secretary	Canadian Embassy Alpha Building Rue Clemenceau BEIRUT	<i>Mail:</i> Boîte Postale 2300 <i>Cable:</i> CANADIAN <i>Phone:</i> 50955
Mexico	F. B. Clark Commercial Secretary (absent) W. M. Miner Acting 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>Phone:</i> 25-15-60
Netherlands	J. C. Britton Commercial Counsellor G. E. Woollam Agricultural Counsellor J. R. Caux Assistant Commercial Secretary	Canadian Embassy Sophialaan 5-7 THE HAGUE	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> 61-41-11 <i>Telex:</i> 31270 (DOMCAN HAGUE)
New Zealand Fiji, Samoa, Tahiti, Tonga	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>Phone:</i> 70-644 <i>Telex:</i> WGN 9 (DOMCAN WGN)
Nigeria	H. W. Richardson Commercial Counsellor (absent) C. T. Charland Acting Commercial Secretary	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>Phone:</i> 25262

Territory	Officer	City Address	Mail and Cables, Office Telephone & Telex
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>Phone:</i> 33-30-80
Pakistan Afghanistan	J. E. P. Lancaster 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>Phone:</i> 50322 <i>Telex:</i> KRC 10
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>Phone:</i> 72760
Philippines Republic of China (Taiwan)	T. G. Major Consul General and Trade Commissioner R. M. Dawson Vice Consul and Assistant Trade Commissioner	Canadian Consulate General L & S Building, 3rd Floor 1414 Dewey Boulevard MANILA	<i>Mail:</i> P.O. Box 1825 <i>Cable:</i> CANADIAN <i>Phone:</i> 5-85-97
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>Phone:</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>Phone:</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>Phone:</i> 74260
South Africa (Natal, Orange Free State, Transvaal) Malagasy, Mauritius, Mozambique, Reunion	C. R. Gallow Canadian Government Trade Commissioner L. J. Taylor Assistant Trade Commissioner	Mobil House 17th Floor, Corner Rissik and De Villiers Streets JOHANNESBURG	<i>Mail:</i> P.O. Box 715 <i>Cable:</i> CANADIAN <i>Phone:</i> 33-2628
South Africa (Cape Province), St. Helena, Southwest Africa	M. R. M. Dale Canadian Government Trade Commissioner (absent)	602 Norwich House The Foreshore CAPE TOWN	<i>Mail:</i> P.O. Box 683 <i>Cable:</i> CANTRACOM <i>Phone:</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>Phone:</i> 47-54-00
Sweden Finland	G. F. G. Hughes Commercial Counsellor	Canadian Embassy Strandvagen, 7-C STOCKHOLM	<i>Mail:</i> P.O. Box 14042 <i>Cable:</i> CANADIAN <i>Phone:</i> 67-92-15
Switzerland Tunisia	S. G. MacDonald Commercial Counsellor J. H. Nelson Assistant Commercial Secretary	Canadian Embassy Kirchenfeldstrasse 88 BERNE	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> 4-63-81 <i>Telex:</i> 2-2386 (DOMCAN GENEVE)
Union of Soviet Socialist Republics	Commercial Counsellor (absent)	Canadian Embassy 23 Starokonyushenny Pereulok MOSCOW	<i>Mail:</i> (City Address) <i>Cable:</i> CANAD <i>Phone:</i> 415142
United Arab Republic Egyptian Region Aden, Sudan, Ethiopia, Saudi Arabia, Yemen	D. S. Armstrong Commercial Counsellor	Canadian Embassy 6 Sharia Rouston Pasha Garden City CAIRO	<i>Mail:</i> Kasr el Doubara Post Office <i>Cable:</i> CANADIAN <i>Phone:</i> 23110

Territory	Officer	City Address	Mail and Cables, Office Telephone & Telex	
United Kingdom	B. C. Butler Minister (Commercial)	Office of the High Commissioner for Canada One Grosvenor Square LONDON, W.1	<i>Mail: (City Address)</i> <i>Cable: SLEIGHING</i> <i>Phone: Mayfair 9492</i> <i>Telex: 2-2526 OR 2-8240</i> <i>DOMINION LDN)</i>	
	S. G. Tregaskes Commercial Counsellor			
	W. Gibson-Smith Commercial Counsellor			
	D. B. Laughton Agricultural Secretary (absent)			
	E. J. White Commercial Secretary (Timber)			<i>Cable: TIMCOM</i>
	W. A. Stewart Acting Agricultural Secretary			
	Geo. Hazen Assistant Commercial Secretary			
United Kingdom (Midlands, North England)	S. G. Harris Assistant Commercial Secretary	Martins Bank Building Water Street LIVERPOOL	<i>Mail: (City Address)</i> <i>Cable: CANADIAN</i> <i>Phone: Central 0625</i>	
	Canadian Government Trade Commissioner (absent)			
United Kingdom (Scotland)	P. V. McLane Canadian Government Trade Commissioner	Cornhill House 144 West George St. GLASGOW C.2	<i>Mail: (City Address)</i> <i>Cable: CANTRACOM</i> <i>Phone: Douglas 6751</i>	
	E. J. Ward Assistant Trade Commissioner (Timber)			
United Kingdom (Northern Ireland)	P. V. McLane Canadian Government Trade Commissioner	36 Victoria Square BELFAST	<i>Mail: (City Address)</i> <i>Phone: 21867</i>	
	E. J. Ward Assistant Trade Commissioner (Timber)			
United States	M. Schwarzmann Minister-Counsellor (Economic)	Canadian Embassy 1746 Massachusetts Ave., N.W. WASHINGTON 6, D.C.	<i>Mail: (City Address)</i> <i>Cable: CANADIAN</i> <i>Phone: DEcatur 2-1011</i>	
	D. A. B. Marshall Agricultural Counsellor			
	J. D. Blackwood Assistant Commercial Secretary			
	J. MacNaught Assistant Agricultural Secretary			
	N. R. Chappell Counsellor (Energy)			
United States	N. R. Chappell Counsellor (Energy)	Canadian Embassy 1746 Massachusetts Ave., N.W. WASHINGTON 6, D.C.	<i>Mail: (City Address)</i> <i>Cable: CANADIAN</i> <i>Phone: DEcatur 2-1011</i>	
United States (Connecticut, New Jersey, New York) Bermuda	B. I. Rankin Deputy Consul General (Commercial)	Canadian Consulate General 680 Fifth Ave. NEW YORK CITY 19	<i>Mail: (City Address)</i> <i>Cable: CANTRACOM</i> <i>Phone: JUdson 6-2400</i>	
	A. A. Caron Consul and Trade Commissioner			
	R. D. Sirrs Consul and Assistant Trade Commissioner			
	F. I. Wood Vice Consul and Assistant Trade Commissioner			

Territory	Officer	City Address	Mail and Cables, Office Telephone & Telex
United States (Maine, Massachusetts, New Hampshire, Rhode Island, Vermont)	J. C. Depocas Consul and Trade Commissioner L. D. R. Dyke Vice-Consul and Assistant Trade Commissioner	Canadian Consulate General 607 Boylston Street BOSTON 16	<i>Mail:</i> (City Address) <i>Phone:</i> CONgress 2-1245
United States (Illinois, North Dakota, South Dakota, Minnesota, Wisconsin, Indiana, Iowa, Kansas, Nebraska, Kentucky, Missouri)	H. J. Horne Consul and Trade Commissioner N. L. Currie Vice Consul and Assistant Trade Commissioner D. A. Hilton Vice Consul and Assistant Trade Commissioner	Canadian Consulate General 111 North Wabash Avenue CHICAGO	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> RAndolph 6-6033
United States (Michigan, Ohio)	R. V. N. Gordon Consul and Trade Commissioner	Canadian Consulate 1139 Penobscot Building DETROIT 26	<i>Mail:</i> (City Address) <i>Phone:</i> WOODward 5-2811
United States California (the ten south- ern counties), Clark County in Nevada, Arizona, New Mexico	G. F. J. Osbaldeston Consul and Trade Commissioner	Canadian Consulate General 510 West Sixth Street LOS ANGELES 14	<i>Mail:</i> (City Address) <i>Phone:</i> MAdison 2-2233
United States (Louisiana, Texas, Oklahoma, Arkansas, Mississippi, Tennessee, Alabama, North Carolina, South Carolina, Georgia, Florida)	T. F. Harris Consul and Trade Commissioner G. E. Blackstock Vice Consul and Assistant Trade Commissioner	Canadian Consulate General 215-217 International Trade Mart NEW ORLEANS 12	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> JACkson 5-2136
United States (Delaware, Maryland, Pennsylvania, Virginia, West Virginia)	W. J. Millyard Consul and Trade Commissioner J. B. McLaren Vice Consul and Assistant Trade Commissioner	Canadian Consulate 3 Penn Center Plaza PHILADELPHIA 2	<i>Mail:</i> (City Address) <i>Phone:</i> LOCUST 35838
United States California (except the ten southern counties), Wyoming, Nevada (ex- cept Clark County), Utah, Colorado, Hawaii	Consul General	Canadian Consulate General 3rd Floor, Kohl Building 400 Montgomery Street SAN FRANCISCO 4	<i>Mail:</i> (City Address) <i>Phone:</i> SUTter 1-3039
United States (Oregon, Idaho, Washington, Montana), Alaska	Consul General	Canadian Consulate General The Tower Building Seventh Avenue at Olive Way SEATTLE 1, Washington	<i>Mail:</i> (City Address) <i>Phone:</i> MUtual 2-3515
Uruguay Paraguay Falkland Islands	Commercial Division	Canadian Embassy No. 1409 Avenida Agraciada Piso 7° MONTEVIDEO	<i>Mail:</i> Casilla Postal 852 <i>Cable:</i> CANADIAN <i>Phone:</i> 96096
Venezuela Netherlands Antilles	W. D. Wallace Commercial Counsellor J. E. Montgomery Assistant Commercial Secretary	Canadian Embassy Avenida La Estancia No. 10 Ciudad Comercial Tamanaco CARACAS	<i>Mail:</i> Apartado 11452-Este <i>Cable:</i> CANADIAN <i>Phone:</i> 32.40.41.44
West Indies (Barbados, Trinidad and Tobago, Windward and Leeward Islands) British Guiana, French Guiana, Surinam, Guadeloupe, Martinique	R. F. Renwick Commercial Secretary R. L. Richardson Assistant Commercial Secretary	Office of the Commissioner for Canada Colonial Building 72 South Quay PORT-OF-SPAIN	<i>Mail:</i> P.O. Box 125 <i>Cable:</i> CANADIAN <i>Phone:</i> 34787
West Indies (Jamaica) Bahamas, British Honduras	Canadian Government Trade Commissioner (absent) C. G. Bullis Acting Trade Commissioner	Barclays Bank Building King Street KINGSTON	<i>Mail:</i> P.O. Box 225 <i>Cable:</i> CANADIAN <i>Phone:</i> 2-2858

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 1.0132995.

Foreign Exchange Rates

Country	Unit	Type of Exchange	Can. dollar equivalent June 5	Units per Canadian dollar	Notes (See below)
Argentina	Peso	Free01197	83.54	(1)
Austria	Schilling03786	26.41	
Australia	Pound	2.2036	.4538	
Bahamas	Pound	2.7545	.3630	
Belgium and Luxembourg	Franc01974	50.66	
Bermuda	Pound	2.7545	.3630	
Bolivia	Boliviano	Free00008398	11,907.59	
British Guiana	Dollar5739	1.74	
British Honduras	Dollar6887	1.45	
Brazil	Cruzeiro	Free003792	263.71	(2)
		Special Category	Auctions	Auctions	
		Official selling	temporarily	temporarily	
			suspended	suspended	
Burma	Kyat2072	4.83	
Ceylon	Rupee2066	4.84	
Chile	Escudo	Free9381	1.06598	(3)
Colombia	Peso	Certificate1473	6.78	
Congo, Republic of	Franc01974	50.66	
Costa Rica	Colon	Official1758	5.69	
		Controlled free1484	6.74	
Cuba	Peso9869	1.01327	tax 2%
Czechoslovakia	Koruna1371	7.29	
Denmark	Krone1425	7.02	
Dominican Republic	Peso9869	1.01327	
Ecuador	Sucre	Official06579	15.20	
		Free05625	17.78	
Egyptian Region, United Arab Rep.	Pound	Official	2.8339	.3529	
		Export account selling	
El Salvador	Colon3948	2.53	
Fiji	Pound	2.4815	.4030	
Finland	Markka003084	324.25	
France, Monaco, etc.	New Franc2014	4.96	(4)
Franco-African Republics, etc.	Franc004028	248.26	(5)
French Pacific	Franc01108	90.25	(6)
Germany	D Mark2486	4.02	
Ghana	Pound	2.7545	.3630	
Greece	Drachma03289	30.40	
Guatemala	Quetzal9869	1.01327	
Haiti	Gourde1974	5.06	
Honduras	Lempira4934	2.03	
Hong Kong	Dollar	Free*1709	5.85	*May 26
		Official1722	5.81	
Iceland	Krona	Official02597	38.50	(7)
India	Rupee2066	4.84	
Indonesia	Rupiah	Official02193	45.60	(7)
Iran	Rial01303	76.76	
Iraq	Dinar	2.7633	.3619	
Ireland	Pound	2.7545	.3630	
Israel	Pound5483	1.82	
Italy	Lira001602	624.22	
Japan	Yen002742	364.70	

*Latest available quotation date.

Country	Unit	Type of Exchange	Can. dollar equivalent June 5	Units per Canadian dollar	Notes (See below)
Lebanon	Pound	Free	.3138	3.19	
Mexico	Peso		.07895	12.67	
Morocco	Dirham		.1974	5.06	
Netherlands	Florin		.2746	3.64	
Netherlands Antilles	Florin		.5233	1.91	
New Zealand	Pound		2.7545	.3630	
Nicaragua	Cordoba	Effective buying	.1495	6.69	
		Official selling	.1400	7.14	
Nigeria	Pound		2.7545	.3630	
Norway	Krone		.1378	7.26	
Pakistan	Rupee		.2066	4.84	
Panama	Balboa		.9869	1.01327	
Paraguay	Guarani	Official	.007801	128.19	
Peru	Sol		.03680	27.17	
Philippines	Peso	Free	.3290	3.04	
		Official	.4934	2.03	
Portugal & Colonies	Escudo		.03444	29.04	(8)
Singapore and Malaya	Straits Dollar		.3214	3.11	
Spain and Dependencies	Peseta		.01645	60.80	
Sweden	Krona		.1912	5.23	
Switzerland	Franc		.2280	4.38	
Syrian Region, United Arab Rep.	Pound	Free	.2755	3.63	
Thailand	Baht	Free	.04668	21.42	(7)
Tunisia	Dinar		2.3685	.4222	
Turkey	Lira		.1097	9.11	(7)
Union of South Africa	Rand		1.3773	.7260	
United Kingdom	Pound		2.7545	.3630	
United States	Dollar		.986875	1.0132995	
Uruguay	Peso	Free	.08947	11.18	(9)
Venezuela	Bolivar		.2950	3.39	(10)
West Indies Fed.	Dollar		.5739	1.74	(11)
	Pound		2.7545	.3630	(12)
Yugoslavia	Dinar	Official	.001316	759.88	

*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. For imports of wheat, newsprint and petroleum, the exchange is fixed at Cr.200 to U.S. dollar.
3. 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 Jan. 1, 1960, one escudo equals 1,000 pesos.
4. New franc is also used in Algeria, French Guiana, Guadeloupe and Martinique.
5. Chad, Central African Republic, Congo, Dahomey, Gabon, Ivory Coast, Mali, Islamic Republic of Mauritania, Niger, Senegal, Upper Volta, Cameroons, Togoland, and Malagasy. Also Reunion, Comoro Islands, St. Pierre and Miquelon.
6. New Caledonia, New Hebrides, French Polynesia.
7. Additional rates are in effect.
8. Portugal: approximately same rate for Portuguese territories in Africa.
9. A new exchange system was introduced in December 1959 under which exchange transactions take place at free market rates.
10. Effective Nov. 8, 1960, Venezuela imposed exchange controls. Exchange at the official rate is available for specified purposes. Otherwise, it must be purchased on the free market at fluctuating rates.
11. Barbados, Trinidad, Tobago, Leeward and Windward Islands.
12. Jamaica.

Markets in Brief

URUGUAY

Area: 72,180 square miles.

Population: 2.75 million.

Climate: warm December to March inclusive, sometimes in the 90-degree range; winters average 57 to 61 degrees. Much sunshine, much wind; average rainfall about 40 inches.

Language: Spanish; sales literature in Spanish essential.

Currency: Peso; 11 pesos equal approximately 98 cents Canadian.

Weights and measures: metric system.

Capital: Montevideo.

Chief ports: Montevideo; river ports for small vessels—Colonia, Fray Bentos, Paysandu.

Marketing centre: Montevideo, population approximately one million.

Economy: mainly dependent on export of meat and wool; local textile industry important, also production of a wide range of commodities formerly imported.

Total Uruguayan imports: 1960—U.S.\$190.2 million; 1959—U.S.\$158.8 million.

Chief imports: (U.S.\$ million) first nine months 1960—raw materials 52.2, fuels and lubricants 23.6, motor vehicles and spares 15.9, machinery and accessories 8.4, construction materials 8.0, electricity in general 6.8.

Chief suppliers: (U.S.\$ million) 1960—United States 38.5, Venezuela 22.9, United Kingdom 17.4, Brazil 16.4, West Germany 18.1, Belgium 6.2, France 5.6, Italy 5.3, Soviet Bloc 4.8.

Value of imports from Canada: 1960—Can.\$2,423,100; 1959—Can.\$1,655,765.

Chief imports from Canada: aluminum ingot, plastics, synthetic rubber, asbestos, newsprint, wood pulp, agricultural machinery, seed potatoes.

Total Uruguayan exports: 1960—U.S.\$131.2 million; 1959—U.S.\$84.2 million.

Chief exports: wool, meat, textiles, hides, rice, seeds.

Chief markets: (U.S.\$ million) 1960—United Kingdom 30.9, United States 18.4, Netherlands 16.7, Soviet Bloc 14.9, West Germany 12.2, France 8.8.

Value of Canadian purchases: 1960—Can.\$987,496; 1959—Can.\$657,289.

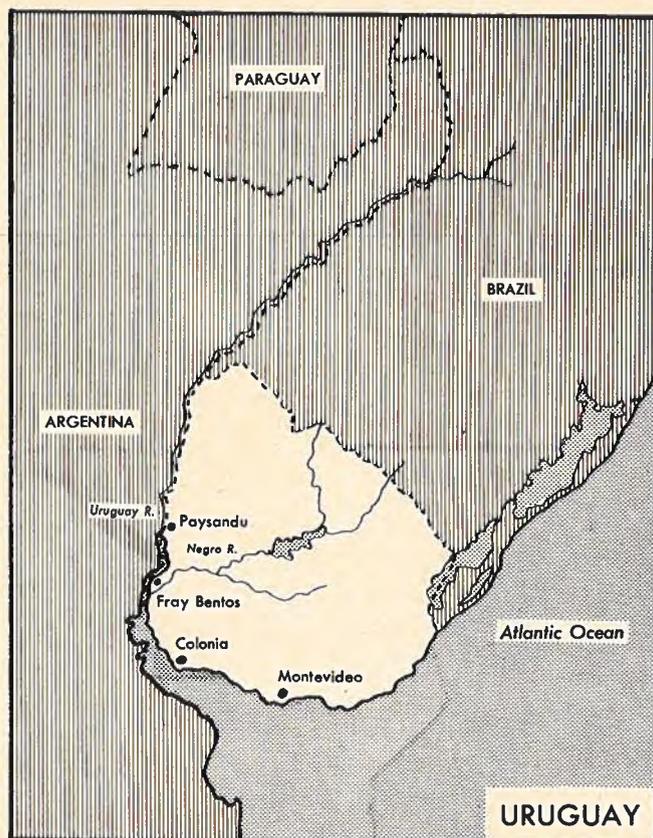
Chief Canadian purchases: rice, wool, worsteds.

Dollar exchange: freely available for all imports at the fluctuating free market rate.

Prices: quote in U.S. dollars c.i.f.

Samples: import free if of no commercial value.

Trade agreements: most-favoured-nation agreement with Canada (GATT).



Import controls, documentation, customs tariffs, marking and labelling: imports of goods considered competitive with local production are subject to an additional 40 or 75 per cent surcharge on the c.i.f. value or estimated c.i.f. value of the goods. Goods considered to be essential imports (raw materials and certain types of machinery) are not subject to surcharges. Non-essential and luxury goods must pay a 150 per cent surcharge and in addition a prior deposit, not recoverable for nine months or a year, of 100 per cent of the value of the goods. All these charges are additional to ordinary customs duties and taxes. For other details consult the International Trade Relations Branch, Department of Trade and Commerce, Ottawa.

Canadian banks: Royal Bank of Canada, Montevideo.

Correspondence: airmail only; letters 10 cents per half ounce.

For detailed information on this market write to:

Latin American Division
International Trade Relations Branch
Department of Trade and Commerce
Ottawa

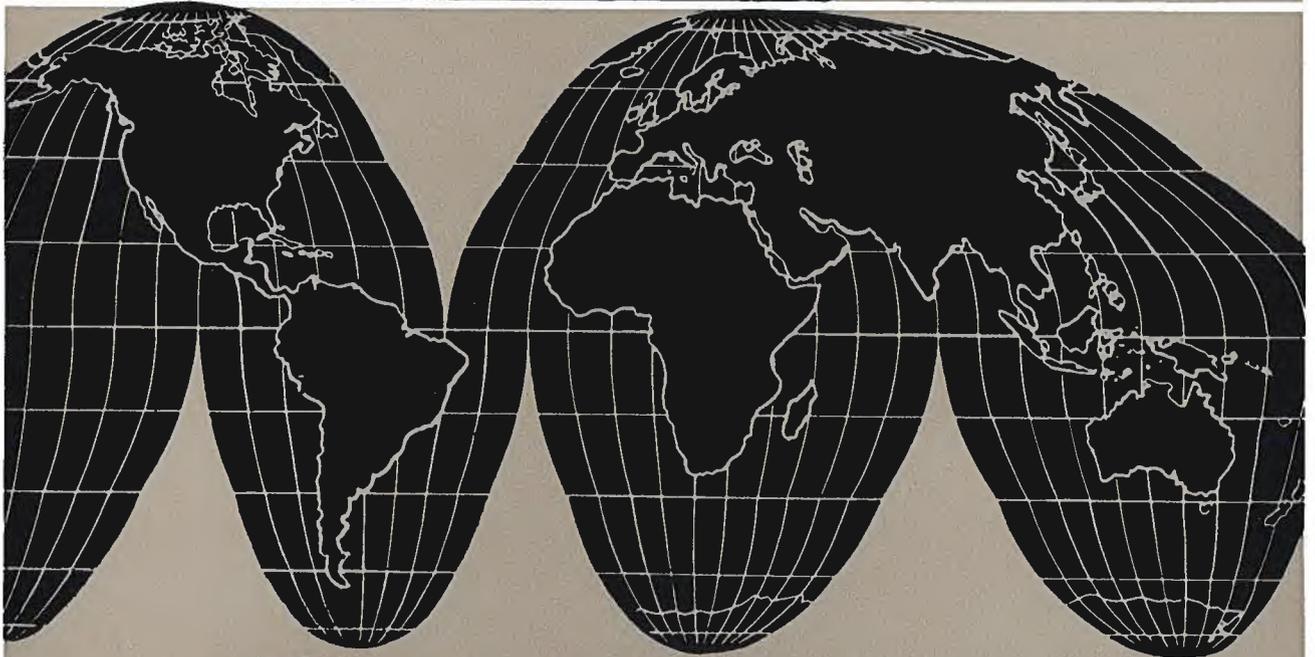
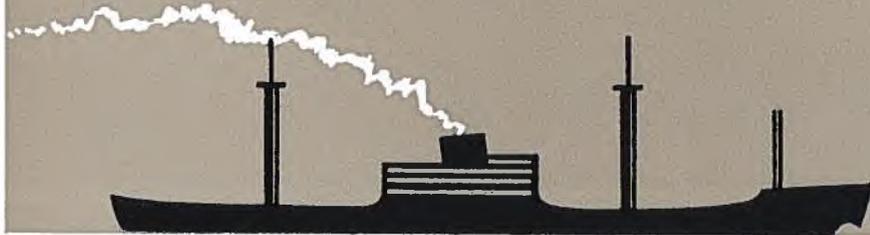
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