How to Sell in Singapore (page two)

FOREIGN TRADE

DEPARTMENT OF TRADE AND COMMERCE OTTAWA

JULY 29. 61

FOREIGN TRADE

JULY 29, 1961 Vol. 116 No. 3

COVER: *Poised astride the main trading routes in South East Asia, trade has always been the life-blood of Singapore. The busy waterfront scene on our cover portrays that trade graphically. In the centre, a worker hoists on his shoulders a 250-pound bale of raw rubber; on the left, boxes of pineapple are stacked in a waiting boat for transfer to an ocean vessel.*

Established in 1904. Published fortnightly by the Department of Trade and Commerce.
The Hon. GEORGE HEES, Minister.
JAMES A. ROBERTS, Deputy Minister.
Please forward all orders to: Queen's Printer, Government Printing Bureau, Ottawa.
Price $2.00 a year in Canada; $5.00 abroad
Single copies: 20 cents each.

COMING——PROTESTING BILLS OF EXCHANGE, IN AUGUST 12 ISSUE

96687-9—1

How to Sell in Singapore

This godown (the local name for a warehouse), situated on the Singapore River, is owned by one of the large European mercantile houses prominent in the city's trade from the beginning. Many of these big trading houses maintain branches in various parts of South East Asia.

Shopping centre for South East Asia, Singapore has developed many import agencies, from large mercantile houses to small specialized traders. Our Singapore office counsels Canadian exporters on selecting the right type to promote sales of their products.

KEITH O. HILLYER, *Assistant Trade Commissioner, Singapore.*

The Canadian exporter who wants to sell consumer goods such as textiles and food products often deals with small, specialized traders. Usually Chinese firms, they develop friendly contacts with small retailers. This street in Singapore is lined with their offices.

WHEN Sir Stamford Raffles first saw Singapore Island only 142 years ago, it was densely covered with tropical jungle and virtually uninhabited. Yet on this small island he visualized a city standing astride the trade routes between East and West.

History agreed with Raffles, for today the free port of Singapore has become the second largest port of the Commonwealth (ranking next to London in shipping tonnage), and the fifth largest in the world. The island, now an independent city state with full internal self-government, supports a total population estimated at over 1½ million. During Raffles' first year in the city, under the auspices of the British East India Company, trade grew from nothing to a value of Canadian $3 million. In 1960, trade passing through this free port was valued at over Can.$1,950 million.

Why Singapore Grew

The original site for the city was chosen because of its favourable geographical position in aiding and controlling trade. The Malayan peninsula jutting down into the Indian Ocean and the China Sea forces the sea lanes from India and Ceylon to China and Japan to dip southward and travel around Singapore Island. A natural refuelling and provisioning stop, the port became an ideal entrepôt for serving the Malayan peninsula and the islands of Borneo, Indonesia and Guinea. Singapore's traditional and carefully guarded status as a free port has strengthened its entrepôt function. Air transport has not lessened the importance of its geographical location because, although the state is not on the direct air route from the Far East to Europe and North America, it is an important stop on the air route from Australia to Europe.

The transportation services that Singapore can provide have proved important in fostering trade. Most of the goods transhipped in Singapore are unloaded from ships at anchor in the harbour onto lighters and transferred to coastal vessels or to warehouses along the Singapore River. The Singapore Harbour Board maintains wharves for berthing 21 oceangoing and 6 coastal vessels at one time. All of these wharves employ forklift trucks, elevating platform trucks, trailers and tractors. The Harbour Board also maintains over 1½ million square feet of shedding and six graving docks.

Singapore's International Airport, already handling an average of 75 international flights a day involving some 300,000 passengers a year, is currently being expanded. Part of a three-stage plan of airport development is a new operations building to accommodate control tower, workshops and weather offices. It was opened on April 8 during a nine-day International Air Show.

Singapore has developed special organizations to handle her large volume of trade. Not the least of these are the banking and insurance facilities that provide the financial resources required in large-scale trade. Many of the world's major banks and insurance companies, including two leading Canadian insurance companies, have branches here and several local organizations with adequate financial resources have developed over the years.

Large Mercantile Houses

Much of Singapore's trade is carried on by large mercantile houses of European origin; many of them were established shortly after Raffles' arrival. These firms, although controlled financially from capitals in Europe or North America, are operated independently and aggressively from local headquarters in Singapore. They maintain branches throughout the Federation of Malaya and the British North Borneo Territories, with sister organizations under separate management in one or more of the neighbouring South East Asian nations. With the coming of independence to the Federation of Malaya, many of the branches of Singapore firms in the Federation have been incorporated separately, though they continue to operate in non-competitive harmony with Singapore because of the close economic links between the two areas.

Because these companies handle a large volume and a wide variety of goods for both import and export, efficiency dictates departmental subdivision. One company may act as agents for several dozen foreign manufacturers selling several hundred different products. It may stock goods ranging from rasps and files to tractors, from linoleum to shirts, and from salmon to whisky. Import departments therefore often have separate engineering, consumer, food, pharmaceutical and chemical divisions, each functioning semi-autonomously but generally subordinate to the import manager. The larger trading firms maintain a full sales organization, with salesmen continually travelling over the entire area. These firms act as wholesalers, selling to dealers and retail outlets rather than individuals.

Outstanding among the advantages of these big commercial trading houses over their smaller competitors are their large financial resources. This assumes importance where big inventories must be held and extensive credit given. These resources also permit the hiring of skilled knowhow—chemists, engineers and agronomists. Competition in recent years from smaller firms has tended to force concentration on products needing these advantages for effective promotion.

Small Specialized Traders

As the size of the European trading organizations increased, so did their financial resources and their ability to promote products requiring a high degree of technical competence. All of this meant an increase in overhead costs. This development has brought about the rise of the small specialized trader dealing in products requiring small inventories and little technical service. The Chinese, long proved to

96687-9—2

be among the world's most competent traders, have led in the development of these small specialty houses, usually family owned, which operate with smaller overheads and on lower profit margins. Often competition from such outlets has forced the larger mercantile houses to drop consumer and food lines. Small traders are also able to develop close, friendly contacts with the small retailer, extending credit to him and advising him on which products to stock—a method that has proved particularly successful in the textile trade. Because Indians own and operate most of the dry-goods stores, Canadian firms have discovered that the Indian textile importer of moderate means has more success in selling to these retailers than do larger trading organizations. Several Indian firms have also become important in the distribution of food products, sporting goods, and chemicals.

Branch Offices

As interest in investing in the Federation of Malaya and in Singapore develops among sources of foreign capital, many exporters establish branch offices or associated companies to direct their trading activities in the area. This usually becomes the first step towards the establishment of manufacturing facilities to serve the local market.

Canadians Cultivate Market

Canadian exporters use all of the above types of traders to represent them in this market. Two Canadian distilleries are represented by large mercantile houses that maintain experienced liquor departments. On the other hand, a Canadian sporting goods manufacturer has chosen as his representative a smaller trader specializing in high quality sports equipment. A small food importer is doing an excellent job in promoting sales of a Canadian household bleach.

The choice of representative for any Canadian firm depends primarily on the product it wishes to sell. If the promotion of the product requires technical knowhow, it is usually prudent to choose a large mercantile house with a department that specializes in this type. To ensure that the new product gets adequate attention, some of the larger houses request the new exporter to stand the expense of hiring another full-time salesman for promotion work. On the other hand, products that require little technical understanding but need wide distribution can often be handled best by the smaller Indian and Chinese traders. Food products for the Asian population are almost exclusively marketed by such traders. Generalization about this is dangerous, however, because many smaller traders specialize in technical products and some large trading houses carry established consumer products for wide distribution. Recently a Canadian manufacturer of dental products appointed as distributor the largest dental-goods dealer in the area—a small Chinese firm specializing in dental products. The office of the Canadian Trade Commissioner in Singapore can assist any Canadian firm in making the right choice of agent. The Trade Commissioners can obtain information about the firm, the products it handles, and its methods and channels of distribution.

Problems of Choice

Two difficulties face a new Canadian exporter in choosing the best agent for his products. Although he may wish to be represented by a large mercantile trading house experienced in similar products, there may not be any such firms that do not already work for established competitors. He may be forced to use a smaller trading firm new to the market.

Second, most large mercantile houses are able to finance the purchase of goods to be distributed to retailers on credit terms. Small traders often lack the financial resources to do this. Sometimes Canadian exporters find it necessary to offer 60- or 90-day terms to such firms to initiate orders. No better credit information is available to the Trade Commissioner than the Canadian exporter can obtain through his bank, because no credit research organizations are active in the area. However, the risk involved in providing such terms initially can be carried by confirming houses that are familiar with firms in Singapore.

Singapore agents with branch offices in the Federation can usually cover both areas adequately. Many Singapore firms are also appointed as representatives for Brunei, Sarawak and North Borneo. However, the effectiveness of such an agent depends on his contacts in those territories, and it is becoming evident that for concentrated coverage it is important to employ representatives in the territories themselves—either small traders or branches of the larger mercantile houses. Singapore firms often maintain stock for shipment to other South East Asian markets, but for significant volume, separate agents in each country are necessary.

Changes in the Air

Singapore keeps a wary eye on the development of extensive trading facilities among the nations around her whom she once serviced exclusively. Although her entrepôt trade is not likely to decrease, Singapore probably will not profit from all of the additional increase in trade that the expanding economies of Malaya and Indonesia will be sure to generate. Both nations are developing their own excellent deep-water ports. Recognizing this, Singapore has set herself the task of industrialization. Dr. Goh Keng Swee, Minister of Finance for the Government of Singapore, recently stated in an article in *Singapore Trade:* "Singapore is determined to enlarge the industrial sector of its economy, with the most important qualification that this industrial expansion shall be a complement to trade and not a rival."

As a result, several of the older trading houses are investing fresh capital in new assembly and manufacturing operations. The Government of the State has drawn up plans for an industrial subdivision of 1,700 acres, including deep-water berths, heavy industrial areas, residential areas and green belts. A United Nations survey team, including a Canadian steel specialist, has been in Singapore advising the Government on the development of a steel mill. Trade will continue to be the mainstay of Singapore's economic life, but more and more industry is being encouraged to locate here.

Canada's Position

Trade with Canada is an important segment of Singapore's total trade, although Canada is not one of Singapore's major trading partners. In 1959 the value of Canadian exports to Singapore and the Federation of Malaya totalled approximately Can.$3.27 million. In 1960, it rose to Can.$4.66 million and new opportunities for Canadian products continue to develop.

Singapore, although it is industrializing, will remain the shopping centre for South East Asia, featuring products manufactured in every corner of the globe. It will remain a thriving insurance, banking and trading centre whose industrious citizens enjoy the highest standard of living in Asia. Canadian products, if they are designed carefully and priced competitively, can be sold in this city-state. ●

Ship through Chicago by Water

Exporters, especially of raw materials, should take a look at the inland waterways of the United States; modern barges carry cargoes to the Midwest and Southern States at competitive rates.

N. L. CURRIE, *Vice Consul and Assistant Trade Commissioner, Chicago.*

SAMUEL Clemens and the river-boat gamblers have long since disappeared from the Mississippi River and the fur-laden canoes have gone from the St. Lawrence and Great Lakes. Their places have been taken by men and ships no less colourful in their way, and quite as important to the economy of North America.

The two inland waterways—the St. Lawrence and the Mississippi—that together stretch from Quebec City to New Orleans join at one place, Chicago. And more than one-and-a-half million tons of water-borne Canadian goods move into or through this port yearly.

Canadian exporters to Chicago or to points as far south as New Orleans and southern Texas, especially exporters of raw materials, might well take a look at shipping by water. Harbour and channel improvements now under construction in the Chicago area at an estimated cost of $208 million make this possibility even more attractive.

Goods not destined for the Chicago area can be transhipped to modern barges carrying 1,800 tons each. Any number of these can be put together in a "tow" but generally the operators keep the number at between four and eight. A tow of fewer than four will likely be held up for a short time for more cargo; a tow of more than eight barges must be moved through the locks in stages. At least half a dozen major barging companies with modern docks, warehouses, barges, tow boats, and other equipment offer their services at very competitive rates.

Seven locks in the 327-mile stretch between Lake Michigan and the Mississippi River lower the barges 160 feet. The U.S. Army Corps of Engineers has prepared a plan for doubling the number of these locks when it becomes necessary. This part of the system is sometimes called the Illinois Waterway.

Facilities at Chicago

Of the various harbours included in the Port of Chicago, Calumet Harbour and Chicago Harbour are the principal links between the Mississippi barges and ocean-going ships and lakers. Of these, Calumet

96687-9—2½

Harbour is the more important and it is this harbour with its connecting links that is now being improved. The project, called the Calumet-Sag Navigation Project, involves widening and deepening the canals to a minimum bottom width of 225 feet and a navigable depth of nine feet, as well as construction of additional shore facilities.

Some of these new shore facilities are completed. They include two grain elevators with a capacity of 6½ million bushels each, three transit sheds of 300,000 square feet each, one warehouse of 200,000 square feet, 14 miles of rail, 3,500 feet of channel cargo wharfage, and 2,000 feet of general cargo wharfage.

Still to be built are 250,000 square feet of warehousing, 10 million bushels more capacity in grain elevators, more transit sheds, general cargo wharfage, a tank farm for liquid bulk storage, truck terminals, and dry bulk storage docks.

A quick look at a line drawn on a map from Chicago to New Orleans will show the industrial centres accessible through this waterway. They include Joliet, Ottawa, Peoria, St. Louis, Memphis, Vicksburg, and Baton Rouge. At least one barge line with head offices in Chicago offers uninterrupted service as far as Brownsville, Texas, near the Mexican border. The system also handles inbound cargo. A Canadian Government official who toured this line recently watched the unloading in Chicago of French aluminum that had come through New Orleans.

CANADIAN SHIPMENTS TO U.S. VIA PORT OF CHICAGO, 1959

(in tons)

Iron ore and concentrates	886,990
Newsprint	278,516
Non-metallic minerals manufactures, n.o.p.	141,003
Barley and rye	105,949
Pig iron	85,352
Cement	30,588
Iron, steel, semi-finished products	8,301
Iron and steel scrap	5,600
Wheat	4,528
Aluminum metal and alloys	4,066
Paper base stocks, n.o.p.	1,155
Rolled, finished steel mill products	107
Motor vehicles	94
Liquors and wines	64
Sisal, henequen, jute	26
Vegetable fibres, n.o.p.	10
Meat and meat products, including canned, n.o.p.	7
Spices	1

U.S. SHIPMENTS TO CANADA VIA PORT OF CHICAGO, 1959

(in tons)

Corn	327,145
Soybeans	288,162
Bituminous coal, lignite	112,308
Sulphur, dry	55,970
Rolled, finished steel, mill products	50,568
Ferro-alloys, ores, metals, n.o.p.	8,808
Coke, including petroleum coke	5,004
Residual fuel oil	4,470
Alcohols	3,081
Wheat	1,313
Machinery parts	328
Vegetables and preparations, canned	33
Molasses, sugar products, edible	31
Meat and meat products, n.o.p.	7
Low-valued shipments	5
Vegetable fibre manufactures, n.o.p.	2
Meat and products, fresh	2
Spices	1
Paper and manufactures, n.o.p.	1

Commodities Shipped

As might be expected, the goods moving through the system are largely bulk goods. Nearly 900,000 tons of Canadian iron ore and concentrates were shipped into or through the Port of Chicago by water in 1959. In addition, nearly 300,000 tons of standard newsprint, 100,000 tons of barley and rye, shipments of liquors and wines, automobiles, vegetable fibres, pig iron, scrap iron, semi-finished iron products and even spices travelled this route.

The accompanying tables show the types of goods that can be profitably moved in this way.

The Trade Commissioner in Chicago will be pleased to furnish any Canadian exporter or manufacturer wishing to explore the possibilities of shipping through Chicago by water with the names and addresses of the barge companies, the stevedoring companies, and firms operating shore-based facilities. ●

"Special Fund" Reports

THE Governing Council of the United Nations Special Fund has approved allocations totalling $34.6 million to be used for assisting 42 economic development projects in 36 less-developed countries and territories. Twenty-one of the new projects are in the field of education and training, 14 various types of surveys, (mineral, waterpower, river basin, etc.) and seven applied research (agriculture, forestry, industrial).

The following are the new projects:

Argentina—Forestry training school
Bolivia—Pilot mineral survey
Brazil—National forestry school
British Guiana—Reservoir survey
Burma—Lead and zinc survey
Cambodia—River delta survey
Cameroun—Teacher training school
Chile—Instructor training centre
Colombia—Agricultural training centre
Cuba—Experimental farm
Cyprus—Agricultural research
Ecuador—Polytechnical school
Ghana—Public administration school
Haiti—Animal husbandry project
Honduras—Pine forests survey
India—Petroleum exploration centre
India—Instructor training school
Iran—Vocational training centre
Iraq—Management training centre
Israel—Ceramic and silicate research
Ivory Coast—Teacher training school
Jordan—Groundwater survey
Korea—Agricultural survey
Laos—Mineral survey
Malaya—Telecommunications centre
Nepal—Hydroelectric development
Nigeria—Soil and water survey
Nigeria—Vocational training program
Nigeria—Fisheries survey
Pakistan—Forestry research program
Peru—Resources survey
Philippines—Telecommunications
Rhodesia—River basin survey
Saudi Arabia—Institute of technology
Senegal—Instructor training school
Sudan—Forestry research
Sudan—Land and water-use survey
Sudan—Teacher training school
Thailand—Productivity centre
Thailand—Technical institute
UAR—Institute of standards
UAR—Pesticides laboratory

These new allocations bring total Special Fund commitments to $131 million, assisting 157 projects in 62 countries and territories. The value of all projects assisted, including government contributions, now totals $304 million.

West Germany Buys Asbestos

Canada supplied over half the asbestos that West Germany imported in 1960 and the market is growing by 10 per cent a year; new uses are today creating opportunities for alert exporters.

RICHARD F. TURCOTTE,
Vice Consul and Assistant Trade Commissioner, Hamburg.

GERMANY is traditionally one of the world's best markets for asbestos. World asbestos production in 1959 was estimated at 2.2 million short tons and West German imports of raw asbestos in the same year stood at 102,700 metric tons, or approximately 5 per cent of world output. Canada in 1959 supplied 52.2 per cent of German raw asbestos imports and in 1960 this figure rose to 54.5 per cent.

German consumption of manufactured asbestos products has been increasing at the rate of about 10 per cent a year; spun asbestos products is the only field where no significant increase has appeared. This large growth in the German demand for asbestos is expected to be at least maintained; with the developing use of asbestos fibre for building material and flooring tiles, the demand for short-fibre asbestos will probably expand particularly quickly.

Raw Asbestos

As the statistics in Table I show, Canada has always been by far the leading supplier of raw asbestos to Germany. Until 1956 South Africa was the second supplier, but since 1956 the Soviet has succeeded in displacing her. The only other two suppliers of any significance are Rhodesia and Nyasaland and Italy. Italian asbestos shipments, though small, have been increasing fast. The importance of Soviet asbestos in the German market has certainly grown: in 1954 the U.S.S.R. supplied virtually none but by 1959, it held 20 per cent of the market. The Soviet has been shipping into Germany under the terms of the West German/U.S.S.R. trade agreement that establishes import contingents for Soviet asbestos. Following are the import contingents under the agreement, given in metric tons, with the actual corresponding imports in brackets.

1958	—	20,000	(17,650)
1959	—	25,000	(20,870)
1960	—	30,000	(27,550)
1961	—	35,000	——

Some of the experts in this field expect that the Soviet will fulfil its 1961 contingent of 35,000 tons. These experts assured me that there is no pressure or particular encouragement either by government or private enterprise to buy Soviet asbestos under the treaty agreement. However, it would appear that German processors who have been importing this asbestos have been happy with both the quality of the various grades shipped and, even more important, the prices. In past years Soviet asbestos quotations have been about 10 per cent below Canadian quotations for the equivalent grades.

Canadian raw asbestos, however, is still considered the norm for quality. The spinners like to blend the three main types of asbestos used in their industry—that is, the Canadian, the Soviet and the Rhodesian—to obtain the over-all qualities desired in workability and in the finished product. The Soviet and Rhodesian types of asbestos, for example are considered quite "dry" and by blending with the Canadian they attenuate the talc-like characteristic of the Canadian product. On the other hand, Rhodesian asbestos is considered to be at times somewhat brittle for spinning.

There are no customs duties or restrictions on the import of asbestos into Germany and none are planned for the final Common Market tariff.

The marketing structure for asbestos sales in Germany is based on the agency and the importer. All of the larger Canadian producers are represented by agents in Germany, mostly in the Hamburg area, who then contact the larger importers on distribution of the raw material. The importers then sell to the various asbestos processing mills according to their particular needs in grades and quality for the various end uses. It is worth noting at this point that for an asbestos supplier to try to deal directly with the German processor or even the importer is very difficult because of the large number of processors, their generally small size, and their geographic dispersion.

TABLE I

WEST GERMAN IMPORTS OF RAW ASBESTOS

		1954	1957	1958	1959	1960	Imports tonnage as % of total 1960
TOTAL:	*tons	38.3	93.3	81.1	102.7	132.6	99.6
	†DM	29.6	64.9	65.9	74.3	87.5	
From:							
Canada	*tons	27.9	58.1	38.8	53.7	72.4	54.5
	†DM	19.5	35.2	29.0	35.3	46.0	
U.S.S.R.	*tons	0.1	13.3	17.7	20.9	27.5	20.7
	†DM	0.05	10.6	14.7	15.6	16.8	
South Africa	*tons	6.6	10.2	14.9	14.7	16.4	12.7
	†DM	7.3	10.4	15.3	15.2	16.4	
Rhodesia and Nyasaland	*tons	0.7	5.5	3.7	3.4	6.4	4.8
	†DM	1.1	5.1	3.5	3.0	3.8	
Italy	*tons	0.3	1.9	2.3	4.7	3.6	2.4
	†DM	0.09	0.8	0.9	1.8	1.4	
Finland	*tons	1.3	1.3	1.4	1.5	1.7	1.0
	†DM	0.4	0.4	0.4	0.5	0.6	
Others: U.K., France, U.S., Denmark, Venezuela, Switzerland, Portuguese East Africa, Australia	*tons	1.4	3.0	2.3	4.1	4.6	3.5
	†DM	1.1	2.4	2.1	3.3	2.6	

*Thousands.
†Millions.

TABLE II

WEST GERMAN TRADE IN ARTICLES OF ASBESTOS

(Excluding Friction Material)

	1957		1958		1959		1960	
	tons	DM 1,000	tons	DM 1,000	tons	DM 1,000	tons	DM 1,000
Import								
Total	1,521.7	3,644	2,122.0	5,132	2,195.9	5,547	4,344.4	10,681
From:								
United Kingdom	1,009.1	2,586	989.8	2,772	1,058.7	3,033	1,586.1	5,044
France	54.4	344	50.1	300	161.0	829	1,209.3	2,403
Netherlands	308.4	241	345.2	288	760.8	654	882.1	684
United States	2.8	47	535.9	1,118	78.4	271	431.2	904
Belgium	135.5	337	144.4	511	84.1	639	126.9	1,205
Export								
Spread over	40 countries		40 countries		45 countries		24 countries	
Total	2,146.1	9,641	1,865.3	8,672	2,309.3	9,921	2,480.6	11,617
To:								
Italy	311.5	1,532	370.4	1,564	297.5	1,319	321.1	1,578
Switzerland	203.9	884	166.5	742	259.5	933	266.6	1,147
Denmark	156.7	667	212.6	913	223.2	902	242.4	1,040
Netherlands	163.5	952	143.2	824	168.9	1,047	233.1	1,370
Argentine	148.8	392	94.0	248	192.4	505	173.5	417
Brazil	171.8	592	74.8	197	77.8	375	147.6	475
Sweden	170.5	643	111.2	639	125.2	707	124.9	846
Turkey	30.1	123	9.2	71	225.3	541	121.7	260

Processed Asbestos

In 1960, 132,600 metric tons of raw asbestos were imported into Germany. It was divided among the various consumers as follows:

• *Asbestos Cement*—The production of asbestos cement consumes by far the largest amount of raw asbestos in Germany, taking approximately 60-70 per cent of all imports of raw material. For this purpose some grade 4 but mostly grades 5 and 6 are used. Germany has three very large asbestos cement producers and numerous small ones, some of which, by various means, are clustered under the umbrella of the larger ones. These factories are found all over Germany because of the high freight costs which make transportation over great distances prohibitively expensive in proportion to the value of the product.

• *Floor Tiles*—Floor tiles take between 15-20 per cent of the raw asbestos imports. Very short fibres —grade 7R—are used almost exclusively for this purpose. There are six large firms in the industry (of which three are new) and a few small ones. As with asbestos cement, these firms are geographically well distributed across West Germany.

• *Asbestos Textiles and Packing*—These fabricated asbestos products consume approximately 5 per cent of asbestos imports and are produced by some ten firms, well spread over the country. This industry uses grade 3 or better, fairly long spinning fibres. Canadian asbestos is found to be excellent for this use although, as mentioned above, it is usually mixed with fibres from other suppliers. A good part of the woven asbestos textiles is made from the blue South African raw asbestos.

• *Jointings*—There are a large number of medium-sized firms in this field as well as a few large ones; the latter make jointings almost exclusively. Consumption of raw asbestos in this industry is very small.

• *Millboards*—This industry uses grades 4 and 5. There are five medium-sized factories which are well spread out geographically because freight costs are again an important factor. This industry is still small in Germany, although it is growing slowly.

• *Asbestos Paper*—There are three important factories in the vicinity of the Ruhr Valley. This is a very specialized and small industry.

• *Electrical Insulation*—This is a small industry but fairly important to Canadian suppliers. About 10 per cent of the spun asbestos products go into electrical insulation and require asbestos with a nil or very low ferrous content, similar to some types of British Columbia asbestos. Other sources of supply are Arizona and Australia. There is only one significant producer of electrical asbestos insulation.

There are literally dozens of factories, large and small, turning out a wide assortment of asbestos products. Ownership and control is widely spread out and although the above classifications apply in general, there is a great deal of overlapping of production among the various factories. In general it can be said that the asbestos industry in Germany is not as highly concentrated, either geographically or financially, as in other European countries.

It is the opinion of experts here that the German asbestos industry is on a sound footing and that it has a good future ahead of it. The use of asbestos is increasing with advances in technology and new uses are being found. The use of short fibres is expanding and much of the material that was once thrown away has now become a scarce item.

The only branch in which development is not taking place at the moment is the asbestos textile industry. This industry is currently working to capacity and no addition is expected to be made to increase production in the near future, unless there is a marked rise in the demand for asbestos textiles, which has been fairly stable over the last few years. If anything, these textiles may lose out to such substitutes as fiberglass, which is considered an excellent and cheaper insulating material.

New Uses Discovered

One of the factors in the optimism felt by the asbestos processing industry is the continuous development of new uses. Attempts are being made to use asbestos as a reinforcing agent in plastics instead of fiberglass and other similar materials. The problems are technical and have not yet been solved. There is no affinity between asbestos and plastics and research is going on to develop a stronger bond between the two materials. If this could be done, the industry feels the result would be a lucrative market. Another development which has already been worked on in North America is the use of asbestos in asphalt road pavement. This has, however, proved very expensive. Several types of acoustic tile have been developed by the Finns and are now being introduced into the German market. There is a possibility that, with time, a German fire-protection regulation in the building and construction industry could force the use of fireproof material for acoustic tiles. These regulations are already quite rigid but may be tightened even more. It would mean a lucrative market with excellent potential for Canadian asbestos. However, fiberglass is a strong competitor in this field.

Competition Intensified

The main competitors of the German asbestos processing industry are the United Kingdom and Finland. German wage rates have until now been considerably below British rates but have recently risen and now they are fairly close to the British. The British processing industry, moreover, is fairly concentrated and benefits from certain economies of scale. The tariff for asbestos products, both inside and outside the Common Market, has ranged between 10 and 16 per cent. The final Common Market tariff may rise to as much as 20 per cent on certain items. This has lessened British competition to some extent; however, there is a fear in the German asbestos processing industry that, should union take place between the Common Market and the British-led European Free Trade Area, the German asbestos-processing industry would be pretty well wiped out. This could be of great significance to Canadian suppliers of raw asbestos because Germany takes 12-14 per cent of Canadian asbestos exports.

Barring union between EFTA and the EEC, however, the German asbestos-processing industry feels it is well prepared to meet any competition within European countries which it may face through the development of the Common Market. Investment in the industry by foreign enterprises is proceeding at a substantial rate; control is, however, overwhelmingly in German hands. Many German importers and agents believe that Canada will continue to have the lion's share of the German asbestos market. •

Readers who would like to have statistics on production of processed asbestos (excluding cement) in West Germany in 1956 and 1958, and a table of German tariffs for raw asbestos and some asbestos products as of January 1, 1961, should write to the Editor, Foreign Trade.

Seed Potatoes Go to Greece

First introduced in 1954, Canadian certified seed potatoes have proved popular with the Greek farmer; recently our exporters sold 4,400 tons there and demand is expected to continue.

BARRY C. STEERS, *Assistant Commercial Secretary, Athens.*

EARLY this year bargemen and stevedores at Eleusis, a small port near Athens, started offloading the first of this year's two shipments of Canadian certified seed potatoes. They totalled 4,400 metric tons and were made up of Sebagoes and Katahdins from Prince Edward Island and New Brunswick. Shortly afterwards, the Canadian exporter, his Greek agent, the Assistant Canadian Trade Commissioner and the Commercial Assistant arrived from Athens to witness the inspection of the cargo. Assembled on the single small jetty of the port, the plant pathologists of the Greek Ministry of Agriculture and the inspectors of KYDEP, the quasi-government purchasing organization which is the exclusive importer of seed potatoes in Greece, greeted the Canadian group and the inspection began. Everyone was pleased with the quality. Within two hours, a clean bill of health given by the Greek Government officials meant that the trucks standing nearby could start loading. Soon the first of this year's Sebagoes and Katahdins from Canada headed south towards the Peloponnesus.

The trucks from Eleusis deliver their loads to the various agricultural co-operatives, which in turn distribute directly to the individual growers.

Keenest demand for Canadian seed potatoes is in Arcadia, a region of the Central Peloponnesus north of Sparta, the ancient city of soldiers. Their popularity, however, continues to increase throughout most of the growing regions. The areas about Salonica, the principal city of the north, and Corinth, to the citizens of which St. Paul wrote two of his Epistles, were added this year.

Planting begins in March and carries on through April for the summer harvest, though in some of the low-lying areas of the south it may begin as early as February for a late spring harvest. Farmers generally plant very small tubers whole. Larger ones are cut into quarters or eighths, each with at least two eyes. The preferred size for seed is up to six ounces per potato.

On hand to watch the arrival of the first 1961 shipment of Canadian seed potatoes at Eleusis were (left to right): C. Godbout, potato grower from New Brunswick; B. C. Steers, author of this article; J. K. Leggett, Atlantic Provinces zone manager for Canada Packers, and G. A. Calpacas, the agent for Canada Packers in Greece.

Further Purchases Likely

Next fall the Greeks will order again from Canada. Probably in September 1961 KYDEP will call for sealed bids from Canadian suppliers to be opened in their offices in October. KYDEP, under the jurisdiction of the Federation of Farmers' Co-operatives and the Ministry of Agriculture, handles all imports of seed potatoes. For the past two years the written bids have been opened and read aloud by KYDEP officials in the presence of the agents of the Canadian exporters. The market is an extremely competitive one and it is important that Canadian exporters in certain cases allow their agents some flexibility in pricing.

Canadian Seed Introduced

The spring of 1954 marked the introduction of Canadian seed potatoes to the Greek farmers. That year KYDEP purchased 423 metric tons. Following the successful summer harvest, the Greek Federation of Farmers' Co-operatives induced KYDEP to increase its Canadian order by more than 300 per cent to 1,170 metric tons of Sebagoes and 400 metric tons of Katahdins. Once again the results pleased the farmers. In the fall of 1955, when KYDEP called for bids based on a doubled demand for Canadian seed, farmers asked for the two tried and tested types—Sebagoes 2,525 and Katahdins 1,140 metric tons.

During these years of expansion for Canadian seed, the total demand

As the bags of Canadian seed potatoes came off the ship at Eleusis, they were stacked up until the trucks arrived to carry them away to potato-growing areas.

for imported seed potatoes in Greece remained relatively constant. For 1954 no breakdown distinguishing between imports of table and seed potatoes is available. The total stood at 9,732 metric tons. For 1955 and 1956, seed potato imports were reported as 8,334 and 8,356 metric tons. The most popular tuber competing with the Sebago and the Katahdin was the Irish Arran Banner, a potato the farmer had been planting since his father's time. Its French cousin by the same name also provided sharp competition. Smaller quantities of Ireland's Up to Date entered. Danish, Dutch and German seed also found receptive growers. The Ministry of Agriculture discovered from tests that the Sebago planted under Greek conditions and with Greek methods produced an excellent crop of high yield.

Sales Fluctuate

For the spring planting of 1957, the price of Canadian seed had risen well above (in some cases 30 per cent above) potatoes from Ireland, Spain, France and the Low Countries. Since price is one of the dominant factors in purchases here as elsewhere, KYDEP bought only the quantities specifically demanded by the farmers' co-operatives—1,167 metric tons of Sebagoes and 1,120 of Katahdins. Significantly, even in that year only Arran Banner outsold the Sebago or the Katahdin.

The following year, 1958, Canadian Kennebec seed potatoes arrived for the first time, making up 900 tons of the 4,048-ton order from Canada. It proved to be a poor year for the Irish and French Arran Banner. In September 1958 KYDEP ordered 4,570 metric tons of Canadian seed. Kennebecs held top place on the list with 1,650 tons; Sebagoes and Katahdins split the remainder. A few weeks later the Greek authorities, unable to obtain adequate quantities of Arran Banner, promptly placed three additional orders for Canadian seed, making a grand total of 8,419 metric tons for the year. In all, Greek purchases of seed potatoes from abroad reached 14,287 metric tons, a record high.

Good growing conditions and increased imports of seed produced a bumper crop of 498,000 metric tons of potatoes. Farmers found themselves with an over-supply. The quantities of table potatoes exported to the United Kingdom, to Germany, and to Austria increased by 50 per cent to 16,275 tons.

In the fall of 1959 KYDEP reduced its order. Purchases from Canada totalled only 3,468 metric tons, of which Sebagoes comprised 2,800 and Katahdins the remainder.

EXPORTS OF CANADIAN SEED POTATOES

	1954	1955	1956	1957	1958	1959	1960
				(in short tons)			
Greece	474	1,791	4,097	2,657	4,235	11,883	2,095
United States	51,433	43,573	81,397	52,648	71,772	41,717	24,306
Cuba	5,618	6,175	3,263	3,000	3,782	4,243	13,656
Venezuela	8,471	12,427	16,652	11,300	11,681	13,170	8,814
Uruguay	9,755	9,618	9,146	7,795	10,267	12,140	6,382
Jamaica	695	478	789	773	3,110	1,102	1,215
Total including all others	**77,226**	**77,056**	**117,585**	**82,583**	**110,019**	**85,893**	**57,617**

Source: D.B.S.

GREEK IMPORTS OF SEED POTATOES

	1954	1955	1956	1957	1958	1959	1960
				(in metric tons)			
Canada	423	1,569	3,665	2,287	4,048	8,419	3,468
Ireland	1,512	554	2,327	4,065	1,827	3,069	3,538
France	....	....	1,444	1,268	3,261	....	1,236
Denmark	....	50	535	616	493	349	....
Total including all others	**9,372**	**8,334**	**8,356**	**10,548**	**11,479**	**14,287**	**9,396**

Note: 1954 statistics include table potatoes.
Source: National Statistical Service of Greece.

96687-9—3

Arran Banner, once again plentiful in Ireland and France, resumed its number one position among imported seed. Sebagoes held second place.

Consumption of table potatoes in Greece hovers slightly above 400,000 metric tons a year, not particularly large for a population of 8½ million. Production figures for the last six years have fluctuated; they indicate a two-year cycle and suggest a trend towards gently increasing consumption.

The Outlook

This year the rivalry between Sebago and the cheaper Arran Banner has continued. The scales seem to be tipping slowly in Sebago's favour, as it edges from 2,400 metric tons below the European Arran Banner last year to only 1,000 metric tons less now. Canadian exports have moved upward another 900 metric tons to 4,400.

The future for Canadian exporters looks promising. Demand from Greek farmers, based on six years of good returns from Canadian seed potatoes, is building a solid reputation for us throughout the country. ●

BUSINESSMAN'S BOOKSHELF

The Middle East 1961

Europa Publications Ltd. 516 pages. $13.50.

ANY businessman interested in the Middle East as a potential market for his product will find this book an ideal introduction to a proper understanding of any country or countries in this region. The geography, history, religion, system of government, law and economic development of each is covered in an easy-to-read manner and the information given is accurate, comprehensive and up-to-date.

Included in the great amount of factual data are the names of members of the Government and diplomatic corps of each country, leaders of political parties and religious bodies, lists of newspapers, periodicals, press agencies, banks, libraries, and universities. Most important for the exporter, it lists trade and industrial organizations with addresses, names of principal officials, and other pertinent facts.

The systematic arrangement of all this information makes the book an excellent and speedy reference. The end-papers offer a good map of the area—a useful innovation in the eighth edition of this directory.

Order from: Europa Publications Ltd., 18 Bedford Square, London, W.C.1, England.

The British Commonwealth and Empire Trades Index

987 pages. $6.50.

THE 1960/61 edition of this annual directory provides geographical, political, and trading information on all Commonwealth countries. In addition, similar information is included on the United States and many important trading nations.

Designed to assist buyers, sellers, manufacturers, producers and distributors, it provides advertising space ranging from full page (8½" x 6") to single column, listing name, postal and cable addresses. Firms are listed by country, area, and brand and/or trademark. It is an inexpensive means for the Canadian exporter to obtain virtual worldwide promotion coverage for his product. In addition, it provides concise current information on foreign market development, shipping and insurance services available, addresses of foreign legal firms, and names of potential customers.

For the importer, particulars of over 25,000 firms provide a ready list of possible suppliers.

Order from: R. V. Gillman, 421 Drummond Building, 1117 St. Catherine St. W., Montreal, P.Q.

Business Operations in France

Published by the Franc-Dollar Committee. 67 pages. $2.50.

THIS booklet was prepared as a guide for United States investors in France. However, the Canadian businessman now engaged in or seriously considering business dealings of any kind in France will also find it helpful.

The authors have taken into account changes in economic trends and recent developments in French legislation and regulations, particularly those applying to the current tax reform. These changes, designed to increase foreign trade and encourage foreign investment in France, are numerous. Canadians interested in the area can rely on this up-to-date booklet to interpret these changes.

In most cases "Canadian" can be readily substituted for "American" throughout the text, with the exception, of course, of any direct reference to United States laws, treaties or taxes.

The booklet sets out how to establish a business in France and how to invest there. It also explains the labour situation, the wage structure, the tax system, the availability of bank credit, and the system of communications. Of particular interest are the sections dealing with the easing of import restrictions and the structure of the Franc Zone. The booklet is interspersed with excellent maps showing the location of various industries and the distribution of the labour force.

Order from: Comité Franc-Dollar, 1001 Connecticut Avenue N.W., (Room 1041), Washington 6, D.C.

Understanding Export

By Alfred L. Lomax and J. Boyd Matchett. 16 pages. 50 cents.

WHAT is meant by "a firm offer", "f.o.b.", "f.a.s.", and "c.i.f."? How is the structure of an export sales department determined, and what are the rules for pricing for export? A dictionary and a basic commerce text will provide you with the answers to all these questions, but for those actively engaged in exporting it is vital to understand the small differences in interpretation of the terms in different areas, as well as the more practical aspects of the trade as a whole. These articles, originally written for *Industrial Canada* and now reprinted in a booklet by the Canadian Manufacturers' Association, provide a clear yet thorough handling of the subject and are well worth attention. Mr. Lomax is Professor Emeritus of Business Administration at the University of Oregon. Mr. Matchett is a marketing and organization consultant with Urwick, Currie Limited, Toronto.

Order from: Canadian Manufacturers' Association, 67 Yonge Street, Toronto 1, Ontario.

Co-operation for Progress in Latin America

Committee for Economic Development (U.S.). 56 pages. $1.00.

THE Research and Policy Committee (consisting of 50 of the 200 top businessmen and educators comprising the Committee for Economic Development) has made a thorough study of United States economic policy in Latin America. President Kennedy's recently announced program for Latin America has closely paralleled the views and recommendations contained in this study. The committee (which is financed by the Ford and Rockefeller Foundations) thoroughly reviews the present economic situation in the area and defines in clear terms the responsibility of American industry and commerce to contribute to the economic development of these countries.

A Canadian businessman who is interested in investing in or trading with any of these countries will find here an excellent up-to-date economic survey of the area. Full-page maps show the extent of agricultural development, of illiteracy, and of the export dependence on single commodities in each country.

Clearly defined tables deal with such diversified aspects as population increase, life expectancy, educational attainments, value of exports, area distribution of trade, the extent of U.S. investment, cost-of-living indices, growth rates, and balance of trade. The Act of Bogotá is reproduced in full and the need for social as well as economic development is explained and emphasized.

For a clear approach to the problems besetting Latin America and for an understanding of the attitudes and contributions of U.S. business as a whole, this report is a valuable addition to the businessman's bookshelf.

Order from: The Committee for Economic Development, 711 Fifth Avenue, New York 22, N.Y.

Australia—An Economic and Investment Reference

Australian News and Information Bureau. 97 pages. Free.

HERE is an informative and attractively bound book which answers briefly but completely most of the questions that a Canadian businessman interested in investing in or carrying on business in Australia will want to ask.

Its immediate value to a Canadian exporter is perhaps limited to the chapters dealing with a review of the Australian economy, trade trends and policies by the Secretary of the Department of Trade, and the clear explanation of the tariff structure.

Chapters on law, banking, the formation of companies, securities, taxation, the labour force and the main industries give the reader a fairly complete picture of Australian business life.

The book is enhanced by full-page photographs and easily grasped graphs and tables. Altogether it is a good general reference on Australian business and economics.

Order from: The Australian Commercial Counsellor, 100 Sparks Street, Ottawa, Ontario.

96687-9—3½

As the Businessman Sees It

(Left) Allan Baker, Vendomatic's executive vice-president, takes time off for a cup of hot coffee supplied by his company's "Tropic" hot-drink vending machine. (Right) The pretty Vendomatic employee holds flake ice produced by a machine that the company has perfected and is just beginning to sell in foreign markets, particularly the United States, and also in Trinidad.

Good Design Wins New Markets

Are Canadian manufactured goods too high-priced to compete in foreign countries? A young Toronto executive is working out a successful method of keeping prices down and sales up.

ALLAN D. BAKER, *Executive Vice-President, Vendomatic Limited. As told to O. Mary Hill.*

ALLAN D. Baker, executive vice-president of Vendomatic Limited, holds vigorous views on how Canadian firms turning out manufactured goods can make headway in foreign markets. When he voices these views, he draws upon his own experience: Vendomatic began to look for foreign customers for its hot and cold drink vending machines about eighteen months ago and already it has lined up orders in the United States and in the West Indies. Now Baker is planning a sales campaign in Western Europe.

If a Canadian company wants to market its manufactures abroad, says the Vendomatic executive, it must stress design. A good design isn't merely one with eye appeal. It's one that keeps down production costs and makes it possible to sell a product at a competitive price in many countries.

Research Pays

Working out a good design means hiring engineers and technicians with ideas and providing a proper budget for research. Sometimes Baker feels impelled to mount a soapbox and harangue Canadian manufacturers on the need for paying more attention to research and encouraging ingenuity and enterprise. He practises what he preaches. His company began its research and development program 2½ years ago with a staff of one; today it employs five engineers and technicians.

A few months ago Vendomatic bought from a United States inventor the basic plans for a flake-ice machine. Its engineers have refined these plans and have developed the machine for commercial use. Only 14 inches high, 32 inches wide, and 22 inches deep, it turns out flaked ice instead of the conventional cubes. Experiments in the Vendomatic laboratories have proved that the flakes provide more cooling per pound of ice than cubes do—and the machine has other advantages. Linked up to a cold-drink vendor, it can put a shot of ice directly into the individual drink. Result: faster cooling and less displacement. But the big possibilities, Baker believes, are in the industrial field; for example, bakeries could use the machine to provide a quick supply of chilled water for making bread. Vendomatic has already sold and is about to deliver its first 100 units; one of them is going to a dealer in Trinidad and others to the United States.

Plunge into U.S. Market

Vendomatic made its first move toward selling in foreign markets its Tropic (hot drink) and Arctic (cold drink) machines, both Canadian designed, early last year. In March 1960 it exhibited the two machines at the convention in Miami of the National Automatic Merchandisers Association. They attracted the attention not only of potential customers but also of his U.S. competitors.

As a result, he sold a few of the complete machines but after he had paid the customs duty and the freight on shipments to the United States, his profits were cut to the bone. Acting on the principle "if you can't beat 'em, join 'em", and firm in the belief that the Vendomatic machine has a superior design, he has offered to supply United States vending-machine manufacturers with components on which his company holds the patents, some 14 in all. (One of these is the spin-mix centrifugal bowl that, among other advantages, eliminates flavour transfer.) At the moment, Baker is negotiating with two United States companies for the sale of these components. These manufacturers would adapt their basic designs to include Canadian-made components because the result would be a simpler machine, cheaper to produce.

The matter of customs duty on the components still awaits a final ruling from the U.S. tariff authorities but the company does not expect it to prove a serious obstacle to sales. And selling components, Baker believes, is far superior to entering into a licensing agreement; the Canadian plant is kept busy turning them out and the profits made help to pay research costs.

Keeping Competitive

When he discusses pricing for export, Baker returns to his favourite topic—good design. Research not only turns up new products or designs that the manufacturer can offer to customers but also helps to lower costs. The company which finds that it cannot sell its products at a profit abroad should analyze the various factors in the export price—customs duty, transportation costs, agent's commission, and so on, as well as the direct manufacturing cost. Then it can decide at what price the product must sell to make it competitive abroad. After that, it can go back to the engineers and tell them how much lower manufacturing costs must be to make the export price possible. Let them go to work on simplifying the design and lowering the cost. There is plenty of technical skill and ingenuity in Canada on which the producer can rely.

Promotion in Caribbean

The simple design of his two drink-vending machines has helped Vendomatic to sell them in the Caribbean, an area with which Baker is familiar from business and holiday trips. A short time ago he canvassed the Jamaican market, concentrating on companies already selling electrical appliances who could handle the servicing problem. In this market transportation costs, not tariffs, are the main obstacle. But largely because the Vendomatic machines are easier to manufacture, he can pay the high shipping costs from Canada and still undersell his United States rivals by about $150.00. He has already sold some machines to Trinidad and to Jamaica.

Sales Secrets

Ask him what he considers the essentials for successful selling of manufactured goods in foreign countries and the Vendomatic executive will make four main points:

1. Don't copy other people's designs; Canada has plenty of designing talent that only needs a chance to show what it can do. Design your own product, then make sure that it can be turned out at a cost that will make you competitive. Use Canadian ingenuity to the full.

2. If you can't sell complete machines, try to sell components for them. This way, you remain in control of the operation and your plant benefits from export orders.

3. Remember that salesmanship matters just as much in selling to foreign countries as it does in selling to Canadians. "You never know what you can sell until you try," says Baker, and adds, "Some of the best salesmen I know are Canadians."

4. Never prejudge a sale, and don't decide that you can't sell in a foreign country until you have visited it and tested the sales prospects for yourself.

Vendomatic's intensified sales campaign in the next few years will put these precepts to the test.

Help for the Business Traveller

The businessman travelling abroad will often find that Canadian Trade Commissioners can do much to make his trip pleasant and profitable—provided that they have advance notice of the date of the visitor's arrival, his main interests, and his itinerary. Too often Canadian businessmen fail to take advantage of a Trade Commissioner's help by dropping in on him without warning.

If you are travelling abroad on business and think the Trade Commissioner might assist you, you should give early notice of your trip to the Trade Commissioner Service of the Department of Trade and Commerce in Ottawa. Give the Service your itinerary and say whether you would like the Trade Commissioners in the countries you will visit to collect information in advance of your arrival, to arrange appointments, or to assist in other ways. If you prefer, you may write directly to these officers at their posts asking for their co-operation. If you are planning to initiate new business, it may be helpful to forward samples and descriptions of your products so that the Trade Commissioner will have a chance to make a market survey beforehand.

Advertising Abroad

In the Philippines, radio advertising—mainly in Tagalog, but also in English and several local dialects—best reaches the 25 per cent of the population that consumes 75 per cent of all products. TV advertising is becoming important.

R. M. DAWSON, *Vice Consul and Assistant Trade Commissioner, Manila.*

"IN the Philippines the basic principles of good advertising and good copy apply as they do in Canada and the United States." This comment by the advertising manager of a large U.S. company operating in the Philippines sums up advertising in this South East Asian country. Although local conditions may compel modifications, the approach and the techniques remain the same.

Greater Manila, with a population approaching two million, is the most highly developed consumer market in the Philippines. Other important urban markets in order of importance are Cebu (260,000), Davao (232,000), Iloilo (150,000), and Bacolod (119,169), all located on separate islands in the southern part of the Republic.

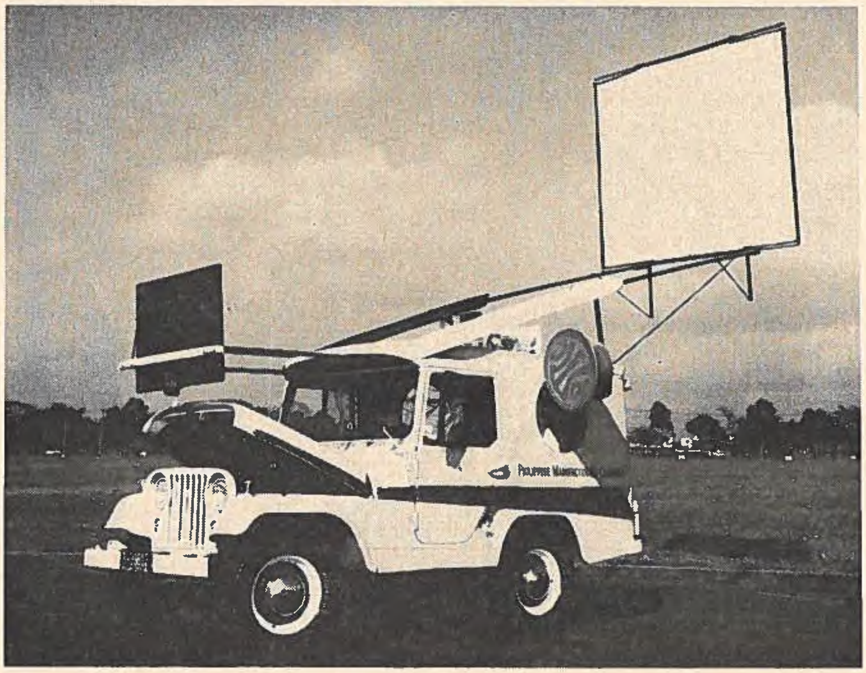
Reaching the Villagers

Although a wider variety of media is used in the cities and a greater concentration of advertising is found there, the rural areas, with 75 per cent of the population, cannot be ignored. It is estimated that 50 per cent of the Philippine population of 27½ million cannot be reached through normal forms of advertising. To overcome this difficulty, aggressive sales promotion using advertising methods uncommon in Canada is reaching out into the countless small villages (or barrios, as they are called in the Philippines).

Sound trucks equipped with generators and movie projectors travel through the small towns showing full-length movies and selected short subjects. Interspersed throughout the film showings are advertisements—every 12-15 minutes for the full-length films and at the beginning and conclusion of shorts. Occasionally samples are given away. However, this form of advertising can be used efficiently only by companies offering commodities with a quick turnover—such as food products, beverages and clothing. Companies selling these lines do 75 per cent of all advertising in the Philippines.

Radio Leading Medium

Radio is the most widely used advertising medium in the Philippines, covering approximately 25 per cent of the total market—but



This jeep can double as a film projector in its trips through the Philippine countryside. The camera inside the vehicle projects an image onto a large mirror mounted over the hood. The mirror then projects that image back onto the screen at the rear. The entire unit, including two loudspeakers at the sides, operates by air pressure. Film showings are interspersed with commercial advertising messages.

this 25 per cent consumes 75 per cent of all products. Rates are not fixed but are cheaper than in Canada.

At one time, most advertising appeared on English radio programs. Improved communication in local dialects has opened up new vistas for advertising by radio. Sponsored daytime "soap operas" and evening amateur programs have proved popular. These are often taped for later use on rural radio stations. It is startling to learn that out of 21 commercial radio stations operating in Manila, a popular evening amateur hour can obtain a 60 rating. (In Canada, where there is competition from TV, a 40 rating is considered good.)

Tagalog, the dialect of Manila and the new national language, takes the major share of radio advertising budgets. (Almost 90 per cent of Manila radio programs are in Tagalog.) Many other dialects are spoken throughout the Islands but radio advertising budgets are usually restricted to about five or six of these. Advertising programs in various dialects present no problem because they can be handled capably by any of the Manila ad agencies.

Television advertising is becoming important but with only 30,000 sets in operation, coverage is limited. The medium should not be ignored, however, because televiewers control a large share of the purchasing power. The good quality of TV advertising often comes as a surprise to the newcomer here. Attractive visual presentations coupled with tuneful singing commercials project a strong sales appeal. The volume of TV advertising is increasing but TV should not be given the prominence it would in a Canadian sales program.

Periodical Advertising

Magazines and newspapers take an important share of most advertising budgets—and are usually the second or third most widely used medium. Six English-language daily newspapers have the widest distribution, with approximately 70 per cent of their readership in greater Manila and the remainder in smaller cities and rural areas. Although the advertiser should also consider Tagalog, Spanish, and Chinese language dailies he should place the main emphasis on the English newspapers and magazines.

Other Forms

Outside of Manila, billboard and neon advertising are little used. In the capital, billboards are displayed on the main thoroughfares but space is at a premium. Local manufacturers and service industries use most of the advertising of this type. Except for point-of-sale advertising, neon lighting is seldom employed because of the high cost of electricity.

Some Characteristics

Pastel shades so popular in Canada today are not often used in Philippine advertising; the Filipinos prefer bright (but not gaudy) colours. They are artistic and have a fine colour sense. In the more underdeveloped parts of the country, lively contrasting colours are used but in Manila tastes are more sophisticated. Strongly perfumed products are also in demand.

Almost 95 per cent of all advertising is in the consumer field. Because of foreign exchange control, importers have limited dollar allocations. This situation increases brand consciousness, because importers are unwilling to bring in new products unless economy is an overriding factor. With the eventual relaxation of foreign exchange control, free competition should see more intensified advertising programs.

The orientation of the Philippine market towards the U.S. is a vital factor and the selling power of symbols cannot be overrated. A striking example of this was the introduction of modern synthetic detergents. The United States' transition from bars of soap to soap flakes to soap powder to synthetic detergents took about twenty years. Yet detergents designed for washing machines were immediately accepted in a country where less than one per cent of the population have washing machines.

Agencies Can Help

There are over twenty advertising agencies in Manila, several of them associated with United States firms. Virtually all large local manufacturers and sales distributors use their services and it is essential for any Canadian exporter to follow this practice. Market research can be carried out but complete statistics are difficult to obtain. Only one company offers the full range of marketing research facilities, though many of the larger advertising agencies offer some service in this field.

Canadian sales to the Philippines consist mainly of industrial materials, where advertising is not important. But any new exporter of finished products must give attention to sales promotion through advertising if he expects success in this brand-conscious market. Filipinos are being educated to the value of advertising and, with local agencies offering all the necessary services, it is not difficult to launch a campaign here.

Tours of Commodity Officers

ONE of the principal functions of the Commodities Branch is to maintain close liaison with the Canadian business community. This function is carried out by commodity specialists organized into divisions representing major industry groups.

In the course of their trade promotion efforts, these officers are required to undertake tours and to interview Canadian firms interested in export trade or needing the assistance of the Department of Trade and Commerce.

Any firm interested in meeting these commodity specialists should write to the Director of the Commodities Branch, Department of Trade and Commerce, indicating the products that it is anxious to sell abroad. The appropriate commodity officer will then undertake to interview the company on his next tour that includes the city.

Larger exports of wool have set Uruguay on road to economic recovery; stabilization program seems to be succeeding. Canadian sales to this market rose last year and trend is still up.

Uruguay's Problems Lessen

BLAIR BIRKETT,
Commercial Counsellor, Montevideo.

FOR Uruguay, 1960 was a year of definite progress in its efforts to remove restrictive trade controls and to balance the budget.

In December 1959 the Exchange Reform Law set the peso at a lower level in relation to the dollar, eliminated the multiple exchange rates, and began the gradual process of freeing imports. By the end of September 1960 this process had been completed and the stabilization program introduced, supported by a standby credit from the International Monetary Fund. Further help was forthcoming in the form of overdraft facilities from United States private banks and a loan of U.S.$7 million from the World Bank to finance the Livestock Development Plan.

The stabilization program, based on the financing of imports from foreign exchange earnings and the general buttressing of the economy from export taxes (or retentions) on shipments abroad of wool, meat, etc., did not work according to plan in its early stages. The principal reason was the fact that the wool shippers withheld their wool against the prospect of higher prices and lower export taxes; the latter were set for early in 1961. Trade during 1960, therefore, improved only slightly over 1959. Exports totalled U.S.$129.4 million and imports, freed from quantitative controls, increased to U.S.$244.4 million. This left an unfavourable balance of U.S.$115 million compared with a deficit of U.S.$116 million in 1959. The budget showed a surplus for the second year in succession.

With the decided increase in exports of wool (the result of lower taxes) and meat, Uruguay's economic situation picked up during the first quarter of 1961 and the prospect is that the trade deficit will be much smaller this year. From October 1, 1960, to February 28, 1961, wool shipments amounted to 86,876 bales compared with 45,240 in the corresponding period of the previous season. As of March 31, there was a favourable trade balance of approximately U.S.$50 million.

Though the actual trade statistics for the calendar year 1960 show a deficit of U.S.$115 million, this shrinks when other operations are taken into account:

1. The import figure for 1960 includes goods to the value of U.S. $21.3 million received under U.S. PL480, which are paid for in Uruguayan currency. It also includes U.S.$15.8 million covering goods imported by state enterprises before 1960 and not shown in previous statistics.

2. Tourist trade receipts estimated at U.S.$30 million.

The unfavourable balance for 1960, therefore, is put at U.S.$77.8 million.

Direction of Trade

The United Kingdom replaced the United States as Uruguay's best customer, taking over 23 per cent of all exports compared with only 9 per cent in 1959; the United States came next with 15 per cent, and the Netherlands third with 13.2 per cent. Then came West Germany 9.3 per cent, France 6.4, Italy 4.7, and Belgium 3.2. The Iron Curtain countries reduced their purchases from 27.9 per cent in 1959 to 10.2 in 1960—mainly because of a decidedly lessened interest in wool. The bulk of the exports were, as usual, made up of wool, meat and hides.

Unofficial statistics just published for January, February and March 1961 show a great improvement over the same period last year. Total exports were valued at U.S. $65.6 million, compared with U.S. $40.5 million in 1960.

Uruguayan imports consist of a wide variety of goods but raw materials and lubricants are outstanding, accounting in 1960 for 38.4

and 23.9 per cent respectively of the value of all imports. The remainder are much smaller in value, such as motor cars 9.3 per cent, machinery 7.1, seeds 4.3, foodstuffs 2.2, vegetables 1.9, drugs and pharmaceuticals 1.7, electrical equipment 1.3, and so on down. Uruguay produces locally approximately 80 per cent of all the consumer goods it needs.

The following are the major suppliers to this market:

EXPORTS TO URUGUAY

From:	(U.S.$'000,000)
United States	64.8
Venezuela (oil)	28.5
West Germany	17.6
United Kingdom	17.5
Brazil (coffee, timber)	15.3
Argentina	9.8
France	7.3
Belgium	7.0
Italy	5.2

Canada increased her exports to Uruguay from $1,655,765 in 1959 to $2,423,100 in 1960, mainly as a result of resumed shipments of aluminum ingot and asbestos fibres, and bigger sales of papermakers' felts, wood pulp, agricultural machinery and implements, and synthetic rubber. Sales in the first quarter of 1961 have maintained the improvement and were over twice the value of those in the corresponding period of 1960—$673,-000 compared with $297,000.

Imports from Iron Curtain countries, never very large, were about the same as in 1959, some 7.2 per cent of all imports by value.

Agricultural Production

Following the measures taken to free imports and foreign exchange dealings from controls, the authorities have been concentrating their attention on ways and means of increasing production of meat and wool; the falling-off in these exports is the main cause of Uruguay's economic ills. A loan was secured in October 1960 to finance the Livestock Development Plan which is now in operation. It is facilitating the import and distribution of fertilizers and seed, encouraging the raising of early-maturing cattle, and assisting in the purchase of equipment for building water reservoirs. It also seeks to improve the Laboratory of Animal Biology and to encourage the rearing of lambs for export.

During the first quarter of 1961 the improvement in meat and wool exports begun in December 1960 continued, and given normal conditions, the authorities believe it will be maintained. If this proves correct, Uruguay will have taken a big step forward towards economic recovery.

In November 1960 the Government reverted to the free marketing of wheat, thus ending the subsidy system which had been in force for many years. Under this system, the Bank of the Republic was responsible for selling wheat at a price well below the one at which the wheat was bought. The removal of the subsidy has nearly doubled the price of bread.

West Germany has contracted to buy 9,000 tons of Uruguayan meat, destined for West Berlin. During 1960 Uruguay was unable to sell any meat to Germany because of failure to comply with certain sanitary regulations. Apparently West Germany realizes the importance of buying from Latin America as she has also placed a contract for meat in the Argentine. Unfortunately, just as cattle were being moved to Montevideo for slaughter in quantities sufficient to fill the order, the railway went on strike and is still out. Shipments will be seriously delayed and perhaps cancelled. This is a serious matter because Uruguay has great need of increased exports of meat.

Free Trade Area

Uruguay's participation in the movement toward free trade with her neighbours—the Latin American Free Trade Area—poses some difficult problems. For her size, she is highly industrialized—some say over-industrialized—and apart from certain produce such as fruits and vegetables, sandstone and marble, she has little if anything to export to markets like Brazil and Argentina that is not already produced or manufactured in those countries. Thus industry in the major countries at least, and in Uruguay in particular, will be faced with the need to make some painful sacrifices if the agreement is to work.

The ratio between Uruguay's imports and exports vis-à-vis the other member countries* is very disproportionate. While she placed orders in these countries (mainly for raw materials) to the value of U.S.$28,-792,705, they bought only U.S. $272,389 worth of Uruguayan products in 1960.

Trading Connections

A number of trade delegations have visited Uruguay recently and have made certain trading arrangements. Czechoslovakia, for example, expects to buy U.S.$3 million worth of wool, hides and meat and has already purchased U.S.$1.5 million worth. A trade, payments and co-operation agreement with Italy has been signed. A South African Trade Mission included Uruguay in its Latin American tour and so did an Australian Mission last October. The Minister of State in the British Board of Trade spent some time in Montevideo last November, obtaining first-hand information on the prospects of expanding trade with this country.

The latest visitor to be welcomed here was the Spanish Minister of Commerce, Dr. Alberto Ullastres, who came to Montevideo for a two-day visit. The purpose was to study the objectives and implications of the Latin American Free Trade Association, and to extend trading connections. In a press interview, Dr. Ullastres stated that he believed Uruguay might become a bigger market for Spanish machinery and tools, tractors, electric motors, and vehicles, in exchange for meat and wool. ●

*Argentina, Brazil, Chile, Peru, Mexico and Paraguay.

The Italian Market for Fish

Despite policies designed to increase domestic production, Italy must import large quantities of fish to meet demands of a growing population. Canada must cater to Italian tastes, be competitive in price, if it is to retain or expand its share of the market.

M. S. STRONG, *Commercial Secretary, Rome.*

ITALY is depending more and more on imports to meet the demand for fisheries products. Since 1954, despite government assistance in modernizing the fishing fleet, total landings have declined slightly; the 1954 figure of 194,591 metric tons (including molluscs and crustaceans) had declined to 188,111 tons by 1960. Domestic production supplied 64.8 per cent of the fish consumed in 1954 but only 53.4 per cent last year.

Fisheries Policy

The principal objectives of official fisheries policy are:

- To expand Italy's participation in fisheries operations outside the Mediterranean.
- To promote the modernization of the fisheries fleet, particularly in southern Italy.
- To improve the marketing of fish and fish products and to increase the efficiency of the distributing trade.

To attain these objectives, legislation has provided for long-term loans, low interest rates and outright grants for the improvement and modernization of the industry.

In 1956 a law was passed setting up a revolving fund to be in operation until 1970. From a capital fund of two billion lire, loans are granted to improve all kinds of fishing installations—including vessels, engines, gear, shore facilities, processing plants, and distribution. In the area covered by the Southern Italy Development Fund, fishermen and co-operatives can obtain grants of up to 40 per cent of the cost of purchasing and equipping fishing vessels, making and repairing gear, and putting up plants for preserving fish.

The chief concern of the authorities is the raising of fishermen's incomes by greater use of the fish resources in the Mediterranean. Fishing takes place chiefly in coastal waters but the fishing grounds of the Tuscan Archipelago, the Sicilian Channel, and the central and northern regions of the Adriatic are the most productive. In 1959, the Italian fishing fleet consisted of 44,800 units, of which about 32,000 were sailboats and rowboats and 13,000 motor vessels and motorboats. The increase in the number of motor-powered craft, particularly small motorboats, has been rapid.

Making greater use of the Mediterranean fish resources may possibly mean a reduction in the number of fishing vessels and in the large number of fishermen (130,000 in 1959 compared with 123,000 in 1957). But the problem of surplus manpower is a difficult one because job possibilities in the coastal regions are practically nil. The authorities therefore are orienting their policy towards encouraging greater participation in fishing in distant waters outside the Mediterranean, mainly in the North Atlantic and off the coast of Mauritania, where a few big Italian vessels of over 1,000 tons already operate. The long distance to the Atlantic fishing grounds, however, and the difficult climatic conditions raise many problems of production costs and quality that must be solved if these operations are to be profitable. In addition, the large capital investment in relation to the manpower used does not make this a complete answer to the problem of over-supply of labour in the fisheries.

Co-operatives Important

Co-operatives have long played an important part in the Italian fishing industry and today there are 450 of them with a combined membership of more than 120,000. A great incentive to the formation of co-operatives is the law granting to their members insurance benefits and family allowances. At least 100,000 members enjoy these benefits, plus medical assistance granted by law in 1958.

As a rule, the facilities of small co-operatives with less than 50 members are limited to a headquarters, a net dipping yard, and a central fish depot. Their main tasks are to help members and to take care of administrative matters on their behalf. The medium-sized and large co-operatives also sell fuels, nets and ice and take care of transporting the fish to market, supplying fish crates, net dyes, docks for the fishing vessels, and small workshops for repairs. They also manage wholesale fish markets and regulate fishing in the territorial waters assigned to them by the Government.

ITALIAN IMPORTS OF FISH

	1954	1959	1960
	(In metric tons)		
Salted codfish and similar species	43,330	44,163	40,593
Fresh and frozen fish	22,988	47,011	66,073
Canned salmon	1,394	8,130	8,470
Total canned fish	25,497	27,749	28,017
Total, all fish	106,106	140,559	162,099

ITALIAN FISH IMPORTS FROM CANADA

	Salted cod and similar products	Canned salmon
	(in metric tons)	
1951	9,075	1,015
1952	5,505	9,570
1953	6,719	1,156
1954	4,276	1,361
1955	3,464	1,483
1956	3,222	1,064
1957	2,935	357*
1958	1,067	494
1959	‡	520
1960	2,956	353†

*Japan entered the market.

‡Two or three cargoes arrived late December. Probably shown in statistics for January 1960.

†U.S.S.R. entered the market.

Source: Italian Import Statistics.

In addition, they give their members technical, administrative and, in some cases, economic aid.

Distribution and Consumption

The number of fish handlers ashore decreased in the years 1957 to 1959 by 11.5 per cent, to 7,700. The number of people employed by the fish-processing industries rose by 13.5 per cent to 13,400. Italian consumers much prefer fresh fish, which accounts for 65 per cent by weight of the total consumption. This preference, plus inadequate distribution facilities for fresh fish, may well be the reason why annual consumption remains at six kilos per capita, or only half the average consumption in other OEEC countries. Frozen fish is sold mainly through some 150 chain stores operated by the Genepesca Company, which produces a good deal of frozen fish from its own trawlers. It also supplies some 70 general food shops with freezing cabinets. The emergence in the last few years of self-service grocery stores is also encouraging and increasing the sale of frozen fish.

Imports Still Substantial

Italy continues to be a substantial importer of fish and fisheries products. Traditionally she imports mainly salted cod, stockfish and cured herring. Although purchases abroad of these—and of salt cod in particular—are still significant, the market has weakened, especially for cured herring. Imports of fresh and frozen fish (half of which are processed further by the canning industry) and of canned fish have risen in the postwar years. The accompanying table gives the details.

The principal sources of imported fresh and frozen fish are Japan—which supplied 33,000 tons of tuna for canning in 1960—Norway, and Denmark; appreciable amounts are also imported from Sweden, the Netherlands and France. Salted cod comes mainly from Denmark, Germany, Iceland, Norway, France and Canada. The main supplier of stockfish is Norway. Supplies of smoked herring come chiefly from the United Kingdom and the Netherlands and of salted sardines from Spain. Canned fish is imported principally from Spain, Portugal and the Netherlands. Imports of all fish products have now been liberalized.

In past years, Canada has supplied Italy chiefly with salted cod and canned salmon, but sales of both of these have declined considerably. Canadian exporters have not been able to supply the grades of light-salted hard dried cod which have traditionally been bought from Canada and more canned tuna at comparatively lower prices has cut into the market for our canned salmon. Competition from Japan and the U.S.S.R. is another reason for our obtaining a smaller share of Italian purchases.

Effect of Common Market

The common external tariff on fish imports into the EEC countries has been set as follows:

Tariff Item No.	Import Duty Rate (per cent)
03.02 Fish, salted, in brine, dried or smoked:	
A. Salted, in brine or dried	
I whole, beheaded, sliced	
(a) herrings and pilchards	12
(b) cod, including stockfish and klipfish	13
(c) sardines and others	15
II fillets	
(a) cod, including stockfish and klipfish	20
(b) others	18
B. Smoked	16
C. Livers, eggs and the like, fish flour	15
16.04 Prepared or preserved fish, including caviar and caviar substitutes:	
A. Caviar and caviar substitutes	30
B. Salmon	20
C. Herrings	23
D. Sardines	25
E. Others	25

Italy will receive a quota for salted cod which will be imported outside this tariff. At present it is not known what the quota will be or how it will be allocated to supplying countries.

Market Outlook

It is doubtful whether present schemes for improving the Italian fishing industry, which have been in force for several years, will result in any appreciable increase in production, because the Mediterranean fisheries resources are limited. Nor does it seem likely at present that either the authorities or the industry are prepared to make the heavy capital investment that the building and equipping of a deep-sea fisheries fleet would demand. Consequently, Italy will continue to rely on imports to augment domestic production and these will increase with the needs of a growing population.

Canada can step up its sales in the Italian market but this will depend in no small part on its ability to produce increasing quantities of the types of salted cod that Italians prefer—such as light-salted hard dried cod, and the bled white-faced heavy-salted salt-bulk cure. The demand for canned fish will grow but to participate, Canadian prices will have to be competitive with those of other suppliers. ●

Brazil Produces Pulp and Paper

Bigger population and accompanying rise in consumption have expanded our market for pulp and paper in Brazil; long-fibre pulp and newsprint sales particularly are expected to increase, despite Brazil's growing production potential.

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

PULP and paper manufacturing in Brazil has been making rapid strides but even so, only about 50 per cent of the pulp and 75 per cent of the wrapping paper consumed annually in Brazil are nationally produced. There are 70 factories of varying sizes making pulp and paper, about half of them located in the state of São Paulo. Most Brazilian pulp producers also manufacture their own paper and recently established pulp mills have long-range plans for paper manufacture as well. Canadian consulting engineers have played an outstanding role in the development of this industry.

Pulp Production Increased

Several new projects have come into operation during the past year. They include Champion Celulose S.A., located at Mogi Guaçú, with a capacity of 150 tons of pulp a day; Celubagaço Industria e Comercio S.A., with a capacity of 60 tons of pulp a day made from sugarcane bagasse, and Cia. Suzana de Papel de Celulose, a subsidiary of Industria de Papel Leon Feffer, with a daily capacity of 100 tons of bleached eucalyptus pulp. The industry has increased its production of short-fibre pulp by 400 tons a day over the last year and a half. Lutcher S.A. Celulose e Papel is building a new pulp mill in the state of Paraná at the confluence of the Iguaçu and Jordão Rivers and within a year expects to be producing 140 tons of pulp a day.

Brazilian pine is the main raw material for pulp producers but the eucalyptus tree, which matures seven or eight years after planting, is now being used more extensively. About 150 tons a day of pulp and paper are made from sugarcane bagasse by the four plants which use this raw material. Champion uses eucalyptus exclusively.

Expansion programs enabled Brazilian producers to turn out about 510,000 metric tons of paper in 1960.

Newsprint, Other Papers

Consumers of newsprint in Brazil have enjoyed a preferential rate of exchange for their imports. Expansion of Brazilian newsprint production was therefore discouraged until Brazil published a law that provides a subsidy enabling domestic mills to compete with imports. Only one company, however, produces newsprint in Brazil—the Industrias Klabin do Parana de Celulose S.A. The accompanying

BRAZILIAN PULP AND PAPER PRODUCTION AND IMPORTS

	1955	1956	1957	1958	1959	1960
	(thousands of metric tons)					
Wood pulp, chemical and semi-chemical*						
Production	90.0	104.0	122.0	157.0	200.0	234.0
Imports	123.6	119.2	136.6	103.8	107.4	90.0
Newsprint**						
Production	37.2	39.4	49.0	51.6	58.0	81.0†
Imports	130.4	136.5	173.5	140.8	144.9	134.0†
Other Papers						
Production	295.9	341.1	313.6	353.0	390.9	429.0
Imports	15.1	28.8	36.8	33.9	27.6	25.0

*Source: Brazilian Institute of Geography and Statistics.
**Source: Council of Economic Development.
†Estimated.

table gives newsprint production statistics for the years 1955 to 1959 and estimates of production and consumption in 1960. Although production of newsprint has risen very rapidly, consumption continues at a high rate and substantial newsprint imports may still be needed. These imports at present enjoy a preferential rate of exchange; though recently doubled from 100 to 200 cruzeiros to the dollar, it is still substantially below the free market rate.

Production of types of paper other than newsprint has increased and 1960 estimates place output at 429,000 metric tons compared with 295,915 tons in 1959. (See table.) Production of higher-grade and kraft papers has also risen. Corrugated paper production has increased tremendously, spurred on by the packaging requirements of the newly developed consumer goods manufacturing industry.

Prospects for Canadians

The accompanying table shows chemical and semi-chemical wood pulp production as well as imports for the years 1955 to 1960. Although imports have fallen off, there will always be a market for long-fibre pulp from Canada and the Scandinavian countries because Brazilian trees do not offer suitable raw material. The country is close to being self-sufficient in short-fibre pulp and will probably export some of it when all the new plants come into full production.

Canadian pulp and paper producers have, during the past year, more than trebled their exports to Brazil and market conditions suggest that Brazil will continue to be a good outlet for Canadian long-fibre pulp and for newsprint. The population expansion and the continued industrialization have increased the use of all types of paper and suggest that Brazil will be a major importer, even after the numerous new pulp and paper plants come into production. ●

Ghana's Forest Industries

GHANA has about 9,300 square miles of forests that are considered suitable for exploitation—or an area approximately one-third the size of New Brunswick. Of the total, however, some 5,800 square miles are permanently reserved lands and exploitation is strictly controlled by the Government. The remaining forests are unreserved and bear the brunt of commercial use. In 1959 some 1,000 square miles of the unreserved forest lands were brought under the protection of the Protected Timber Lands Act to ensure their proper exploitation for timber before they are cleared to provide space for growing cocoa.

Of 120 species of trees that grow in Ghana, only seven are used commercially to any extent. These are: wawa or obeche, African mahogany (Khoya species), sapele, utile (Eutile), makore, Afrormosia, emri, and idigho. There are, however, at least 14 more species that could be marketed in substantial quantities but are at present exported in small volume only.

Some 53 recognized firms are engaged in logging and lumber operations in Ghana and at least 23 of them operate sawmills. Two companies are currently producing plywood and a third is in the course of building a plant. Plywood production last year totalled approximately 200,000 cubic feet; about three-quarters of this was exported and earned £275,000. The Chief Forestry Officer in Accra says the annual log cut reaches about 60 million cubic feet, of which 35 million is exported, largely in the form of logs. About 60 per cent of this consists of one species—wawa. The remaining logs are sawn into lumber, with 70 per cent of the resulting production exported.

Most logging operations are carried out with the aid of caterpillar tractors that haul loads to logging roads; from there the timber goes by truck to the railhead and on to the shipping port of Takoradi. The high-lead method of logging is not used because about one tree per acre is cut but it is possible that skyline extraction may have to be developed in the more rugged areas. All of the logs currently handled are large. Trees are felled at present by axe and bucking is done by hand cross-cut saws. Chain saws might be used, but they would have to be large and strong.

The sawmills are mostly band mills. The timbers are all hardwood and in most cases are harder than oak. If a portable sawmill could be put on the market capable of handling logs three to six feet in diameter, chances of selling it should be good, in the opinion of the Chief Forestry Officer.

There are no wood pulp plants in operation, although experiments are planned to discover whether bagasse and other local fibrous products could be used as raw materials for rough paper.

Some economists believe that for some time to come it will be more advantageous for Ghana to continue exporting logs than to begin manufacturing operations. Opinion is, however, that the Government of Ghana favours the conversion of logs into lumber and plywood with a view to developing domestic industries and increasing employment. At present, local consumption of manufactured timber products is low and facilities for the maintenance of machinery need improving. This situation is changing gradually and the long-term outlook is promising, both for increased local consumption and for exports of manufactured wood products.

—K. F. OSMOND, *Commercial Secretary, Accra.*

COMMODITY NOTES

Ball Bearings

INDIA—The Swedish firm of SKF has joined with the Investment Corporation of India Ltd. (controlled by Tata's, the largest private industrial complex in India) to form a new company, Associated Bearing Company Limited. The new company has an authorized capital of approximately $15 million and its issued capital will approximate $6½ million, 60 per cent of which will be subscribed by SKF and a subsidiary. The new company will make ball and tapered bearings, the latter for the first time in India, plus certain specialized products for the cotton industry. Production is expected to begin by the end of next year—Bombay.

Cellulose

BRAZIL—The latest production figures for cellulose indicate that Brazil is now practically self-sufficient in short-fibre pulp. In 1955 she produced 68,000 tons and consumed 168,000; by 1958 production had increased to 180,000 tons and consumption to 275,000 tons. In 1960, production of cellulose of all types, including 350,000 tons of cellulose and 117,000 tons of semi-cellulose, reached 467,000 tons; consumption is estimated at 400,000 tons of long- and short-fibre pulp. At present, two thirds of national cellulose production is allocated to the paper industry to supplement its long-fibre requirements from abroad—Rio de Janeiro.

Citrus Fruit

SPAIN—Valencia oranges still on the tree in Spanish groves total approximately 40,000 tons and the export season is nearly over. Up to the beginning of June, exports amounted to 923,966 tons, compared with 964,578 tons in 1960 and 753,000 tons in 1959. But despite the drop in tonnage, foreign exchange proceeds this year may be 20-25 per cent higher than last because of better prices. West Germany remains Spain's best customer, buying 365,845 tons so far this season.

The Government has received favourably a recent request from the growers for the abolition of all restrictions on new groves, in view of increasing production in the United States, Morocco, Italy, and elsewhere. It is therefore expected that the "Decree on the Regulation of Production and Sales of Citrus Saplings", which appeared on the agenda of the Spanish Cabinet meeting in the middle of June, offers some provisions for the extension of citrus groves.

The FAO Citrus Group's report issued in June forecast large citrus crops in the Northern hemisphere for the 1961-62 season.

It is at present considered likely that greater quantities of winter oranges will in future be available for export, since a progressive increase in output, both from recent plantings and from future extensions, is expected. The FAO report also recommended that efforts be made to concentrate on the promotion of the consumption of citrus fruit—Madrid.

Diesel Trucks

SWEDEN—Since imports of heavy commercial vehicles were freed from restrictions in Argentina last year, Scania-Vabis of Sweden has obtained orders for over 500 of its heaviest diesel trucks. Negotiations are reported now going on for the sale of about 100 long-distance buses of the rear engine type.

Scania-Vabis entered the Argentina market in 1956. During the two years that truck imports were allowed, the Swedish company delivered about 1,400 diesel trucks to Argentina from its Södertälje plant and became one of the leading sellers in the Argentine truck market—Stockholm.

Fibreglass Products

JAMAICA—Two Canadian engineers have set up a factory under Jamaica's Industrial Incentives Law for the manufacture of fibreglass products, such as boats, swimming pools, chairs, and do-it-yourself repair kits for boats and automobiles. The new firm will market its products locally and expects to export next year to the other territories of the West Indies Federation—Kingston.

Natural Gas

JAPAN—The Teikoku Oil Co. in Japan has announced plans to construct a natural gas pipeline from Kubiki, on the coast of the Japan Sea, to Tokyo to provide 500,000 cubic metres of gas a day to the Tokyo Gas Company. A field of natural gas with reserves estimated at 9,700 million cubic metres and located in the Kubiki area will be the source of supply. The pipeline will be 350 kilometres long and construction will reportedly cost 5,000 million yen. Engineers from Teikoku Oil Company have been sent to France and the United States to study construction methods for high-pressure gas pipelines—Tokyo.

Steel

AUSTRALIA—Broken Hill Pty. Co. Ltd., produced steel at an annual rate of 3.75 million tons a year during December and expects output in the near future to reach an annual rate of 4 million tons. This has been stated in a company report issued in the first quarter of this year. Directors state that demand for the company's products in the past six months has been heavy; the company was unable to meet customer requirements in full. However, since increased capacity is becoming available, steel users have been advised to consult with the company before undertaking further imports. Ingot steelmaking capacity was actually raised by 11 per cent during the 12 months to November, but demand is estimated to have risen by about 34 per cent. (In that period, the BHP group spent £36 million on capital works.) Production of steel ingot rose from 1.7 to 1.8 million tons in the half year to May. The industry's current rate of expansion is geared to Australia's expected rate of growth in demand for steel, say company directors. Present planning should actually yield productive capacity higher than the expected long-term market—Melbourne.

JAPAN—A 14-year project initiated in May by the Yawata Iron and Steel Co. will result in construction of one of the largest integrated steel mills in the world. It is being built at Kisarazu, Chiba Prefecture, not far from Tokyo. The mill will contain six large blast furnaces capable of supplying 6.5 million tons of crude steel a year, which will be processed into products such as wire, plates, sheets, pipes, and bars. The first unit will be a cold roll mill which is expected to be ready for operation in a year's time—Tokyo.

Sulphur

UNITED STATES—Construction was started recently on a major sulphur terminal for Freeport Sulphur Company, Tampa, Florida. The terminal—Tampa's third—will be located on a ten-acre tract along Sparkman Channel at Hookers Point. Sulphur Terminals Company of New Orleans, under contract to Freeport Sulphur Company, will own and operate the terminal, providing docking facilities for liquid sulphur, storage tanks, and truck and rail-loading facilities.

The new installation is needed to service the booming triple superphosphate industry at Tampa which now manufactures two thirds of world consumption of concentrated fertilizer. Sulphuric acid production in the Tampa Bay area has increased by 450 per cent during the past ten years because of its use in the manufacture of fertilizer—New Orleans.

Sulphuric Acid

INDIA—Indian production of sulphuric acid increased by 20 per cent in 1960 to 350,000 tons. Planned capacity by the end of the Third Five Year Plan in 1966 is 1.5 million tons a year, most of which has already been licensed. The bulk of this increased capacity will be absorbed by the rapidly expanding chemical fertilizer industry. Because India is deficient in sulphur, imports of this material will have to be stepped up if the Plan target is to be realized—New Delhi.

Telephones

INDIA—There are now 460,000 telephones in India compared with 260,000 at the end of the First Five Year Plan in 1955-56. Up to November 1960, Indian Telephone Industries Ltd., Bangalore, produced during the Second Five Year Plan (1955-56 to 1960-61) 363,172 telephones and 223,585 exchange lines. By the end of the Third Five Year Plan (1965-66) annual production is expected to reach 180,000 telephones and 130,000 exchange lines and transmission equipment—New Delhi.

Timber

SWEDEN—Final figures for Sweden's timber exports in 1960 are not yet compiled, but the quantity will be well over one million standards, says the Swedish Wood Exporters Association in a survey of market developments. Export sales started exceptionally early and by the beginning of 1960, half the expected export total had been sold.

Judging from the rate of selling during the preliminary stages of the 1961 season, demand has been unexpectedly good, especially from the United Kingdom and the Netherlands. Swedish sales for the coming shipping season are estimated to have increased to about 350,000 standards, corresponding roughly to 40 per cent of the estimated export potential.

Though, generally speaking, Swedish exporters should be able to view immediate prospects with confidence, they cannot expect as brisk a market in 1961 as in 1960, the Association reports. Contrary to a year ago, stocks of timber in the importing countries are at present generally filled up. Consequently the principal boom-creating factor has disappeared and the market will probably show a quieter development. Competition from other exporting countries may be intensified—Stockholm.

Tractors

TAIWAN—A tractor plant has been erected in Taiwan by joint Sino-Japanese investment, and of the total capital outlay of U.S.$27 million, the two Japanese manufacturers have supplied 68 per cent in the form of machinery and equipment.

The factory began operations in July, with a production capacity of 100 to 200 tractors a month.

It is reported that foreign exchange and trade control authorities will continue to allow the import of tractors. At present, imports are estimated to supply about 50 per cent of the tractor requirements—Manila.

FOREIGN TARIFFS AND TRADE REGULATIONS

Cyprus

IMPORT RESTRICTIONS RELAXED—The Ministry of Commerce and Industry, Cyprus, has announced that consideration will be given to applications to import the following goods from the dollar area:

Meat and meat preparations, except killed poultry
Milk and cream, evaporated, condensed or dry
Rice not in the husk
Prepared breakfast foods
Coffee extracts, coffee essences and similar preparations containing coffee
Whisky
Petroleum products
Edible vegetable oils
Dyeing, tanning and colouring materials
Medicinal and pharmaceutical products
Perfumery, cosmetics, dentifrices and other toilet preparations except soaps
Hunting or sporting ammunition
Insecticides, fungicides, disinfectants, sheep and cattle dressing
Casein, gelatin, glue
Chemical materials and products, n.e.s.
Rubber tires and tubes for vehicles
Asphalted fabric
Sporting guns
Agricultural machinery and implements
Tractors
Office working machinery
Metal working machinery
Mining, construction and other industrial machinery
Optical instruments and appliances
Photographic and cinematographic apparatus and appliances
Surgical, medical and dental instruments and appliances
Photographic and cinematographic supplies
Exposed cinematographic films

Only applications that are accompanied by a pro forma invoice will be considered.

Information about commodities which had been previously liberalized may be obtained from the International Trade Relations Branch of the Department.

Italy

IMPORT LIBERALIZATION—Effective June 27, Italy announced further import liberalization measures. Among the products liberalized, the following will be of interest to Canadian exporters.

Frozen fruit, with or without added sugar
Crude tallow, neither rendered nor melted
Lard stearine
Fish fats and oils
Hydrogenated animal and vegetable fats and oils, whether or not refined, but not further prepared
Margarine, imitation lard and other prepared edible fats
Canned fruit

Jamaica

TARIFF CHANGES ANNOUNCED—The Jamaican Government has announced increases in the import duties under the Preferential and General tariffs respectively on certain goods, including the following (former rates in parentheses):

721-04	Radio apparatus for telegraphy, telephony, television and radar (including broadcasting, transmission and reception equipment with amplifiers of all kinds, thermionic or electronic tubes and valves, photo-electric cells, supersonic or electro-magnetic echo sounding apparatus and detectors)	20% and 30% (15% and 20%)
735-09	Ships and boats, not elsewhere specified (including ships for breaking up)	25% and 35% (Free and Free)
891-01	Phonographs (gramophones), including record players	20% and 30% (15% and 20%)
899-08	Mechanical (electric, gas, or other types) refrigerators, self-contained units	(20% and 30%) (15% and 20%)

In addition to the import duties, Jamaica imposes a tonnage tax, based on weight, on the above items.

The Jamaican Government also announced increases in the rates of duty on some alcoholic beverages and on cigarettes. Details about these changes may be obtained from the International Trade Relations Branch.

Paraguay

LAFTA RATIFIED—On June 21, Paraguay became the seventh country to ratify the Montevideo Treaty. On that date Paraguay's representative deposited the Republic's instruments of ratification in Montevideo, the Latin American Free Trade Association's headquarters. This brings the terms of the free trade treaty into force for Paraguay thirty days after deposit of her ratification.

The Latin American Free Trade Area came into force on June 1, 1961, for Argentina, Brazil, Chile, Mexico, Peru and Uruguay. Preparations are being made for a meeting in Montevideo late this month or early in August to open tariff negotiations among the signatories as the first stage of reducing trade barriers within the area over the next twelve years.

Turkey

IMPORT PROGRAM ANNOUNCED—According to a cablegram from the Canadian Commercial Counsellor, Athens, Greece, the new import program of Turkey for the second half of 1961 was announced on July 4. Both the free import list and seventh quota list follow closely in content the lists in force from January 4, 1961. The new lists are based on the revised customs tariff effective January 11, 1961.

Limited now to financing by the International Co-operation Administration, which will exclude Canada as a source of supply, are the following commodities from the two lists.

(1) Quota items: plastic raw materials, engines and electric motors, machine tools, roadbuilding and construction equipment, iron and steel products, lorries, vans, buses.

(2) Free list items: rubber, mineral oils, bearings, vehicle and mechanical spares, tires and tubes, tinplate, synthetic artificial yarns, various chemicals.

The quota items total $101 million (U.S. currency) including $35 million for U.S. wheat, $12 million for machinery and plant, $10 million for Izmir Fair imports, $2.5 million for antibiotics and other medicine. Import licences for all quota items are to be applied for by August 4.

Detailed information will be available when the official text is received.

TRADE COMMISSIONERS ON TOUR

In Canada

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

Thetford Mines—July 30
Fort William—Aug. 4
Vancouver, Victoria—Aug. 7-19
Calgary—Aug. 21, 22 (a.m.)
Edmonton—Aug. 23, 24 (a.m.)
Winnipeg—Aug. 25-28
Ottawa—Aug. 31
Montreal—Sept. 1
Saint John, N.B.—Sept. 2
Halifax—Sept. 7, 8, 9 (a.m.)
Charlottetown—Sept. 11, 12 (a.m.)
St. John's, Newfoundland—Sept. 13-14
Halifax—Sept. 15

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

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

Kelowna—Aug. 1-2

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

W. VAN VLIET, formerly Commercial Counsellor in Moscow, and **R. V. N. GORDON,** Consul and Trade Commissioner in Detroit, who will take over the post in the U.S.S.R.:

Montreal—July 31-Aug. 1 Toronto—Aug. 3-4

After taking leave, Mr. Van Vliet will be posted to Washington as Agricultural Counsellor.

H. W. RICHARDSON, Commercial Counsellor in Lagos, Nigeria:

Montreal—July 31-Aug. 4

Mr. Richardson will return to Lagos.

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

J. H. BAILEY, Commercial Secretary in Bogotá, Colombia, will visit Medellin August 6-9.

R. A. BULL, Assistant Commercial Secretary in Bogotá, Colombia, will visit Quito and Guayaquil, Ecuador, during the week beginning August 14.

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 Lourenco Marques in Mozambique from August 28-September 1, and Port Louis in Mauritius from September 25-29.

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. Bailey and Mr. Bull at Bogotá, Mr. Freyseng at Vienna, and Mr. Gallow at Johannesburg.

Index to *Foreign Trade*

The index to Volume 115 of Foreign Trade, *covering the issues from January 14, 1961, to June 17, 1961, has now been printed. Readers who wish to have copies should write to the Editor.*

Foreign Trade Service Abroad

Territory	Officer	City Address	Mail and Cables, Office Telephone & Telex
Argentina	C. S. Bissett Commercial Counsellor C. O. R. Rousseau Commercial Secretary J. G. Ireland Assistant Commercial Secretary	Canadian Embassy Bartolome Mitre 478 BUENOS AIRES	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* 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	*Mail:* P.O. Box 3952 G.P.O. *Cable:* CANADIAN *Phone:* 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	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* 61-3473
Australia	R. B. Nickson Commercial Counsellor	Office of the High Commissioner for Canada State Circle CANBERRA	*Mail:* (City Address) *Cable:* DOMCAN *Phone:* U-1304 *Telex:* 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	*Mail:* (City Address) *Cable:* CANADIAN *Tel.:* 57-25-97 *Telex:* 1-3380 (DOMCAN VIENNA)
Belgium Luxembourg, European Economic Community, European Atomic Energy Com- munity, European Coal and Steel Community	L. H. Ausman Commercial Counsellor (absent) A. A. Lomas Acting Commercial Secretary P. T. Eastham Assistant Commercial Secretary	Canadian Embassy 35 rue de la Science BRUSSELS 4	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* 13.38.50 *Telex:* 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	*Mail:* Caixa Postal 2164 *Cable:* CANADIAN *Phone:* 42-4140 *Telex:* 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	*Mail:* Caixa Postal 6034 *Cable:* CANADIAN *Phone:* 36-6301
Ceylon	I. V. Macdonald Commercial Secretary	Office of the High Commissioner for Canada 6 Gregory's Road Cinnamon Gardens COLOMBO	*Mail:* P.O. Box 1006 *Cable:* CANADIAN *Phone:* 91341
Chile	J. M. Knowles Acting Commercial Secretary	Canadian Embassy 5th Floor Agustinas 1225 SANTIAGO	*Mail:* Casilla 771 *Cable:* CANADIAN *Phone:* 64189
Colombia Ecuador	J. H. Bailey Commercial Secretary and Consul R. A. Bull Assistant Commercial Secretary and Vice Consul	Canadian Embassy Edificio Banco de Los Andes Carrera 10, No. 16-92 BOGOTA	*Airmail:* Apartado Aereo 8582 *Surface Mail:* Apar- tado 1618 *Cable:* CANADIAN *Phone:* 43-00-65

Territory	Officer	City Address	Mail and Cables, Office Telephone & Telex
Congo Angola, Central African Republic, Chad, Congo (Community), Gabon	Consul General	Canadian Consulate General C.C.C.I. Building Boulevard Albert 1er LEOPOLDVILLE 1	*Mail:* Boîte Postale 8341 *Cable:* CANADIAN *Phone:* 2706 *Telex:* LEO 68 (DOMCAN LEO)
Cuba	P. A. Savard Commercial Counsellor	Canadian Embassy Edificio Ingenieros Civiles Calle 17 y O Vedado HAVANA	*Mail:* Apartado 1945 *Cable:* CANADIAN *Phone:* 32-3526
Denmark Greenland, Poland	K. Nyenhuis Commercial Counsellor	Canadian Embassy Prinsesse Maries Allé 2 COPENHAGEN V	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* Hilda 3306
Dominican Republic Puerto Rico	W. B. McCullough Commercial Counsellor	Canadian Embassy Edificio Copello 408 Calle El Conde CIUDAD TRUJILLO	*Mail:* Apartado 1393 *Cable:* CANADIAN *Phone:* 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	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* BALzac 99-55 *Telex:* 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	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* 21971 *Telex:* 886421 OR 886422 (DOMCAN BONN)
Germany	R. E. Gravel Consul General Richard Turcotte Vice Consul	Canadian Consulate General 69 Ferdinandstrasse HAMBURG	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* 326149
Ghana Gambia, Liberia, Sierra Leone	K. F. Osmond Commercial Secretary	Office of the High Commissioner for Canada E 115/3 Independence Ave. ACCRA	*Mail:* P.O. Box 1639 *Cable:* CANADIAN *Phone:* 4824
Greece Cyprus, Israel, Turkey	B. A. Macdonald Commercial Counsellor B. C. Steers Assistant Commercial Secretary	Canadian Embassy 31 Vassilissis Sophias Ave. ATHENS	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* 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.	*Airmail:* P.O. Box 400 *Surface Mail:* P.O. Box 444 *Cable:* CANADIAN *Phone:* 28448
Haiti	Chargé d'Affaires, a.i. and Consul	Canadian Embassy Route du Canape Vert St. Louis de Turgeau PORT AU PRINCE	*Mail:* P.O. Box 826
Hong Kong Cambodia, Communist China, Laos, Vietnam, Macao	C. M. Forsyth-Smith Canadian Government Trade Commissioner D. J. McEachran Assistant Trade Commissioner	Hong Kong and Shanghai Banking Corporation Bldg. HONG KONG	*Mail:* P.O. Box 126 *Cable:* CANADIAN *Phone:* 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	*Mail:* P.O. Box 11 *Cable:* CANADIAN *Phone:* 74261
India (States of Gujerat and Maharashtra), Goa	W. F. Hillhouse Canadian Government Trade Commissioner	Gresham Assurance House Mint Road BOMBAY	*Mail:* P.O. Box 886 *Cable:* CANADIAN *Phone:* 255154
Indonesia	Commercial Division	Canadian Embassy Djl. Budi Kemuliaan No. 6 DJAKARTA	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* Gambir 1313
Iran	A. B. Brodie Commercial Counsellor	Canadian Embassy 32 Anatole France TEHRAN	*Mail:* P.O. Box 1610 *Cable:* CANTRACOM *Phone:* 4-9291
Ireland	W. R. Van Commercial Secretary for Canada	66 Upper O'Connell St. DUBLIN	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* 44251
Italy Libya, Malta	Richard Grew Commercial Counsellor M. S. Strong Commercial Secretary	Canadian Embassy Via G. B. De Rossi 27 ROME	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* 864-327 *Telex:* 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	*Mail:* Canadian Embassy *Cable:* CANADIAN *Phone:* 408-2101/8 *Telex:* 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	*Mail:* Boîte Postale 2300 *Cable:* CANADIAN *Phone:* 50955
Mexico	F. B. Clark Commercial Counsellor (absent) W. M. Miner Acting Commercial Secretary G. L. Gagne Assistant Commercial Secretary	Canadian Embassy Melchor Ocampo 463, 7th Floor MEXICO 5, D.F.	*Mail:* Apartado 25364 *Cable:* CANADIAN *Phone:* 25-15-60
Netherlands	J. C. Britton Commercial Counsellor J. R. Caux Assistant Commercial Secretary	Canadian Embassy Sophialaan 5-7 THE HAGUE	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* 61-41-11 *Telex:* 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	*Mail:* P.O. Box 1660 *Cable:* CANADIAN *Phone:* 70-644 *Telex:* 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	*Mail:* P.O. Box 851 *Cable:* CANADIAN *Phone:* 25262

Territory	Officer	City Address	Mail and Cables, Office Telephone & Telex
Norway Iceland	M. B. Bursey Commercial Counsellor	Canadian Embassy Fridtjof Nansens Plass 5 OSLO	*Mail:* P.O. Box 1379—Vika *Cable:* CANADIAN *Phone:* 33-30-80
Pakistan Afghanistan	J. E. P. Lancaster Commercial Secretary	Office of the High Commissioner for Canada Hotel Metropole, Victoria Rd. KARACHI	*Mail:* P.O. Box 3703 *Cable:* CANADIAN *Phone:* 50322 *Telex:* KRC 10
Peru Bolivia	W. J. Jenkins Acting Commercial Secretary	Canadian Embassy Edificio Boza, Carabaya 831 Plaza San Martin LIMA	*Mail:* Casilla 1212 *Cable:* CANADIAN *Phone:* 72760
Philippines Republic of China (Taiwan)	T. G. Major Consul General and Trade Commissioner (absent) R. M. Dawson Vice-Consul and Acting Trade Commissioner	Canadian Consulate General L & S Building, 3rd Floor 1414 Dewey Boulevard MANILA	*Mail:* P.O. Box 1825 *Cable:* CANADIAN *Phone:* 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	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* 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	*Mail:* P.O. Box 2133 *Cable:* CANTRACOM *Phone:* 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	*Mail:* P.O. Box 845 *Cable:* CANADIAN *Phone:* 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	*Mail:* P.O. Box 715 *Cable:* CANADIAN *Phone:* 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	*Mail:* P.O. Box 683 *Cable:* CANTRACOM *Phone:* 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	*Mail:* Apartado 117 *Cable:* CANADIAN *Phone:* 47-54-00
Sweden Finland	G. F. G. Hughes Commercial Counsellor	Canadian Embassy Strandvagen, 7-C STOCKHOLM	*Mail:* P.O. Box 14042 *Cable:* CANADIAN *Phone:* 67-92-15
Switzerland Tunisia	S. G. MacDonald Commercial Counsellor J. H. Nelson Assistant Commercial Secretary	Canadian Embassy Kirchenfeldstrasse 88 BERNE	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* 44-63-81 *Telex:* 2-2386 (DOMCAN GENEVE)
Union of Soviet Socialist Republics	Commercial Counsellor (absent)	Canadian Embassy 23 Starokonyushenny Pereulok MOSCOW	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* 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	*Mail:* Kasr el Doubara Post Office *Cable:* CANADIAN *Phone:* 23110

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

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	*Mail:* (City Address) *Phone:* 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	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* RAndolph 6-6033
United States (Michigan, Ohio)	R. V. N. Gordon Consul and Trade Commissioner	Canadian Consulate 1139 Penobscot Building DETROIT 26	*Mail:* (City Address) *Phone:* WOodward 5-2811
United States California (the ten southern 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	*Mail:* (City Address) *Phone:* 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	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* 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	*Mail:* (City Address) *Phone:* LOCUST 35838
United States California (except the ten southern counties), Wyoming, Nevada (except Clark County), Utah, Colorado, Hawaii	Consul General	Canadian Consulate General 3rd Floor, Kohl Building 400 Montgomery Street SAN FRANCISCO 4	*Mail:* (City Address) *Phone:* 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	*Mail:* (City Address) *Phone:* MUtual 2-3515
Uruguay Paraguay Falkland Islands	Commercial Division	Canadian Embassy No. 1409 Avenida Agraciada Piso 7° MONTEVIDEO	*Mail:* Casilla Postal 852 *Cable:* CANADIAN *Phone:* 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	*Mail:* Apartado 11452-Este *Cable:* CANADIAN *Phone:* 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 Counsellor R. L. Richardson Assistant Commercial Secretary	Office of the Commissioner for Canada Colonial Building 72 South Quay PORT-OF-SPAIN	*Mail:* P.O. Box 125 *Cable:* CANADIAN *Phone:* 34787
West Indies (Jamaica) Bahamas, British Honduras	Canadian Government Trade Commissioner (absent) C. G. Bullis Acting Trade Commissioner	Barclays Bank Building King Street KINGSTON	*Mail:* P.O. Box 225 *Cable:* CANADIAN *Phone:* 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 .967878.

Foreign Exchange Rates

Country	Unit	Type of Exchange	Can. dollar equivalent July 17	Units per Canadian dollar	Notes (See below)
Argentina	Peso		.01253	79.81	
Austria	Schilling		.03959	25.26	
Australia	Pound		2.3013	.4345	
Bahamas	Pound		2.8766	.3476	
Belgium and Luxembourg	Franc		.02074	48.22	
Bermuda	Pound		2.8766	.3476	
Bolivia	Boliviano	Free	.00008802	11,361.05	
British Guiana	Dollar		.5993	1.67	
British Honduras	Dollar		.7142	1.40	
Brazil	Cruzeiro	Free	.004001	249.94	
		Special Category	†	†	
Burma	Kyat		.2168	4.61	
Ceylon	Rupee		.2157	4.64	
Chile	Escudo		.9812	1.01916	
Colombia	Peso	Certificate	.1541	6.50	
Congo, Republic of	Franc		.02074	48.22	
Costa Rica	Colon	Official	.1838	5.44	
		Controlled free	.1553	6.44	
Cuba	Peso		1.03219	.9688	tax 2%
Czechoslovakia	Koruna		.1434	6.97	
Denmark	Krone		.1489	6.71	
Dominican Republic	Peso		1.03219	.9688	
Ecuador	Sucre	Official	.06882	14.53	
		Free	.05883	17.00	
Egyptian Region, United Arab Rep.	Pound	Official	2.9640	.3374	
El Salvador	Colon		.4129	2.42	
Fiji	Pound		2.5915	.3859	
Finland	Markka		.003226	309.98	
France, Monaco, etc.	New Franc		.2106	4.75	(1)
Franco-African Republics, etc.	Franc		.004214	237.30	(2)
French Pacific	Franc		.01158	86.35	(3)
Germany	D Mark		.2594	3.85	
Ghana	Pound		2.8766	.3476	
Greece	Drachma		.03440	29.07	
Guatemala	Quetzal		1.03219	.9688	
Haiti	Gourde		.2064	4.84	
Honduras	Lempira		.5161	1.94	
Hong Kong	Dollar	Free*	.1770	5.65	*July 7
		Official	.1798	5.56	
Iceland	Krona	Official	.02716	36.82	(4)
India	Rupee		.2157	4.64	
Indonesia	Rupiah	Official	.02293	43.60	(4)
Iran	Rial		.01362	73.39	
Iraq	Dinar		2.8901	.3460	
Ireland	Pound		2.8766	.3476	
Israel	Pound		.5734	1.74	
Italy	Lira		.001663	601.32	
Japan	Yen		.002867	348.80	

†Exchange auctions will be held each week for limited amounts of exchange.

*Latest available quotation date.

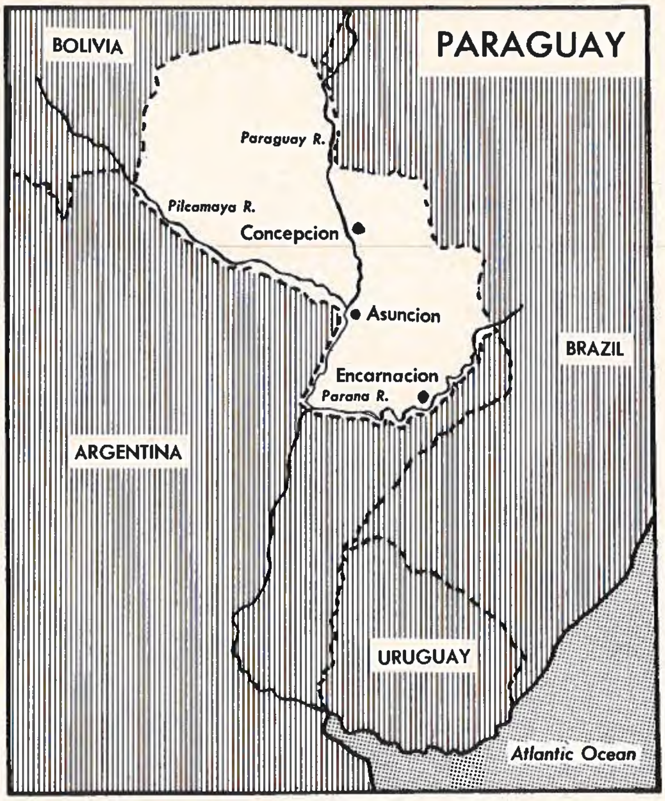
Country	Unit	Type of Exchange	Can. dollar equivalent July 17	Units per Canadian dollar	Notes (See below)
Lebanon	Pound	Free	.3243	3.08	
Mexico	Peso		.08258	12.11	
Morocco	Dirham		.2064	4.84	
Netherlands	Florin		.2873	3.48	
Netherlands Antilles	Florin		.5473	1.83	
New Zealand	Pound		2.8766	.3476	
Nicaragua	Cordoba	Effective buying	.1564	6.39	
		Official selling	.1464	6.83	
Nigeria	Pound		2.8766	.3476	
Norway	Krone		.1440	6.94	
Pakistan	Rupee		.2157	4.64	
Panama	Balboa		1.03219	.9688	
Paraguay	Guarani	Official	.008160	122.55	
Peru	Sol		.03851	25.97	
Philippines	Peso	Free	.3441	2.91	
		Official	.5161	1.94	
Portugal & Colonies	Escudo		.03602	27. 76	(5)
Republic of South Africa	Rand		1.4383	.6953	
Singapore and Malaya	Straits Dollar		.3356	2.98	
Spain and Dependencies	Peseta		.01720	58.13	
Sweden	Krona		.1996	5.01	
Switzerland	Franc		.2392	4.18	
Syrian Region, United Arab Rep.	Pound	Free	28.82	3.47	
Thailand	Baht	Free	.04882	20.48	(4)
Tunisia	Dinar		2.4773	.4037	
Turkey	Lira		.1147	8.72	(4)
United Kingdom	Pound		2.8766	.3476	
United States	Dollar		1.0321875	.967878	
Uruguay	Peso		.09358	10.69	
Venezuela	Bolivar	Official	.3086	3.24	
		Free	.2240	4.46	
West Indies Fed.	Dollar		.5993	1.67	(6)
	Pound		2.8766	.3476	(7)
Yugoslavia	Dinar	Official	.001376	726.74	

Notes

1. New franc is also used in Algeria, French Guiana, Guadeloupe and Martinique.
2. 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.
3. New Caledonia, New Hebrides, French Polynesia.
4. Additional rates are in effect.
5. Portugal: approximately same rate for Portuguese territories in Africa.
6. Barbados, Trinidad, Tobago, Leeward and Windward Islands.
7. Jamaica.

Markets in Brief

Paraguay



Area: 157,000 square miles.

Population: 1,600,000.

Climate: sub-tropical.

Language: Spanish; all sales literature must be in Spanish.

Currency: guarani; one guarani=Can.$.008160.

Weights and measures: metric system.

Capital: Asunción, altitude 500 feet.

Chief port: Asunción, four days by small ship from Buenos Aires.

Marketing centres: Asunción (population) 210,000; Encarnación 40,900; Concepción 35,600.

Economy: mainly dependent on production of timber, quebracho, meat products, oils and cotton fibre. No mechanical industry.

Total Paraguayan imports: 1960—U.S.$32.2 million; 1959—U.S.$26.2 million.

Chief imports: (U.S.$ million) 1960—machinery and motors 5.4, wheat 4.4, vehicles and accessories 3.8, fuels and lubricants 3.3, textiles and manufactures 2.5, ships 2.1, food and beverages 2.0, iron and steel 1.9, other metals 1.9, chemicals and pharmaceuticals 1.3.

Chief suppliers: (in per cent) 1959—Argentina 28.3, United States 20.2, West Germany 12.4, Netherlands Antilles 9.1, United Kingdom 8.7.

Value of imports from Canada: 1960—Can.$120,257; 1959—Can.$113,824.

Chief imports from Canada: (Can.$) 1960—powdered milk 30,175, tires and inner tubes 24,099, canned meat 24,000, cars 14,807, office machinery 5,952.

Total Paraguayan exports: 1960—U.S.$27.0 million; 1959—U.S.$31.2 million.

Chief exports: (U.S.$ million) 1960—meat products 7.1, timber 5, tannin 3, maté 2.6, hides 2.2, oilseeds 1.4, essential oils 0.9, cotton fibre 0.3.

Chief markets: (in per cent) 1959—United States 33.0, Argentina 20.6, United Kingdom 9.6, Netherlands 8.5, West Germany 4.6, Uruguay 2.8, Belgium 2.0.

Value of Canadian purchases: 1960—Can.$759,782; 1959—Can.$746,496.

Canadian purchases: (Can.$) 1960—corned beef 499,117, chinawood oil 130,782, quebracho extract 83,101, meat extracts 34,006, coffee (green) 12,776.

Dollar exchange: freely available, but its purchase automatically restricted by a sliding scale of prior deposits up to 400 per cent of f.o.b. value of imports, according to their degree of essentiality.

Prices: quote only in U.S. dollars.

Samples: import restricted if of commercial value.

Import controls, documentation, customs tariffs, marking and labelling: consult the International Trade Relations Branch, Department of Trade and Commerce, Ottawa.

Correspondence: airmail only.

For detailed information on this market write to:

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

or

Commercial Counsellor
Canadian Embassy
Casilla Postal 852
Montevideo, Uruguay
(by airmail only)

Roger Duhamel
QUEEN'S PRINTER

If undelivered return to:
The Queen's Printer, Ottawa, Canada

How can I exhibit in Lagos and Accra...

DEPARTMENT OF TRADE AND COMMERCE
CANADA

FOREIGN TRADE SERVICE

OTTAWA, July 21, 1961.

Mr. A.D. Adams,
Director of Publicity,
Equipment Association of Canada,
Montreal, Quebec.

Dear Mr. Adams:

As requested in your letter of July 19, I am pleased to provide the information you asked for on the Canadian Trade Fairs to be staged in Ghana and Nigeria early next year.

The first exhibition will be held in Lagos, January 17-27, 1962, at the Exhibition Grounds on Victoria Island. It will then move to the Polo Grounds in Accra where the exhibition will run from February 14-24. Commodity exhibits will be housed in individual booths, each bearing the exhibitor's identification as well as the name of the local agent. Booth units measure 10' x 10' and fittings and decoration will be provided without charge to the exhibitor. Your products will be shipped from a Canadian assembly point to the site of the fairs and returned, if necessary, without charge except that a maximum freight allowance will apply to very heavy equipment.

In order to handle trade inquiries effectively, all booths must be manned by company representatives or local agents in Ghana and Nigeria. Attendance at the fairs will also provide an opportunity to gain first-hand knowledge of the requirements of these rapidly expanding markets. The enclosed brochure provides further details on the plan of exhibits, hours of operation, transportation arrangements, and so on. If there are further questions which I can answer, please feel free to write or telephone at any time.

I am also sending you a booklet covering the Department's complete trade fair program for 1961 and early 1962. You may wish to bring it to the attention of your member companies.

Yours very truly,

D.S.W. Dumas.

Chief, Trade Fairs Abroad Division,
Trade Publicity Branch.

Trade and Commerce Can Help You