Seven West African Markets (page two)

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COMING IN SEPTEMBER 23 ISSUE——AUSTRALIAN ECONOMY READJUSTS
NEW ZEALAND FACES PROBLEMS

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Seven West African Markets

WILLIAM BRETT, Assistant Commercial Secretary in Paris, recently spent several weeks investigating sales prospects and import methods in seven of the French-speaking West African republics. Here he briefs businessmen on these emerging countries where Canadian exports are untried and unknown; suggests what we might sell and the best methods of approaching buyers.

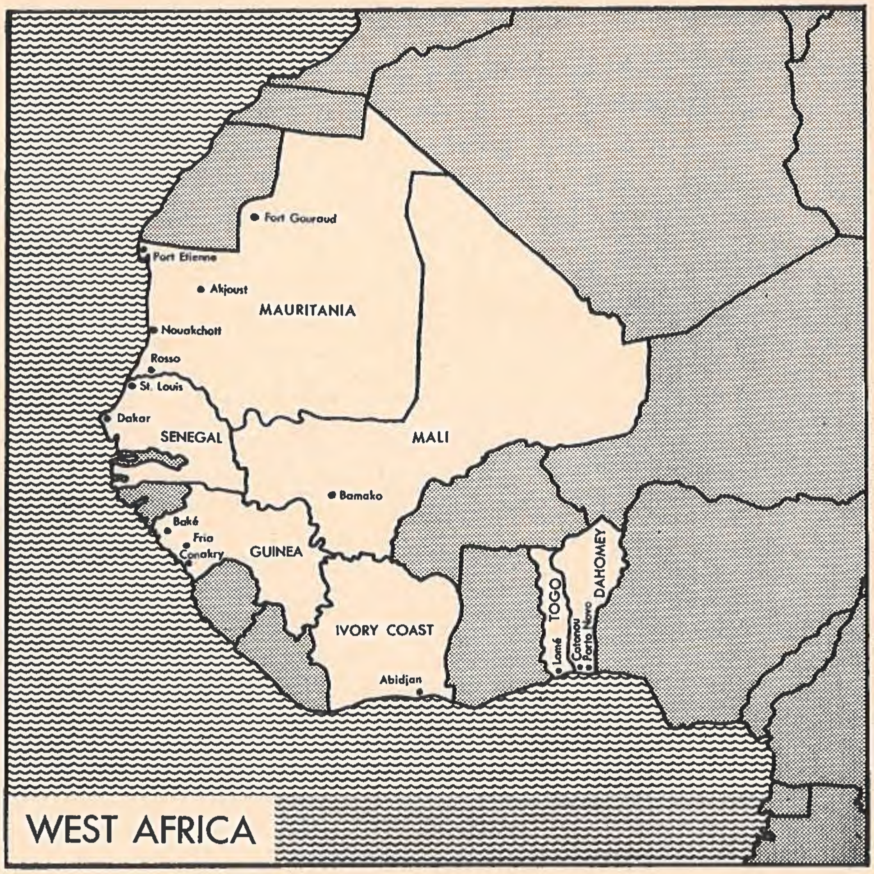
CANADIAN traders can quite properly excuse themselves from anything approaching an intimate knowledge of trading conditions in French-speaking West Africa. As elsewhere in Africa, changes are enormously accelerated and trading possibilities have undergone a far-reaching transformation over a comparatively short period. In addition, the area is remote and often uncomfortable and difficult to visit. Yet in a world where total trade is increasing each year and where competition for markets is keener than ever, this is an area largely unknown to Canadian exporters and where Canadian products are unknown to importers. It would be wrong to give the impression that here lies a fallow market overlooked by our best export brains, but it is correct to say that here is a market where Canadian goods are untried. It needs painstaking exploration to establish possibilities for an individual product before any effort is made to appoint a representative or promote a brand. It would be wrong to view the area as a whole but it has certain common features that are worth explaining before analyzing each separate component of it.

Common Features

Since the idea of a French-speaking Community in Africa took form in 1958 there have been any number of changes in constitutional nuances, so that relations with France vary from state to state. All states except Guinea are in the franc zone. Mauritania, Senegal, Mali, Ivory Coast, Upper Volta and Dahomey form with France a customs union (Union Douanière). Within this system France pays no customs duties but is liable to other levies such as fiscal taxes, sales taxes, and so on. Customs duties vary considerably but are not, on the average, particularly formidable, with most ranging between 5 and 10 per cent. Generally speaking, there are no quantitative controls on French goods; dollar-area products are controlled by "liberalized" lists of varying length and composition and by quotas.

To some extent, all these new republics depend on French aid, including direct budgetary assistance, the providing of administrative and technical personnel, and the purchase of tropical crops at prices well above world levels. Additional aid comes from Common Market development funds. Most of these new nations have indicated a desire to become related to the Common Market in the manner provided for in the Rome Treaty for Associated Overseas Territories. The precise mechanism of this association is still a problem and is currently being discussed by the African states themselves. At the present time, most states have special quota lists for the Common Market Six and give them a 20 per cent cut in customs duties.

None of the countries of the Union Douanière is yet a signatory to the GATT but most are aware of the possibility of becoming so and are now in a two-year orientation period while they adjust trading patterns and gain experience.



The New Markets

ISLAMIC REPUBLIC OF MAURITANIA

Area —417,000 square miles

Population—624,000

Capital —Nouakchott

"Please give us a list of the products you have to sell"—Ministry of Commerce.

EVEN among its sister republics, Mauritania is unusual; about the size of Ontario, it is almost completely desert and most of the population are nomads.

The significant development there is the Miferma iron ore project. The ore is found at Fort Gouraud in northern Mauritania, some 450 miles from the sea. Considerable extraction plant is on site and a railway to the harbour of Port Etienne is being built; it should reach the sea by August 1962. At the same time, work on the port is proceeding. Plans for reactivating copper deposits at Akjoust in central Mauritania are also being considered. The ore would be reduced on site and shipped in bags to the coast. Aside from these mineral operations, the Moors carry on basic agriculture, with gum arabic the only commodity trickling into world trade.

A spanking new capital, Nouakchott, is being built close to the central coast. Before its establishment as a Republic, Mauritania was governed from Port St. Louis, within the present borders of Senegal. Only a few government departments are today installed at Nouakchott.

Not long ago Mauritania, Senegal and Mali could be regarded as almost a single market centered on Dakar. Now Mauritania from the point of view of trade regulations, licensing, etc., must be regarded separately, but practically an approach is best made through Senegal. Goods continue to flow over the border point, Rosso. There are no statistics available and only now is the new state establishing records. However, import potential is low and opportunities largely confined to essential consumer goods. There are few Mauritanian traders but the long established French trading houses do have branches there, usually automatically supplied from stores in Senegal. Other possibilities for capital goods and equipment arise from the iron ore development, where a great deal must be spent on buildings, transport, mining and construction equipment. Offers in this field should be directed to the Paris headquarters of Miferma:

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S.A. des Mines de Fer Mauritanie,
87, rue La Boétie,
Paris 8e.

REPUBLIC OF SENEGAL

Area —77,000 square miles

Population—2,600,000

Capital —Dakar

"Of course we would trade with you, but we don't know you. You have no one here"—Ministry of Commerce, Senegal.

SENEGAL has been referred to as 700,000 tons of peanuts and this useful nut is indeed the backbone of the economy. Moreover, Senegal has a certain pre-eminence because its capital, Dakar, was the effective administrative capital of old French West Africa and acted as a port for Mali and Mauritania.

In 1960, United States exports to Senegal totalled about $5.6 million and Canadian exports only $80,000, mostly synthetic rubber. In Dakar I saw not one identifiably Canadian product, yet businessmen evinced an interest in such products as powdered and concentrated milk, canned meat, apples, salmon, plastics, chemicals, hardware, building board, machinery and paper.

In addition to the expanding quotas, there is a fairly significant list of liberalized products. The mechanism of importing into Dakar is rather interesting. An importer registers with the Chambre de Commerce his desire to import a product from another currency zone. The Chamber does a certain amount of sorting out and co-ordination, after which, periodically, a program is submitted to the Ministère du Commerce et de l'Industrie. There it is considered in the light of the needs of the economy but not overlooking the needs of the individual applicant. At this point, a certain flexibility enters which becomes greater as currency restrictions within the franc zone as a whole relax.

Dakar is one of the main pressure points for the ganglia of large French trading companies pervading Western African commercial life. Company officers here often have more autonomy in product selection than in smaller centres and exercise a loose control over branches in neighbouring territories.

REPUBLIC OF GUINEA

Area —100,000 square miles

Population—2,500,000

Capital —Conakry

"I can hardly believe the changes here over nine months' time"—U.S. businessman.

GUINEA, a republic of 2.5 million people covering 100,000 miles, is the least typical of West African markets. In 1958 when France proferred the "Community" idea to her territories Guinea elected to withdraw from association with France, the franc zone and the Union Douanière. Consequently, an entirely different trading pattern obtains. It takes the form of close arrangements with Eastern European countries and Communist China, based on a series of bilateral commercial and development agreements. From these, a certain parallelism in trading institutions arose, tending to centralization with the establishment of the Comptoir du Commerce Extérieur, a state import-export monopoly extending into distribution outlets.

Aside from various tropical crops, Guinea has two large aluminum developments, Fria and Boké, where Bauxite du Midi, a Canadian subsidiary, has important investments. It also has an iron ore mining development located near the capital, Conakry.

In 1960 Guinea had a positive balance of trade amounting to U.S. $5.3 million. This figure almost exactly equals Guinean exports to Canada; there were no Canadian exports to Guinea. The Comptoir expressed a preference for direct offers from foreign suppliers but application can be made through local importers. The Comptoir then imports the goods and retains title until transfer to the traders in consideration of a 5 per cent commission.

A view of the coffee-sorting factory and stores of the France-Amérique Company in a sector of Abidjan, bustling capital city of the Republic of the Ivory Coast. Coffee is the country's main export and a number of other factories are planned.

With an economy largely complementary to Canada's, there are many opportunities for Canadian suppliers. Guinea is aware of the problems rooted in trade concentration and shares to the fullest the general goodwill toward Canada found in Africa. Exporters can apply directly to Comptoir du Commerce Extérieur, Ministère du Commerce, Conakry, République de Guinée, or they can write to the Commercial Section of the Paris Embassy for detailed information on individual offers.

Canadians have a unique advantage in trading with Guinea in the shipping connections already established for Guinean bauxite exported to Canada. After discharge, the ships usually sail for the United Kingdom with mixed cargo and then to Guinea for reloading.

REPUBLIC OF MALI

Area —463,000 square miles

Population—3,700,000

Capital —Bamako

"We haven't had a letter from Canada in ten years"—President of Chambre de Commerce, Bamako.

MALI is an in-between sort of a market. Like most of the other republics, it is in the franc zone and forms part of the customs union. Nevertheless, there are similarities of outlook with Guinea. These are reflected in a state-owned import-export agency: Société Malienne d'Import-Export (Somiex), B.P. 182, Bamako, Republic of Mali. Only this organization can import widely consumed basic products and, of course, can compete with traditional trading houses in other lines. At the present time, Canadian traders are invited to send quotations on powdered milk and air conditioners to Mr. Adama Traore, Director of Imports.

In 1960, Mali and Senegal, once a single republic, broke their union and in fact all contact, including the railway that linked Mali with Dakar and the sea. Since then, Mali has been provisioned from the south through the port of Abidjan on the Ivory Coast. This has drastically altered trade patterns throughout French-speaking West Africa and has tended to increase the importance of the Ivory Coast. Often an agent located in Abidjan, particularly if it is one of the established trading companies, can automatically cover Mali, Upper Volta and sometimes part of Niger.

Trading Companies in West Africa

Frequent reference is made in this article to the large trading houses traditionally covering West Africa. The following list of them may be useful.

Compagnie Française de l'Afrique Occidentale (CFAO),
7, Place d'Iéna, Paris 8e.

Société Commerciale de l'Ouest Africain (SCOA),
7, rue de Téhéran, Paris 8e.

Compagnie du Niger Français (CNF),
157, Boulevard Haussmann, Paris 8e.

Etablissements Peyrissac & Cie.,
43, Alley d'Orléans, Bordeaux.

Manutention Africaine,
17, rue Bourbon, Bordeaux.

Maurel et Prom,
18, rue Porte Dijeaux, Bordeaux.

Etablissements Vezia,
27, Avenue Albert Sarraut, Dakar, Senegal.

Maurel et Frères,
1, rue Louis XVIII, Bordeaux.

Etablissements Hammelle,
280, Boulevard St-Germain, Paris 7e.

Société Commerciale Africaine,
22, rue de Courcelles, Paris 17e.

Etablissements V.Q. Petersen et Cie.,
31, Boulevard Laprade, Dakar, Senegal.

Etablissements Chavanel,
Boite Postale 71, Dakar, Senegal.

There is a list of products which are freely traded and a list of quotas allotting about 2.6 per cent of all controlled imports to the dollar area. This is earmarked for machinery, tractors, construction equipment, air conditioning and transport equipment, but the authorities will be pleased to review any application for exchange on its merits.

REPUBLIC OF IVORY COAST

Area —124,000 square miles

Population—2,300,000

Capital —Abidjan

"There is nothing stopping you if you have the right goods at the right price"—Secretary General of Chambre de Commerce.

PROSPEROUS in its own right and channelling a good deal of the trade with the landlocked republics, this is perhaps the most interesting market in West Africa. In Abidjan the large trading houses are particularly strong and active and the local managers appear to have more responsibility and discretion than in other centres. In all, the Canadian trader wondering where best to start in Africa should probably pick Abidjan. The present tour uncovered a lively interest in paints, saws, milk, utensils, aluminum, hardware, air conditioning, agricultural machinery, boats and chicks. There is quite an interesting list of products freely importable from the United States and Canada, including fish oil, pyrites, asbestos, fertilizers and aluminum. Other imports are under quota but more and more exchange is becoming available on application. Present dollar-area quotas include dairy products, pharmaceuticals, plastics, explosives, used clothing and agricultural machinery. The exchange is allotted to various importers in accordance with sales experience over a previous 18-month period. This index is useful in selecting the most suitable representative.

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Perhaps the best measure of Canadian potential in the market is comparison with U.S. sales. Americans trading under conditions identical with Canadians sold $4.4 million worth of goods to the Côte d'Ivoire in 1960, but Canadian sales amounted to only $29,000.

Abidjan is a handsome bustling city reflecting the buoyant outlook of the country. With virtually all the tropical crops in abundance, an advantageous geographical situation, and a booming lumber industry, the Ivory Coast has an exceptionally wide economic base. There are active plans for industrial development, with a well-organized service for potential investors.

REPUBLIC OF DAHOMEY

Area —43,000 square miles

Population—1,700,000

Capital —Porto Novo (commercial capital Cotonou)

"We look forward to closer trade relations"—Ministry of Commerce.

THIS small market is best approached through the larger trading companies whose Dahomian branches are generally provisioned through Abidjan. One is aware of a certain British influence and several of the British trading houses are established in Cotonou.

Dahomey will never be a big market for Canadian traders, but there certainly is room for improvement. In 1960, imports from the United States amounted to $650,000; Canadians sold $28.00 worth of printed material. Here, as in most other republics of the customs union, exchange is becoming less and less of a problem. Aside from the agreed annual import program that is determined in consultation with the Chamber of Commerce, additional exchange is allotted through the "tirage special", or grant to an individual applicant. The main opportunities for Canadians are in supplying low-cost food staples and development equipment.

REPUBLIC OF TOGO

Area —22,000 square miles

Population—1,100,000

Capital —Lomé

"I have never seen anything of Canadian origin"—Togolese importer.

TOGO is an extraordinary little market, different from the republics of the Union Douanière because it has no customs duties, hardly any restrictions, and ample exchange. While the other countries were colonies of France, Togo was a trust territory and never completely integrated into the set pattern.

Togo relies on phosphate and on tropical agriculture. Much needs to be done in basic development—roads, soil surveys, etc.

Like Dahomey, the country is much influenced by its English-speaking neighbour, Ghana. Again the large trading companies are the preferred means of distribution. Flour and sugar are reserved for French suppliers and others—such as automobiles, air conditioners, refrigerators and a few other items—are on generous quotas. Otherwise, trade is completely free. Again, the market is small but dollar-area imports in 1960 totalled $325,000; Canada's share $40.

Information Available

I hope that these brief market sketches will arouse the interest of Canadian traders and that they will make an effort to establish the acceptability of their products. African importers showed interest in over fifty commodities, ranging through agricultural products, chemicals, consumer goods, industrial goods, forest products, minerals and technical services.

Mine was an extended tour into an imperfectly known area and the information gained has necessarily been telescoped. But the Commercial Division of the Paris Embassy can now secure detailed information on these interesting markets and will be happy to do so. ●

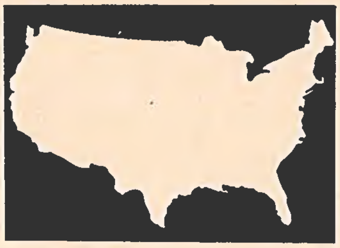
Oilseeds Mission to Europe

THE Department of Trade and Commerce has completed arrangements for a Canadian Oilseeds Trade Mission to visit Europe in September, to determine the present and long-term market possibilities for oilseeds. Members of the mission will study at first hand the requirements of the European vegetable-oils markets and will assess the competition to be expected from other exporting countries. They will make direct contact with the trade in Europe and will stimulate interest in Canada as a source of supply.

For some time, the production of oilseeds as an alternative to wheat-growing has been encouraged in Western Canada. Farmers have increased their output from about 382,000 tons a year over the five years 1948-1952 to 1,257,000 tons in 1960. Four million acres were planted to oilseeds last year, compared with an average of 1.3 million in 1948-52. Exports in 1960 reached $69 million; they included rapeseed, flaxseed, soybeans and mustardseed. European buyers, the Department believes, can be persuaded to purchase larger quantities each year, provided the Canadian product is competitive. The Department is encouraging Canadian producers to consider overseas market opportunities seriously and to diversify export crops.

The ten-member mission will include representatives of producing organizations, traders in oilseeds, and research and marketing specialists. It leaves for Rome on September 15; will then visit Venice, Milan, Paris, Brussels, Antwerp, The Hague, Utrecht, Rotterdam, Dusseldorf, Hamburg, London, Liverpool, and Selby, and will return to Canada on October 14.

Members of the Mission are: Hilmar K. Moen, manager, seeds division, Alberta Wheat Pool, Calgary; Louis A. Boileau, vice-president, Saskatchewan Wheat Pool, Regina; C. C. Hunt, director, Manitoba Pool Elevators, Winnipeg; D. L. Trapp, director, United Grain Growers Ltd., Winnipeg; J. Gordon Ross, president, J. Gordon Ross Syndicate, Moose Jaw; C. O. Swartz, president, Northern Sales Ltd., Winnipeg; K. A. Standing, secretary, Ontario Soybean Growers' Marketing Board, Chatham; H. R. Sallans, Prairie Regional Laboratory, National Research Council, Saskatoon; W. G. McGregor, Genetics and Plant Breeding Institute, Research Branch, Department of Agriculture, Ottawa; A. J. Stanton, Plant Products Division, Department of Trade and Commerce, Ottawa.



Selling in the South

Our Trade Commissioner in New Orleans recently toured Alabama, Tennessee and Mississippi; found market opportunities for a wide range of Canadian products. Here he suggests how our exporters can meet competition in this market.

G. E. BLACKSTOCK,
Vice Consul and Assistant Trade Commissioner, New Orleans.

THERE is a good market for Canadian products in the Southern United States. Agents, brokers and wholesalers down here are continually looking for new lines to round out the list of products they can offer to their customers. Manufacturers are always revising or developing their processes and need new raw materials or pieces of equipment. There are opportunities of all kinds. Knock on the door of any businessman in the South and the chances are you'll find a man who needs something, who's looking for something. But few southern businessmen knock on our doors to buy our wares. Except for a few Canadian industries that enjoy a well-established market here, the hard fact is that most Southern businessmen aren't even aware of Canada as a possible source of supply. Yet they are keenly interested if they are approached.

Opportunities Discovered

I recently finished a tour of Mississippi, Tennessee and Alabama, talking to almost a hundred businessmen—manufacturers and manufacturers' agents, lumber dealers, builders, food brokers, importers and others. Well over half of them asked to be put in touch with Canadian companies, either because of an inquiry placed with us by a Canadian firm or because the local businessman wanted a particular product that a Canadian firm could supply.

Several kinds of Canadian products already come regularly to these three states. Softwood lumber is the main one; there is a well-established, "traditional" market here for softwood lumber, for newsprint, wood pulp, saltcake, peat moss, certain food products, and some agricultural implements. Lumber sales, as well as sales of most of the others, could be increased, though lumber exporters in Canada are working hard at it. But for other lines, the comment most widely heard is: "Why don't more Canadian salesmen visit our territory?"

Frozen fish, fresh apples and rutabagas are also imported from Canada in fairly steady volume by each of the three states. There is a demand for a number of other food products not yet imported in large quantity; they include canned salmon and lobster, canned apples, other canned fruits, and canned meats. In my three-state tour, 26 of the 39 food brokers called on made specific product inquiries. Sales of frozen foods, particularly frozen fish, I learned, could be greatly increased.

A Look at Three States

The recession has hardly touched Mississippi, a state that earns its living mainly from agriculture and small local industries and has a low per-capita income. It produces mainly cotton, beef, forest products, and poultry, with considerable oil production and development in the southern part of the state. Manufacturing is increasing slowly, led by the lumber industries, pulp and paper, and garment-making. Jackson is the state capital and the only business centre of real importance.

Tennessee has also escaped most of the recession's ill effects. Of its several business centres, Memphis, an important cotton and hardwood centre and a busy transportation and distribution point, is perhaps the leader. Air, rail, truck, and water systems all maintain big terminal or transhipment facilities there. Many small and medium-sized manufacturing operations are carried on in Memphis and in Tennessee's other cities.

In Alabama, my tour took me to the city of Birmingham. An industrial centre, steel is its most important industry. Iron ore, limestone, and coal deposits are all found within ten miles of the city and mining is important. Cement, paper, aircraft, and cast iron pipe are manufactured locally. The whole state of Alabama, in fact, possesses a wealth of natural mineral resources. Its two big agricultural products are cotton and soybeans. The recession hit many industries hard but despite reports of a drop in purchases of Canadian lumber, I believe that Canadian lumber sales have steadily increased. The market for other products is now beginning to improve.

Tours like mine are now much more productive because we Trade Commissioners have with us briefcases full of specific offerings from Canadian businessmen who attended the Export Trade Promotion Conference in Ottawa last December. In addition to the demand for lumber and food products, I also found interest in Canadian products ranging from water purifiers to plastic pipe fittings, plastic-coated chain link fencing, car and truck springs, and gas turbines.

Cultivating the Market

There are good markets in the South for Canadians, but there is also competition. You needn't expect to bat a thousand, but you can make your efforts look as though you expected to. Nor is it impossible to compete effectively in this market. Your product has to have something that the competition can't match—better price, higher quality, better delivery schedules, greater attractiveness. Even if it has one or more of these advantages, you will still have to sell it. And as the range of Canadian exports becomes broader and more competitors appear, Canadian firms have to put more into the sales effort.

The Southern businessman wants to be sure that he is dealing with a firm which has the right product at the right delivered price and one that will give him good service. If he has to wait weeks for an answer to his letter, he will lose interest and it will be harder to sell him something from Canada on the next try. Incidentally, when you answer his first inquiry, try to anticipate some of the obvious questions he will ask in his second letter.

If price is the difficulty, your product can perhaps be sold by emphasizing that it is a "quality", "specialty" or "imported" product. If you can't supply right away, say when you can. If the order is too small, perhaps carload lots delivered to a central warehouse are the answer. Several agents, brokers, or customers covering different areas in the same state could draw on supplies. If the order is too large, you might contract for steady delivery of a portion of the total requirements. If you don't produce exactly what is asked for, the market might warrant your starting to produce it. If you have been selling direct to customers only, think about giving an agent or broker or importer a chance, particularly if the territory is new to you. Even the biggest chain and department stores buy much of their merchandise from middlemen, direct-from-the-producer-to-you advertisements notwithstanding.

If your product is unknown in his area, the agent may want your assistance in advertising it, and if it is equipment or machinery that requires special knowhow to handle, he will want to visit your factory to see it being made and to find out how to install, operate, and service it properly.

Be ready to visit the territory yourself. The competition does, and it is best to find out what the prospects are at first hand. Your agent or broker or customer will want to show you the field, the possibilities, and the competition. You can meet his customers, show off your samples, and make sure he's a man who really wants to push your product. Sometimes a local firm will want to handle your line without being too concerned about already having a conflicting account, or without intending to work at selling it.

This advice sounds like an export primer—a recital of the things every salesman knows. It may, however, be helpful to newcomers in export trade. More attention to the things every salesman knows, we find, could mean more Canadian sales in the Southern United States.

Road Development Financed

TO overcome the obstacle to economic growth presented by poor transportation in Argentina and Chile, the World Bank and the International Development Association (IDA) are financing extensive road improvement programs for both governments. Argentina has received a loan of $48.5 million and Chile two loans totalling $25 million.

In Argentina, the transportation system stands in great need of modernization. More than half the country's 35,000 miles of national roads are earth roads or trails, and only one-third are built for all-weather traffic. Before the start of the building program, the World Bank sponsored a survey of the Argentine road system. The $48.5 million loan will be used to improve the quality of maintenance equipment and to carry out extensive improvements and new developments needed to facilitate transportation.

The loan to Chile will be used to build or rehabilitate and to consolidate the main secondary roads in the ten southern provinces, the country's most important agricultural region. Many of these roads are dirt and impassable during the rainy season. In addition, a large number of roads were damaged by earthquakes in May 1960. When the work is finished, the Southern Zone will have an integrated all-weather road system.

Good road transport in the Southern Zone will strengthen the whole Chilean economy. In 1959 this area's agricultural output was valued at $206 million. Not only will the road improvement scheme speed up delivery of produce but it will also stimulate new agricultural development. As in Argentina, some $6 million of the loan to Chile will be invested in repair and maintenance equipment.

The execution of the projects in Argentina will be under the control of the Dirección Nacional de Vialidad, and will be carried out by contractors under unit-price contracts awarded after international competition. In Chile, the contracts will be awarded on the same basis and will be under the control of the Ministry of Public Works.

The loans are intended to meet only the foreign exchange requirements of the projects. The remainder—the equivalent of $46.5 million for Argentina and $37.5 million for Chile—will be provided in local currencies by the respective national governments. ●

Advertising Abroad

In Central America and Panama, radio reaches customers in all income brackets; newspapers offer best opportunity for attracting those with more money to spend.

K. D. TAYLOR, *Assistant Trade Commissioner, Guatemala City.*

LOCAL initiative and resourcefulness, combined with generous foreign aid programs, are the basis for the increasingly attractive sales possibilities in Central America and Panama. Advertising can be a valuable tool for Canadian exporters who want to capture a segment of this growing market.

A large number of consumers in Central America and Panama, however, are marginal customers because of their low per capita income. Thus, in deciding what segment of the market to concentrate upon, the advertiser must realize that because of low incomes about 40 per cent of the population are beyond his reach. But this still leaves 6.5 million potential customers in Central America and Panama.

Central America offers the same media for reaching the customer as Canada does, but the emphasis is different. In this market, radio reaches the largest audience and newspapers run a close second. Television is in its infancy but it is growing rapidly. Advertising slides at the cinema, store window displays and street signs round out the pattern of advertising. Whatever the medium chosen, Spanish must be used.

Media Reviewed

Here is some information on the various media.

• *Radio*—Central America and Panama have about 110 radio stations. Radio reaches about all income segments effectively and, in light of the high degree of illiteracy, comprehensive radio coverage is vital. Spot announcements and jingles are the most popular advertising methods. Large private corporations or sellers of prestige products, however, show an increasing tendency to feature high-toned programs with a minimum of advertising and an emphasis on classical music.

• *Newspapers*—Newspapers here are characterized by comprehensive news coverage and analysis rather than the sensational. They have the largest market and are read by the majority of those in the medium and upper income brackets. Some of the more influential and widely read newspapers in this area with their daily circulation figures are:

Costa Rica	—*La Nación* (45,000)
El Salvador	—*La Prensa Gráfica* (43,000)
Nicaragua	—*Diario Novedades* (25,000)
Honduras	—*El Dia* (25,000)
Guatemala	—*El Imparcial* (45,000)
Panama	—*The Panama Star & Herald* (30,000)

Advertising rates in the leading newspapers range from $1.50 for one inch by one column to $150 for a full page.

With the exception of the supermarkets and large department stores, advertisements are seldom larger than one-half page. However, whatever the size of the advertisement, an animated and simple presentation should be used. A distinctive Canadian motif such as the maple leaf would also attract the attention of readers.

• *Television*—The ownership of television sets in Central America and Panama is still restricted to the upper income bracket and it is estimated that there are not more than 40,000 sets in the area. Some programs are produced locally, but the majority come from Mexico and the United States. Each country has at least one television station and the Government usually owns the most powerful and influential network. A one-minute advertisement costs about $5.

• *Film Slides*—Another advertising method is flashing advertising slides on the screens of the well-known cinemas. Movies still draw large and attentive crowds in Central America and the advertiser can be sure of a large captive audience.

• *Sound Trucks*—These can be hired to publicize your products loudly on the streets of Guatemala City. Although this method reaches numerous consumers, it is probable that they react unfavourably to the noisy intrusion on their downtown shopping. This medium is possibly the cheapest but not the most effective by any means, despite its widespread use in the area.

• *Other Media*—A superior and more selective means is providing your agent or distributor with promotion material that he can exhibit in his store. With the advent of North American retailing procedures, attractive window displays and bright, cheerful store interiors are becoming the practice for progressive retailers.

Finally, neon signs are widely used on the main streets of the principal Central American cities. Generally, making these signs is a subsidiary operation of the larger advertising agencies. The costs of locally manufactured neon signs are reasonable and the designs presentable.

There are numerous advertising agencies in Central America; the majority of them are in Guatemala City and San Salvador. Although they are not nearly as sophisticated and advanced as their North American counterparts, some are capable of conducting a well-rounded and effective advertising campaign.

One approach to cutting the costs of using an advertising agency is to make an agreement on cost-sharing with your overseas agent or distributor in Central America. For example, the cost of the erection of a neon sign could be shared on an equal basis between the manufacturer and distributor.

If you are considering advertising as a merchandising technique in Central America, the Trade Commissioner's Office, P.O. Box 400, Guatemala City, Guatemala, would welcome any inquiries for more detailed information. •

Northern Ireland: Business and Trade

Despite problems in some of Northern Ireland's key industries, foreign trade is expanding, and Canada's sales are holding steady; new markets are opening up for certain commodities.

E. ROY, *Office of the Trade Commissioner, Belfast.*

UNEMPLOYMENT, the possible effects of Britain's entry into the Common Market, and the impact of the new austerity measures announced by Britain's Chancellor of the Exchequer: these are the main problems facing the economy of Northern Ireland at present. They have all been the subject of recent talks between members of the Westminster Government and the Prime Minister of Northern Ireland.

The completion last spring of construction of the liner *Canberra* and lack of orders for more passenger tonnage resulted in layoffs at the shipyard amounting to an estimated 7,000 at the end of June. The voluntary winding-up of one of the country's oldest linen factories will eventually mean the loss of work for another 1,700. Despite this, the total unemployment figure of 36,000 remains almost the same as a year ago, representing 7.5 per cent of the employed population.

Presenting his budget to the House of Commons in May, the Northern Ireland Minister of Finance announced a record revenue of £117 million and expenditures of £109 million. Only minor tax changes were announced; they included the abolition of entertainment duty, the imposition of a 10 per cent tax on television advertising, and an increase in the car licence duty by 20 per cent to £15 a year. Capital grants to industry have been renewed for a further five years at a cost of £16 million. The aircraft industry has received a loan of £5 million toward development of its new air freighter. Government assistance to industry will total approximately £44 million over the next five years.

Industrial Production Smaller

Industrial production in Northern Ireland is slightly below last year; the Monthly Index figure for May was 122 compared with 128 for May 1960 and 125 for 1960 as a whole. Main groups showing increases were construction (3 points); food, drink and tobacco (17), and gas, electricity and water (22). Decreases were recorded in textiles (8 points), clothing (19), engineering and metals (26), and other manufacturing industries (4). In 1959, gross industrial production stood at £529 million, a rise of 10 per cent; net output reached £145 million, an increase of 6.5 per cent over 1958. These figures are given in a report on the Census of Production for 1959, which also reveals that in the same year earnings of industrial workers rose by over 8 per cent to £74.2 million, numbers employed increased by

3,500 to 197,000, and total expenditure on new buildings, plant and machinery, etc., exceeded 1958's by £5 million. "The overall picture", the Report says, "is one of continued progress in most of the industries covered by the Census."

Ships and Aircraft

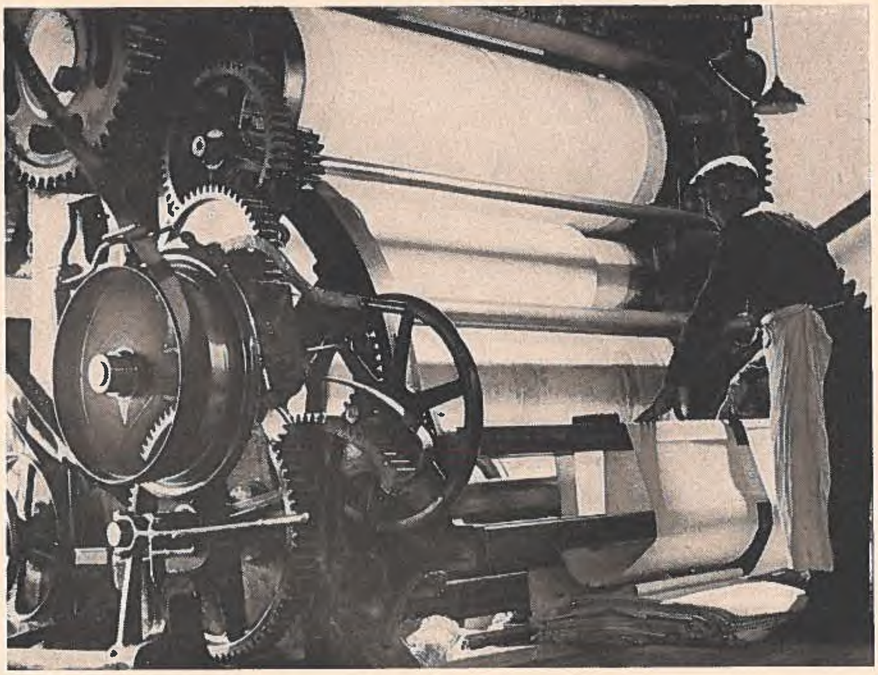
The situation is, however, a mixed one. The shipbuilding industry is finding difficulty for the first time since the war in getting sufficient work for its 18 slipways and labour force of 20,000. This follows a year when gross tonnage launched reached a record 187,547. Representatives of industry, workers, and the two Governments have met but have had little success in finding more work. The Belfast yard is in the running for the new Cunard *Queen* contract, but against keen competition. Meanwhile, tonnage launched so far this year totals 63,000; tankers, one or two cargo liners, and Admiralty work are occupying eight slipways.

After prolonged negotiations, the Royal Air Force earlier this year placed an order worth about £17½ million with the Belfast aircraft factory for ten of the military air freighters designed and developed here. The makers are also working on an advanced civil version of the *Belfast* that could be used to capture part of the important North Atlantic air freight market. The *Seacat* guided missile being developed here for the Royal Navy has also attracted attention from overseas buyers, including Sweden, Australia and New Zealand.

Linen Industry

Higher flax prices, wage increases, and advances in the cost of most goods and services used by the industry have resulted in higher prices for linen goods. Another overseas market—Cuba—has also been closed to the trade, and competition from the cheaper products of Eastern European countries is growing. In spite of this, the linen industry is still the largest employer of labour, after agriculture. Many more mills are introducing modern equipment in an effort to cut down production costs, and some are weaving 64 hours a week on automatic looms by using an additional short evening shift.

An experienced hand keeps watch as the linen cloth goes through the final, finishing process. Northern Ireland's largest employer after agriculture, the linen industry is bringing in modern machinery to help cut costs and meet the growing competition.



Retail Sales Up

Retail trade is buoyant, and according to the Monthly Index, general sales in May were 4 per cent higher than at the same time last year. Sales were strong in the food groups, with the following increases: butchery 10 per cent, grocery 5, other foods 7, and milk 2. A rise of 2 per cent in the household goods group reflects a slight recovery from the effect of the restrictions on instalment buying imposed last year. The only decreases were in the footwear (1 per cent) and "miscellaneous non-food" (12 per cent) sections.

Foreign Trade

In external trade, figures for 1959 show that, at £680 million, foreign trade has almost doubled over the past ten years. Imports totalled £359 million, a rise of £31 million over 1958, and exports £321 million, an increase of £28 million. Direct seaborne imports from Canada were valued at £12,207,000 as against £11,248,000 in 1958.

Because of the method by which the Northern Ireland trade returns are compiled, it is not possible to break down the imports of various classes of goods according to their countries of origin. Canada's trade, however, remains steady in timber, grain, apples, canned goods, etc. This office receives an increasing number of inquiries in connection with animal feedingstuffs, particularly oilseed cakes and meals. Business in Canadian onions has developed recently. Canadian confectionery is again appearing on the market, though supplies are obtained from British sources. Further development in the sale of canned goods is possible, and the prospect of a poor crop of Bramleys this season has led to some local interest in Canadian sources of supply for canned solid-pack apples. ●

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A Businessman Visits Eastern Europe

Last May, Gordon MacDougall, general sales manager of Shawinigan Chemicals, Kenneth C. Clarke, sales manager for the company's Industrial Chemicals Division, and the general sales manager at Shawinigan's London office visited Czechoslovakia, Hungary, and Yugoslavia in search of sales opportunities. This firsthand market research was suggested to them by the Canadian Trade Commissioner in Vienna (whose territory includes these three countries) at the Export Trade Promotion Conference in Ottawa last December. Early in the new year, Shawinigan's export department and the Trade Commissioner's office in Vienna began to work together on an itinerary and on lining up appointments in the three countries. When the trip came off in the spring, the three Shawinigan travellers were accompanied at each stage by a Canadian representative stationed either in Vienna or in Prague.

***Foreign Trade* interviewed Mr. Clarke soon after he returned from this sales reconnaissance. The information we gathered is presented here in question-and-answer form, in the hope that it will encourage other exporters to investigate these markets and simplify the planning of the trip.**

KENNETH C. CLARKE,* *Sales Manager, Industrial Chemicals Division, Shawinigan Chemicals Limited. As told to O. Mary Hill.*

Had your firm done business with these countries before?

We had done a small amount of business with Hungary by correspondence and had shipped to Yugoslavia about seven years ago. Representatives of some of the trading corporations in Yugoslavia and Czechoslovakia had visited us in Canada. We were aware that the United Kingdom was selling certain chemicals in these countries that we too could supply.

What centres did you visit?

We visited Prague in Czechoslovakia, Budapest in Hungary, and Belgrade and Zagreb in Yugoslavia. Because the state trading corporations which handle imports of chemicals have offices in the capital cities, visits to other centres, especially on a first exploratory trip, are not necessary.

Was it difficult to obtain visas?

No. We filled out application forms that asked for certain information—the numbers of our passports, the nature of our business, how long we intended to stay in the country, and so on. It is a good idea, however, to apply for visas well in advance. Those for Czechoslovakia and Yugoslavia were sent to us from their Missions in Ottawa. Hungary has no representative in Canada and the businessman must either apply to the Hungarian Legation in Washington for a visa or ask the Canadian Trade Commissioner in Vienna to secure one for him. This he can pick up in either London, Vienna or Prague, whichever is most convenient.

Did you need other documents?

In each country we had to fill out a currency declaration form when we arrived at the border, listing how much currency we had with us in cash and in travellers' cheques. All the money that we converted into the national currency was listed on this form, which was checked when we left the country. We also found that it was a sound idea to declare typewriters, cameras, dictaphones and field glasses that we carried with us, so that officials would know that we did not intend to leave these behind. Incidentally, we found all the immigration and customs officials pleasant and friendly.

Did you arrange all your appointments in advance?

Yes. Thanks to the Vienna office of the Trade Commissioner Service, all our appointments with the trading corporations were lined up before we left Canada. They all went like clockwork. In Czechoslovakia we were fortunate to be accompanied by the Attaché from the Canadian Legation in Prague, in Budapest by the Canadian Commercial Counsellor in Vienna, and in

*Shortly after he returned from this journey, Mr. Clarke was appointed vice-president of Shawinigan Products Corporation in New York.

Yugoslavia by the Assistant Commercial Secretary in Vienna. All the interviews were carried on in English.

How were you received?

We were received cordially, treated exactly as we would be in countries outside the Soviet Bloc, and given all the information for which we asked. Eastern European businessmen are perhaps more formal in their approach and manner than we are in Canada. In Czechoslovakia we were entertained at lunch and taken on a sightseeing tour of Prague. In Hungary, two officials of the state trading corporations met us at the airport, and in Yugoslavia we were welcomed on our arrival and also entertained at dinner.

What about your travel and hotel reservations?

These we made ourselves through the travel agents we normally use. We relied on the Trade Commissioner's advice in choosing hotels and we had no difficulty with reservations or service anywhere.

See also "How to Travel in Eastern Europe" in the March 25, 1961, issue of *Foreign Trade.*

CZECHOSLOVAKIA

What was your method of operation in Prague?

One trading corporation, Chemapol, looks after the exporting and importing of chemicals and pharmaceuticals and of chemical raw materials. Chemapol is divided into several groups, with a large one handling organic chemicals and further subdivided. We had two sessions of from three to four hours each with this group. We went through our list of products and the corporation had on hand the man or men who handle purchases of all these. We received details about where the Czechs obtain these chemicals, plus some data on volume and on prices.

Are the Czechs up-to-date, technically speaking?

We were impressed with their technical knowhow; they are well informed on the end uses of chemical products and anxious to add to their knowledge. We intend shortly to send a Shawinigan technical man over to visit the chemical factories and to discuss the various applications of our products. Technical service is essential if you wish to sell to the Czechs and our European competitors are skilled in this phase of selling.

Did you meet with any end-users?

No. We did not have sufficient time for this and in addition, foreign suppliers seldom see the end-users in the initial stages of sales negotiations. Contact with users becomes desirable when the company has begun to sell and needs to advise on the handling or applications of its products.

Did you consider appointing an agent in this market?

No, because the exporter must sell directly to the trading corporations. They buy only from manufacturers, who must make their own sales approach.

Who are your competitors in Czechoslovakia?

The Czechs buy all the chemicals and raw materials they can within the Soviet Bloc; the other leading suppliers are Italy, the United Kingdom, West Germany, and the United States.

Did the Czechs discuss your buying some of their products in return?

They have a fairly advanced chemical industry and there was some discussion about raw materials that Shawinigan imports and that we might obtain from them. But the matter was not pressed.

Do you foresee any difficulties in doing business with Czechoslovakia?

None outside the normal ones in export trade. The Czechs pay for their purchases in dollars, though the terms may be a bit longer than in Canada and in some other markets. We expect to ship either through Hamburg or Gdynia in Poland. The documentation is not complicated.

HUNGARY

How did you proceed in Budapest?

We were met at the airport by two members of the state trading organization and we went immediately into a three- or four-hour session with them. We had already sold small amounts of chemicals to them and were familiar with some of their needs. Representatives of the various chemical subgroups were also on hand.

What information did the Hungarians supply?

We gave them a rundown of our products and they told us which of these they now buy abroad or might be interested in buying, their current source of supply, and the market prices. Their chemical industry, incidentally, is not as large as the Czechoslovak.

Is the dollar shortage a problem in promoting exports to Hungary?

Yes, although it was not stressed. Hungary usually settles for its purchases in dollars and has a reputation for prompt payment.

YUGOSLAVIA

Is the method of trading in Yugoslavia the same as in the other two countries?

No. Yugoslavia does not have a single trading corporation importing chemicals; instead, about six are inter-

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ested and compete with each other. In addition, agents are necessary; they represent a foreign supplier and undertake a sales campaign with the end-users. The corporations will deal only with an agent who represents the supplier exclusively in that country and he must deal directly with the manufacturer and not with a broker in Europe or North America. Imports are only permitted against specific requests from consumers in the country.

What was your program in Yugoslavia?

First we met with one of the trading corporations with which we had had some dealings in the past. We met the whole group handling organic chemicals and had a valuable discussion. During the next two days we met with other corporations as well. Business hours in Yugoslavia are different—from 7 a.m. to 2 p.m. without a break and our first appointment there was at 7.15 a.m.! In Zagreb we worked right through Saturday.

Did you decide on an agent in Yugoslavia?

Yes, we interviewed one whom the Trade Commissioner had recommended and came to an agreement with him. The Government of Yugoslavia prescribes a standard form of contract covering a specific period and we will be signing the contract just as soon as certain details are settled. The rate of commission paid to agents varies with the product and with the amount of time devoted to promoting it but, generally speaking, seems to be no higher than in other countries. The agent in Zagreb will sell all our products on an exclusive basis.

Will this agent represent you in other European countries?

No, because it is Shawinigan policy to use only residents of a country as agents there. This agency did raise the question of selling for us in other European markets.

Did you visit any end-users?

Yes, in Zagreb, which is the centre of the paint, plastics and pharmaceutical industries. This manufacturer gave us full details on the technical set-up of his plant, the products made, the raw materials bought and where, terms and prices, and new developments on which the plant was working. We did not go through the plant. He asked for literature on certain technical developments which had come to his notice.

GENERAL IMPRESSIONS

Should a Canadian businessman have any hesitation about undertaking a sales or market research trip in these countries?

None at all, to judge from our experience. If he makes preliminary arrangements through the Trade Commissioner in Vienna and follows his advice, he will be assured of a good hcaring. We were well received everywhere, had no border-crossing problems, and were able to get the information that we wanted. The high regard in which our Trade Commissioners are held and their excellent contacts make things easy.

What itinerary would you recommend for a first visit?

I would suggest that the businessman spend at least three full working days in Prague, two in Budapest, and two in both Belgrade and Zagreb.

Should he travel alone, or with other officers of the company?

Usually the visitor faces at least five and sometimes as many as eight people from the trading corporations in fairly long sessions. This makes it difficult and fatiguing for one man alone to carry on the discussion. We had three in our group and it worked out well.

Did you meet many competitors from other countries looking for business?

Yes, we met a number of businessmen from the United States and the United Kingdom, and especially from Japan. We ran into teams of Japanese, with six to eight on each team, in the three countries we visited.

Are there any special problems in doing business in this area?

The main one is, I think, the need for keeping consignment stocks somewhere in Europe. Canada in the mind of the customer is a long way off and he wants to be assured of quick delivery of his orders. We intend to establish stocks in the free port at Rotterdam to serve Hungary and Czechoslovakia as well as other European countries, and to set up stocks also in Rijeka on which our Yugoslav agent can draw. A warehouse in a free port area serves the exporter well and at a low cost.

What about advertising your products?

We took some sales literature with us and left it with the trading corporations and we are sending off additional material now. This literature is all in English, but we may consider later preparing some in German, because nearly all the technical people read German. It would be impractical for us at this stage to put it out in Hungarian, Czech, or Serbo-Croat.

What follow-up do you plan?

We expect to keep up correspondence with our contacts and to make repeat visits at regular intervals, as business develops. We will send a technical man to call on end-users when we feel the right moment has arrived. ●

How Peru's "Big Four" Buy

Four largest mining enterprises in Peru, U.S. owned, sometimes buy direct in Lima and sometimes through their U.S. head offices. This brief article explains their purchasing policies and procedures for the benefit of potential Canadian suppliers.

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

THE mining of metal ores in Peru is carried on by about fifty medium to large-sized enterprises and numerous small ones. Several of the larger ones are owned or operated by United States companies; in fact, over 95 per cent of the direct foreign investment in Peruvian mines —estimated at half a billion dollars —comes from the United States.

Most of the mines buy their machinery and equipment from the Lima representatives of foreign manufacturers. But some of the sizable ones owned or operated by U.S. firms either deal directly with the manufacturer or place their orders through their head offices in the United States.

Recently I called at the Lima offices of the four largest mines operating here and asked them to explain their purchasing policy for the benefit of possible suppliers in Canada. The following paragraphs summarize the information that I received.

Southern Peru Copper Corporation
Tacna 411
Lima, Peru

This Peruvian firm with U.S. ownership is mining by open-pit methods about 400 million tons of low-grade copper ore in southern Peru. Its installations in Peru include a concentrator, smelter, 44,000 kw. power plant, about 200 miles of main highway, and a railroad from the mine at Toquepala to the ocean. Parent companies are American Smelting and Refining, Cerro de Pasco Corporation, Phelps Dodge Corporation, and Newmont Mining Corporation.

Purchasing Policy—Requisitions originate in Peru but practically all orders are placed by the American Smelting and Refining Co., Room 3537, 120 Broadway, New York 5, New York; attention: F. H. Eichler, general purchasing agent. Generally the requisitions do not specify a manufacturer, although the men in the field are free to state their preference. The New York office will adhere to this request if the price differential is not excessive. The company prefers U.S. equipment and supplies. The only orders placed locally are for goods made in Peru or for emergency supplies.

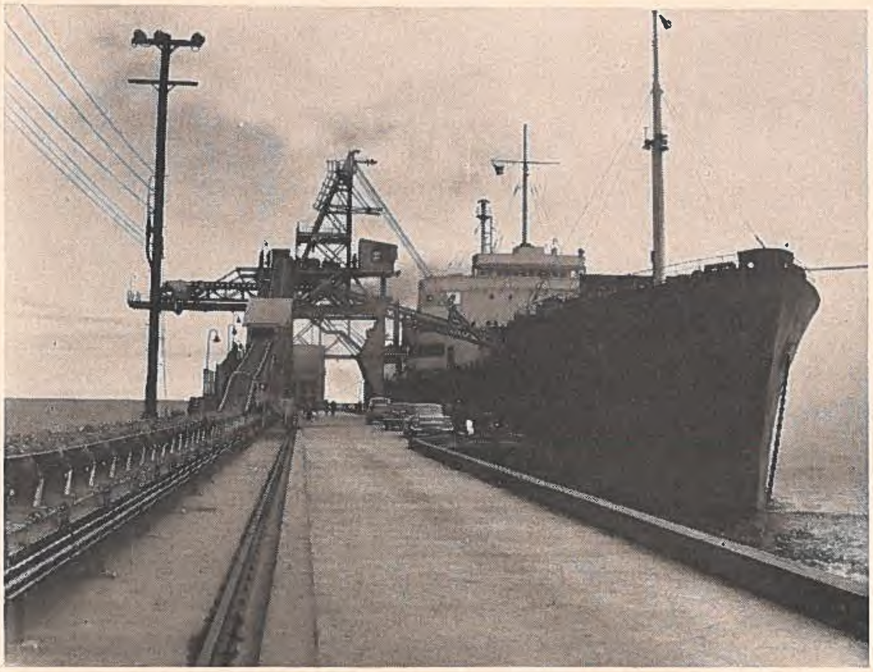
Canadian companies wishing to sell to the Southern Peru Copper Corporation should ensure that their names are on the records of American Smelting and Refining Company.

Cerro de Pasco Corporation
Carabaya 891
Lima, Peru

This company, Peru's major producer of lead, zinc, and copper, as well as some bismuth, silver, gold and other metals, is a subsidiary of a U.S. firm. It works five underground mines, one of which is to be converted to open-pit mining. The capacity of its electrolytic zinc refinery is to be increased from approximately 32,000 to 52,000 short tons of special high-grade zinc a year. The firm operates five concentrators, one of which is to be expanded.

Purchasing Policy—Requests for machinery and material originate in

Automatic loading equipment conveys Panamerican Commodities S.A.'s high-grade iron ore into the hold of an ore carrier. The company owns its own port and a road system connecting the Acari Mine in southern Peru with the nearby coast.



Peru, but the order is placed by the Cerro de Pasco Corporation, 2nd Floor, 300 Park Avenue, New York 22, New York; attention: D. A. Bancel, purchasing manager. Its purchasing policy is similar to that of Southern Peru Copper Corporation, with the difference that the men in the field are not usually permitted to specify the manufacturer they prefer.

Panamerican Commodities S.A.
A.M. Quesada 247
Lima, Peru

This is a Peruvian firm that owns a deposit of high-grade iron ore near the coast at Acari, south of Lima. The mining, processing and hauling of the ore to the coast are done under contract by Wells Overseas Limited, the Canadian subsidiary of Wells-Fargo Incorporated of the United States. In addition to its open-pit mines, the company has its own port and road system.

Purchasing Policy—Practically all orders are placed by Panamerican Commodities S.A. in Lima by dealing directly with the manufacturer, and not through the Peruvian representatives. Occasionally a purchase is made on its behalf by Wells-Fargo Inc., P.O. Box 430, Las Vegas, Nevada.

Marcona Mining Company
Camana 780
Lima, Peru

This Peruvian firm owned by the Utah Construction & Mining Company and Cyprus Mines Corporation of the United States operates under a long-term lease the iron ore deposits owned by the Peruvian government steel company, Corporacion Peruana del Santa. The proven iron ore reserves are over 200 million tons; the deposits are located near the Acari mine about 300 miles south of Lima. The company is building a new beneficiation plant and a new pier, and adding to its ore-handling equipment.

Purchasing Policy—Whenever possible orders are placed by the Lima office, which either buys locally from the stocks of Peruvian importers or places direct orders with foreign manufacturers. The only exception to this policy occurs when the parent company, Utah Construction, is able to obtain faster delivery through its San Francisco connections. The order is then placed by Marcona Mining Co. (U.S.), 141 Battery Street, San Francisco, California, (same address as Utah Construction). •

TRANSPORTATION NOTES

Australia

PLAN LARGE WHARF—The Maritime Services Board will construct a 3,000-foot continuous-frontage wharf at Darling Harbour, Sydney. It will be able to handle seven ocean-going ships and will replace existing facilities. Cost of the project is estimated at about A£4 million—Sydney.

Brazil

CARGO SUPERVISION INCREASED—Because of the increase in pilferage, damage to and loss of merchandise shipped by sea, the Brazilian Government has established regulations that provide for improved handling and stricter supervision of cargoes. The nature, weight and volume of merchandise is to be checked at every stage where responsibility for goods passes from one party to another (packing, transporting, warehousing, loading and unloading). A receipt will be issued at each stage and a final report made stating the number of cases pilfered or damaged. These will be set aside for later inspection.

The Brazilian Assurance Institution and foreign insurance companies are to appoint representatives to port administrations and warehouses and they will attend surveys made of damaged and pilfered merchandise. Shipments that show no signs of damage or pilferage but which are found to contain merchandise other than specified, or in lesser quantity, will be regarded as damaged or pilfered and will be subject to the usual survey—Rio de Janeiro.

Canada

OCEAN FREIGHT RATES TO BRITAIN—Shippers and consignees are notified that as a result of recent additional operating costs which the steamship companies are unable to absorb, the members of the Canada-United Kingdom Conference have reluctantly decided that until further notice the freights on all traffic to United Kingdom and Eire ports shipped on vessels scheduled to sail from Canadian Maritime, St. Lawrence River and Great Lakes ports on and after November 1, 1961, will be subject to a surcharge of 2½ per cent—Transportation and Trade Services Division, Ottawa.

Colombia

TRANSPORT FACILITIES SURVEYED—The Colombian Government and the World Bank are planning a survey of Colombia's transport facilities and requirements, to be made by a New York firm. The Colombian National Railways has engaged another firm to advise it on management and investment programs. These companies will draw up a co-ordinated program for the period 1961-65, providing for priorities for investment in highways, railways, ports and airports —Bogotá.

Denmark

NEW CHARTER COMPANY—A new Scandinavian charter aviation company, Scanair, was formed recently in Copenhagen, with branch offices in Stockholm and Oslo. It will operate initially a number of SAS DC-7's with flight crews from the same company. The share capital is Danish Kr.600,000. Of this, 45 per cent is held equally by the parent companies, SAS, the Swedish ABA, the Norwegian DNL, and the Danish DDL. The remaining 55 per cent comes from private companies in the three countries; the Swedish Saab Aircraft Company is a major shareholder.

The first flight, carrying Scandinavian tourists, was made in the middle of August and for the 1961-62 winter season some 300 flights are planned. Most of these will go to Spain and other Mediterranean countries. It is estimated that the number of Scandinavians transported by charter companies this year will total about 300,000; by 1965 the figure is likely to reach 530,000—Stockholm.

Italy

PORT AND PIPELINE—A new port to handle petroleum products is being built in the Multedo area of Genoa. Four parallel docks, each about 230 to 360 yards long and able to accommodate tankers up to 85,000 tons, will be constructed. Although traffic in petroleum products through the port of Genoa in 1960 was not much over 9 million tons, the new port of Multedo will handle up to 30 million, because an $80 million pipeline to carry oil from Genoa to Switzerland and Germany is now under construction. The pipeline will branch off in three directions: two lines will carry the oil to Germany and one to Switzerland. Refineries are being built at each of the three terminals and four deposits for the storage of oil will also be fed by the pipeline—three in Italy and one in Germany. Work on the pipeline is expected to be completed by the end of 1963—Rome.

Madeira

AERODROME—The $2.38 million contract for building the Santa Catarina aerodrome on the island of Madeira has been awarded to a firm in the north of Portugal.

The aerodrome will be the second built in the archipelago but because of the local topography it will have one runway only; the first is better situated and was completed a year ago on the island of Porto Santo.

Despite its small size, the new aerodrome will cost more than the $2.38 million quoted. In addition to the cost of construction, indemnities paid to landowners in the area are high. The Government has already spent over $1 million on these and on preparatory study and research—Lisbon.

The Netherlands

NEW ZEALAND SERVICE—The Stoomvaart Maatschappij Nederland of Amsterdam and the Koninklijke Rotterdamsche Lloyd of Rotterdam will launch a joint freight service from New Zealand to Europe in October. The monthly service is expected to assume importance in the increasing trade between the two countries. Ships will load cargo in the main New Zealand ports and will call at other New Zealand ports if cargoes warrant. Return voyages will be routed via the Panama Canal to Dunkirk and harbours of the Antwerp-Hamburg range and, if necessary, other European ports. Ships of the two companies have been plying independently between Europe and New Zealand since the beginning of the year—The Hague.

NEW SHIPPING COMPANY—Three Rotterdam shipping companies have jointly established the Bacoro Lijnen N.V., a shipbroking and shipping company. The companies—Wm. H. Müller and Co. N.V., Hudig and Pieters Algemene Scheepvaart Mij. N.V., and Cornelders Scheepvaart Mij. N.V.—have jointly supplied 100,000 guilders of the authorized capital of 500,000, which is divided into 1,000 shares of 500 guilders each.

The firm has been in operation since May, when it took over the freight services from Rotterdam and Dordrecht to London and Chatham from the three participating firms. These services include Müller and Co.'s Batavier Line and they are run with ships owned by the parent companies—The Hague.

Nigeria

LINE NATIONALIZED—The federal government took over control of the Nigerian National Line on September 1, 1961. The National Line was set up in 1958 under joint control of the Federal Government (51 per cent of the shares), Elder Dempster Lines Limited (30 per cent), and the Palm Line Limited (19 per cent). Operations began in June 1959 with three ships but the line now operates ten—five owned and five chartered—Lagos.

Venezuela

FUNDS FOR HIGHWAYS—The Minister of Public Works has announced that the World Bank has agreed to grant Venezuela a U.S.$40 million loan to finance construction of the Tejerias-El Valle and Valencia-Puerto Cabello highways—Caracas.

A Look at India's Trade

Since 1951, two of India's Five Year Plans have been completed; the final blueprints for a Third Plan have just been made public. This makes it opportune to examine briefly what has happened to India's trade under this program in the past decade—and particularly what has happened to Canada's trade with India.

GERALD A. NEWMAN,
Commercial Counsellor, New Delhi.

THE speed-up of industrialization in India began to gather momentum during the course of the Second Five Year Plan that began in 1955-56. In spite of the application of a severely restrictive import policy since the middle of 1957 (which eliminated nearly all imports except those required to support the Plan), there was an increasing imbalance of trade through a rise in imports, as Table I shows.

TABLE I

BALANCE OF MERCHANDISE TRADE

Year	Imports	Exports	Balance of trade
	(millions of Can.$)		
1950-51	1,309	1,263	— 46
1955-56	1,480	1,280	—200
1956-57	1,748	1,286	—462
1957-58	2,087	1,305	—782
1958-59	1,690	1,197	—493
1959-60	1,788	1,356	—432

A rise in imports was to be expected with the sharpened need for imported capital goods and materials to provide a basis for the country's take-off into industrialization. Table II illustrates this.

Exchange Shortage Crucial

It is easy to understand the rather static position of exports in a country whose shipments abroad are primarily agricultural—with tea, jute and cotton manufactures accounting for nearly 50 per cent of the trade. The resulting imbalance, however, is not as severe as the figures suggest, because the import figures include all shipments received under aid programs, which are substantial. Nevertheless, accelerated industrialization under the Plans is placing a severe strain on India's foreign exchange position, as Table III shows.

The gradual weakening of India's foreign exchange position,

TABLE II

IMPORTS OF PRINCIPAL COMMODITIES

Commodities	1957	1958	1959	1960
	(millions of Can.$)			
Machinery other than electric	361	294	307	376
Iron and steel	309	205	176	233
Petroleum products	163	127	144	117
Transport equipment	159	28	148	127
Electrical machinery and appliances	128	103	105	113
Raw cotton	102	64	73	158
Wheat, unmilled	73	216	231	217
Petroleum, crude and partly refined	63	33	21	48
Chemical elements and compounds	61	60	86	83
Manufactures of metals, n.o.p.	47	32	49	37
Textile yarns and thread	40	29	31	30
Copper	38	28	34	48
Rice	36	93	19	39
Medicinal and pharmaceutical products	34	21	19	23
Fresh fruits and nuts	33	26	24	28
Raw wool and hair	27	23	19	23
Paper and paperboard	26	17	20	24
Oilseeds, nuts and kernels	26	22	24	25
Coal tar dyestuffs and natural indigo	23	14	15	19
Aluminum	17	13	13	15
Miscellaneous chemicals and products	17	12	16	20
Zinc	15	13	11	19
Raw jute and waste	15	7	3	17
Crude minerals (excluding coal, petroleum, fertilizer materials and precious stones)	14	11	13	15
Total of above items	1,827	1,491	1,621	1,854
Grand total (including other items)	**2,154**	**1,815**	**1,864**	**2,124**

TABLE III

FINANCING BALANCE OF PAYMENTS DEFICIT

	1956-57	1957-58	1958-59	1959-60	Apr. 1960-Sept. 1961*
	(millions of Can.$)				
Official loans (net)	65	242	459	390	248
Drawings on IMF	115	73		—50	—22
Other capital transactions	8	214	186	51	62
Draft on foreign exchange reserves	465	546	89	34	116
Errors and omissions	3	—21	—46	—45	—30
Current balance-of-payments deficit	656	1,054	688	380	374

*Preliminary figures.

TABLE IV

EXPORTS TO PRINCIPAL COUNTRIES

Countries	1952	1956	1957	1958	1959	1960
	(millions of Can.$)					
United Kingdom	264	393	336	347	352	357
United States	245	189	256	194	200	208
Japan	53	65	53	54	72	71
Australia	49	47	52	45	40	45
U.S.S.R.	—	26	37	49	64	63
Ceylon	—	45	35	42	47	39
Germany (West)	26	32	34	31	41	39
CANADA	27	33	29	31	32	36
Burma	49	21	28	16	27	15
Egypt	14	23	23	18	19	30
France	13	12	21	15	17	16
Netherlands	22	25	18	14	19	15
Italy	22	17	15	12	12	17
Pakistan	99	17	14	15	13	20
Total of above	883	945	951	883	955	971
Grand total (including other countries)	**1,288**	**1,271**	**1,339**	**1,198**	**1,293**	**1,308**

TABLE V

IMPORTS FROM PRINCIPAL COUNTRIES

Countries	1952	1956	1957	1958	1959	1960
	(millions of Can.$)					
United Kingdom	313	437	501	354	363	423
United States	573	198	358	339	410	504
Germany (West)	51	172	258	197	249	237
Iran	—	—	116	69	75	72
Japan	41	91	114	83	86	114
Italy	24	55	64	54	54	51
France	27	41	60	36	40	38
U.S.S.R.	—	31	48	46	35	28
Belgium	—	49	46	35	28	34
Australia	32	25	35	32	25	47
Malaya	—	—	30	23	22	29
Saudi Arabia	33	45	29	41	42	40
CANADA	62	15	29	73	47	31
Pakistan	62	44	28	13	12	53
Burma	65	12	28	96	28	41
Netherlands	26	30	27	21	28	27
Egypt	42	33	22	13	17	36
Kenya Colony	41	41	20	24	24	30
Total of above	1,392	1,319	1,813	1,549	1,585	1,835
Grand total (including other countries)	**1,683**	**1,698**	**2,154**	**1,815**	**1,864**	**2,124**

which has now reached a level of about Rs.125 crores ($264 million), is the key to India's foreign trade in the past five years and is likely to govern with equal force during the Third Five Year Plan, 1961-66. It has given rise to a great emphasis on increasing exports. The import control policy has been modified to provide incentives for exports; a Foreign Trade Board and a Directorate of Export Promotion have been set up, with Export Promotion Councils for different commodities; exhibitions in the commercial centres of the world have been expanded; the State Trading Corporation has become increasingly active, and a number of trade agreements have been negotiated.

In spite of this intensified effort, however, the forecasts of annual exports under the Third Five Year Plan to the amount of $1,600 million by 1965-66 will not catch up to imports. To attain this figure, it is expected that there will be moderate increases in exports of tea, cashew nuts and sugar; a rise in non-edible agricultural products, such as jute manufactures; a notable increase in the export of iron ore, and an encouraging expansion in the relatively new exports of metal and engineering products, such as sewing machines, bicycles, electric fans and other items.

TABLE VI

EXPORTS OF PRINCIPAL PRODUCTS TO CANADA

Items	1952	1956	1958	1959	1960
	(thousands of Can.$)				
Jute woven fabrics and jute bags	10,581	10,113	10,315	10,643	9,975
Tea (all black tea)	8,051	10,788	9,715	8,221	8,483
Cotton woven fabrics	403	2,762	2,347	2,636	3,264
Peanuts	1,940	653	24	1,445	1,662
Wool carpets and rugs	931	1,027	1,120	1,425	1,193
Pepper (all ground)	1,422	412	327	382	872
Cashew nuts (all shelled)	871	1,062	1,333	1,162	1,454
Manganese ore	402	1,091	120	381	—
Walnuts (almost all shelled)	163	70	166	585	263
Lac	204	285	181	159	166
Coir mats, matting, etc.	178	235	208	243	228
Raw wool	94	128	24	86	41
Paraffin wax	—	333	212	108	30
Mica (unmanufactured)	265	152	164	90	31
Jute yarn, thread and twine	—	181	222	154	99
Leather (unmanufactured)	68	136	78	60	32
Canvas shoes with rubber soles	15	242	190	174	265
Raw cotton	275	82	46	30	—
Rhesus monkeys (for the manufacture of anti-polio vaccine)	—	195	76	220	182
Total of above items	25,863	29,947	26,868	28,204	28,240
Grand total (including other items)	**26,822**	**30,898**	**27,696**	**29,297**	**29,352**

The need to preserve India's foreign exchange balance through the use of tied aid programs, rupee trade agreements and barter deals is producing a marked change in the country's direction of trade, particularly in imports. It is true that the United Kingdom and the United States continue to be India's principal markets and sources of supply. During 1959, for example, the United Kingdom took 27.2 per cent of India's exports and the United States 15.4 per cent. But

TABLE VII

IMPORTS OF PRINCIPAL ITEMS FROM CANADA

Items	1952	1956	1958	1959	1960
	(thousands of Can.$)				
*Wheat	38,572	—	39,960	17,042	2,209
*Locomotives and parts	—	9,831	—	264	64
*Copper in ingots, bars, billets etc.	1,517	3,336	5,685	4,534	6,759
*Aluminum in primary and semi-fabricated forms	769	1,845	5,737	6,809	8,101
Motor vehicles and parts (excluding tractors)	1,719	875	1,035	1,224	542
Newsprint	1,408	1,762	548	433	311
Wood pulp	683	1,180	2,011	3,767	4,255
Railway rails	—	68	7,584	—	—
Zinc spelter	1,505	245	131	40	2,747
*Electrical apparatus, n.o.p.	9	87	2,040	1,711	3,213
*Structural steel	—	379	2,073	1,771	4
Cartridges for guns, rifles, etc.	2,570	62	325	—	—
*Aircraft and parts	73	666	2,771	25	57
Drugs and chemicals (chiefly synthetic rubber and acetylene black)	143	804	496	977	370
*Chemical fertilizers (chiefly ammonium sulphate)	—	—	—	965	2,423
*Dynamos, generators and parts	2	392	633	1,920	33
*Railway ties	—	—	—	3,275	1,912
*Iron and steel bars, rods, plates, sheets, strips, etc.	289	575	185	139	516
Powdered milk	393	354	61	1,126	2
Photographic film	698	265	neg.	2	1
*Transformers and parts	—	163	283	1,257	82
Radio and wireless apparatus (except batteries)	14	282	4	79	39
Internal combustion engines and parts	134	359	259	109	145
Polystyrene	597	39	—	—	—
*Pipes, tubings and fittings of iron and steel	—	neg.	1,127	253	14
Copper wire, bare and insulated	783	9	11	123	9
Farm implements and parts (including tractors)	247	14	2	8	—
Pulp and paper mill machinery	6	3	53	8	14
Sparkplugs	137	82	3	1	—
Wood, unmanufactured and semi-manufactured	155	67	5	2	—
Drugs and medicinal preparations	242	122	123	—	1
Asbestos, unmanufactured	39	187	99	459	967
Copper scrap	—	151	99	235	212
*Nickel, fine	—	108	199	559	849
Calcium compounds (chiefly calcium carbide)	196	97	49	27	11
Mining machinery	27	53	627	140	59
Total of above items	52,927	24,462	74,218	49,284	35,921
Grand total (including other items)	**55,423**	**25,714**	**79,110**	**53,776**	**36,814**

*Items imported under the Colombo Plan aid program in whole or in part.

under the impress of massive aid from the United States, imports from that country in the same year represented 22.0 per cent of India's total imports, compared with 19.5 per cent from the United Kingdom. Under rupee trade agreements, Eastern European countries (including the Soviet Union, Poland, Czechoslovakia, East Germany, etc.) have increased their trade with India, particularly exports to India, which have risen from $98.1 million in 1951-52 to $126.7 million in 1960. Apart from the United Kingdom and the United States, imports from West Germany have exhibited the most striking increase during the past ten years.

Tables IV and V show the exports to principal countries and imports from principal countries for selected years over the ten-year period, 1951-52 to 1960.

What Canada Buys

It is against this background of a country striving under forced draft to reach a self-supporting industrial status and seriously short of foreign exchange that Canada must consider its own trade relations with India.

From the Indian point of view, the picture is rather an encouraging one. Canada imported commercially from India commodities (tea, jute, cotton, etc.) to the average value of $30.3 million a year over the past ten years (1951-1960). Our commercial sales to India (less Colombo Plan aid of an average of $13.9 million over the past nine years, i.e., 1951-52 to 1959-60) totalled about $25.6 million a year over the same period, yielding India a favourable balance of about $4.7 million a year in commercial transactions alone—without taking aid figures into account. These are very general figures in which averages have been used to offset the carryover each year under Colombo Plan allocations (these figures include services but are so modest as to be of no significance for our purpose).

India's principal exports to Canada are shown in Table VI.

What Canada Sells

On the other hand, India's imports from Canada have tended to decline under the Five Year Plans. Concentrating, as India must, on capital goods and industrial materials, this has meant the exclusion of consumer goods. Countries other than Canada, such as the United Kingdom, the United States and West Germany, have been meeting the need for machinery and equipment, so that imports from Canada (apart from those supplied as aid under the Colombo Plan) have been restricted mainly to industrial materials. This is evident from Table VII, showing principal imports from Canada.

Although it is evident that Canada's exports to India are restricted by the severe shortage of foreign exchange, it is expected that with increased industrialization there will eventually be greater demand for the industrial commodities that Canada is equipped to supply. ●

Nicaragua's Import Licensing System

Canadian companies exporting to this market or interested in making an initial approach will find this information on the current import licensing system and terms of payment helpful.

H. E. LEMIEUX, *Trade Commissioner, Guatemala City.*

IMPORT licences or "registrations" are necessary for nearly all imports into Nicaragua and Canadian exporters are urged to make sure that the Nicaraguan importer has obtained the licence before they ship any merchandise to him. Under a new law published on June 17, 1961, the following products are exempt from both the registration and prior deposit requirements: samples, replacements for lost or damaged merchandise, gifts with an f.o.b. value of less than U.S.$100, personal luggage, personal effects, and advertising material. Nicaraguan importers who neglect to obtain the corresponding import licence are subject to fines under Nicaraguan law. More important to Canadian exporters is the fact that under such circumstances, Nicaraguan Government authorities may disallow delivery of the goods to the defaulting importer on their arrival in Nicaragua. There is no provision for such imports to be diverted to another customer in that country.

Although Nicaragua enjoys one of the best credit ratings in Latin America, the granting of an import licence should not be regarded as a legal guarantee that foreign exchange will be supplied for payment of the import shipment. In the last decade, however, remittances abroad have been made promptly and there is nothing to indicate slower payments in the near future. Nevertheless, Canadian exporters should bear in mind that foreign exchange regulations, especially in this part of the world, can be put into effect at very short notice. At present all imports are payable at the official selling exchange rate of 7.05 cordobas per U.S. dollar.

Prior Deposits

Merchandise imported into Nicaragua is classified in three categories or lists. List I covers essential goods, List II semi-essentials, and List III non-essentials (i.e., all goods not included in Lists I and II). The Latin American Division, International Trade Relations Branch, Department of Trade and Commerce, Ottawa, has these lists and Canadian exporters can find out readily by writing directly to that Division the categories into which their products fall.

To obtain a licence to import goods included in List II and List III, a prior deposit must be made in a bank in Nicaragua, equivalent to 100 per cent of the c.i.f. value of the order. For goods in List III, import licences are granted only 30 days after the prior deposit has been made. Imports of essential goods—that is, those included in List I—need not be covered by a prior deposit for the corresponding import permits to be issued. This bears witness to the fact that though the prior deposit does give the exporter some assurance that he will be paid for his goods, this may be accidental. The requirement is primarily intended as a deflationary measure and not to protect the foreign exporter against non-payment. For goods included under List I, although no prior deposit is required the Nicaraguan importer cannot take possession of these imports unless he has obtained an import licence.

Prior deposits are made in the name of the importer and not of the commission agent. They apply automatically to orders covered specifically by the import licence on the importer's delivery of corresponding receipts and the bank copy of the import licence. All such deposits are made at the rate of seven cordobas to the United States dollar. However, a tolerance of up to 10 per cent of the f.o.b. value of the order is allowed on each licence, provided that the excess is not due to an increase in the amount of merchandise shipped. Such an increase makes the importer liable to a fine. If the *value* of the goods shipped exceeds the 10 per cent tolerance, the importer must apply for another import licence to cover the difference. These extra licences or permits are readily granted provided a reasonable explanation is given—for example, price increases.

Refund of Deposits

Import licences (referred to sometimes as "registrations") are valid for six months from the date of issue so far as shipments are concerned and for two months after the commercial bank receives the draft for payment. The importer can only withdraw prior deposits if the corresponding import licence has not been used and its validity has expired. To obtain remittance of a prior deposit, the importer has to present proof from all commercial Nicaraguan banks that they have no outstanding collection against the corresponding licence. The importer must also submit a letter from the foreign supplier certifying that he has not shipped any goods against that specific licence. Only if the exporter supplies the importer with a letter attesting to his inability to fill the order and will therefore not ship against the corresponding import permit can the latter obtain a refund of the prior deposit. In other words, Nicaraguan importers cannot have the prior deposit refunded without the express consent of the seller abroad. But we must emphasize again that the prior deposit system is not intended primarily to protect the exporter abroad. Though there is nothing in Nicaraguan law to guarantee this, the consensus is that in bankruptcy and other legal proceedings, a creditor could probably attach a debtor's prior deposits so long as these were made on account of business with the creditor in the first instance.

Exempted from the prior deposit requirement are government imports or those made by public service organizations.

Terms of Payment

A new law that came into force on June 17 regulates exchange operations. Payment for imports must be made by sight draft but in a few special circumstances the Central Bank of Nicaragua (officially called the Banco Nacional de Nicaragua) may authorize payment in advance or by letters of credit. The Central Bank may also authorize imports on consignment or imports the value of which is covered by credits obtained outside the country. But in all cases such imports must be goods classified in the essential category (not subject to prior deposit) or capital goods, regardless of their classification, provided these are imported under medium-term financing conditions and are intended to increase local production.

The new law also sets out exchange regulations on invisible imports, but in all cases previous authorization must be obtained from the Central Bank for the sale of the required foreign exchange. The Bank's authorization may be obtained only for the settlement of the following: students' expenses abroad; insurance and reinsurance premiums; profits, interest and amortization payments on registered foreign investments and credits; technical services contracted for in foreign countries, and operations between the Central Bank of Nicaragua and the Central Bank of other Central American countries, as well as the newly-formed Central American Bank for Economic Integration—that is, the Central American Common Market Bank.

Commercial banks may readily obtain the transfer of prior deposits amongst them through a special clearing account maintained for the purpose by the Banco Nacional de Nicaragua.

Because of the import licensing system now in force and the prior deposit requirement, prompt delivery of goods to the importer after he has placed the order and the existence of the corresponding import licence has been proved of the utmost importance in the competitive Nicaraguan market. ●

Netherlands Bicycle Industry

RECENT reports published by Netherlands manufacturers of bicycles reveal that this branch of industry is doing well at the moment. In 1960, it produced 617,700 bicycles and exported 158,200; this compares with 686,557 produced and 196,600 exported in 1959. Exports have fluctuated more than production over the last seven or eight years. In 1952, for example, about 185,000 bicycles were shipped abroad; by 1955 this figure dropped to 56,600. It rose to a new high in 1959 and decreased slightly last year.

The increase in output and sales has resulted largely from the growing popularity of motorized bicycles. An extensive advertising campaign sponsored by the bicycle manufacturers has also been a factor in the larger sales. A recent study showed that the average annual sales made by manufacturers of bicycles and motorized bicycles rose from $624,000 in 1950 to $1,638,000 in 1959. These figures cover sales made by factories employing more than 50 workers.

Although the Netherlands is a fairly large exporter of bicycles, the number of countries to which they are shipped is small. Formerly Indonesia offered a good outlet but when shipments to that country ceased, Dutch manufacturers tried to increase their sales to the United States and achieved a remarkable success. Out of export sales worth $2.9 million in 1960, sales to the United States totalled $2.34 million. Other leading markets were West Germany $240,000, Canada $157,000, Surinam $39,500, Netherlands Guinea $34,600, Belgium-Luxembourg $33,800, and the United Kingdom $27,000.

The recent revaluation of the guilder will make it difficult for Netherlands exporters to face the keen competition in a number of foreign markets. In the long run, the Euromarket will probably offer good prospects. At the moment, the Netherlands bicycle industry supplies more than 90 per cent of domestic requirements but it may be assumed that with the gradual breaking down of the tariff walls within the Common Market, sales to the member countries will be stepped up. West European economic integration will result in an open market of 175 million consumers, although competition from West European factories with a much larger production capacity and possibly better manufacturing equipment will increase.

—N. RIEMEYER, *Office of the Commercial Counsellor, The Hague.*

COMMODITY NOTES

Aluminum Foil

VENEZUELA—A new company, Aluminio Nacional (Alnasa), has been formed jointly by the Kaiser Aluminum Company of the United States and local interests. It will establish a plant at Guacara in the central industrial area of the country to produce aluminum foil for packaging manufacturers. Total investment is estimated at 1.6 million bolivars—Caracas.

Cement

JAMAICA—The Caribbean Cement Company Ltd. plans to spend approximately $7 million this year to add a third kiln to its plant in Kingston. The addition will boost production by 50 per cent within the next two years and the firm expects to be able to enter the export field. Ancillary equipment, such as raw and finish mills, a packing plant, silos and an extension to the existing electric-power plant, is included in the plans—Kingston.

Helicopters

FRANCE—Sikorsky Aircraft (Division of United Aircraft Corporation) and the French company, Sud-Aviation, have concluded an agreement whereby the U.S. firm will offer technical assistance to Sud-Aviation in the development and construction of the *FRELON 3210* super-helicopter.

This new aircraft, specially designed for military uses, will weigh 24,250 pounds, and will be powered by three Turbomeca engines of 1,300 horsepower each. The French Government has already ordered two prototypes of the *FRELON 3210*—Paris.

Ignition Coils

SOUTH AFRICA—The Instrument Manufacturing Corporation of South Africa, Cape Town, has arranged with General Motors to manufacture GM's Delco-Remy ignition coils for the first time in South Africa. The Cape Town firm produces the tellurometer—a radio device considered an important scientific achievement. The Canadian branch of the company, Tellurometer Canada Ltd., is at Ottawa—Cape Town.

Iron Ore

ITALY—The Montecatini Company, Italy's largest mining and chemical company, is building a modern factory at Follonica (near Grosseto) for processing iron pyrites. The plant is expected to start operations in June 1962, with initial annual production of 170,000 tons of iron ore and 350,000 tons of sulphuric acid. It will use new patented processes for extracting ferrous minerals from pyrites as primary products.

The pyrites will be brought to the plant by cableway from a nearby mine, at the rate of 1,300 tons a day. Two roasting furnaces will release the sulphurous anhydride content from which the sulphuric acid will be obtained. The solid residues of impure iron oxide will be placed in special furnaces for purification. The product thus obtained will have an iron content of approximately 56 per cent; it will then undergo a further agglomerating process to render it suitable for use in steel mills.

The heat generated in the roasting furnaces will also be used to make steam for a thermoelectric plant producing 60 million kilowatt hours for the nearby Montecatini mines—Rome.

Kraft Liner

SWEDEN—A new 86-million-kroner kraft liner mill at Munksund is now ready to start production and plans are already being discussed to extend it. In 1954 Munksund's sulphate mill produced only 50,000 tons of unbleached pulp a year; however, this was successively increased to 75,000 tons. The entire output will now go to the new kraft liner mill, which will produce 100,000 tons a year. The mill is the largest of its kind in Sweden, although there are mills producing 400,000 tons in the U.S. and Finland.

To compensate for the loss of unbleached pulp from Munksund, the company is now extending its mill at Obbola, increasing production there from 40,000 to 110,000 tons.

At present, Sweden turns out only 60,000 tons of kraft liner a year. The additional 100,000 tons is equivalent to almost 30 per cent of total European production of kraft liner and Europe is expected to offer the largest market—Stockholm.

Pharmaceuticals, Cables

GHANA—Two contracts have been signed between the Government of Ghana and the COMPLEX Hungarian trading company, within the terms of the Hungarian-Ghanaian credit agreement of April 20, 1961. Under these contracts the Hungarian company undertakes to set up a complete pharmaceutical plant in Ghana with an annual capacity of about one million ampoules and 100 million tablets, and also a complete cable plant with a yearly capacity of about 3,600 tons.

Both contracts provide for Ghanaians to receive training in the operation and installation of the equipment. The Hungarian company will also provide experts to assist Ghana in the technical management of the factories for an initial period—Accra.

Pumps

AUSTRALIA—A Sydney firm is achieving export sales of its high-yield axial-flow pumps. These can deliver 40,000 gallons an hour from a six-inch pipe, and are said to be the only axial-flow pumps to operate with up to 20 stages. They are made with stainless steel components that make it possible for them to handle water containing sand, dirt or corrosive chemicals with negligible effect. Horizontal gear, vertical belt and electric drive heads are air-cooled and do not require adjustment or mechanical maintenance—Sydney.

Sugar

NIGERIA—The Nigeria Sugar Syndicate Advisory Committee has decided to recommend the immediate formation of the Nigerian Sugar Company, to grow sugarcane on 6,500 acres of rich arable land at Bacita in Ilorin Province, and to produce sugar in a factory next to the plantation.

The project will involve an investment of £3.7 million, and the necessary capital will be raised by the Investment Company of Nigeria Limited, in association with Bookers, who are to be the managing agents—Lagos.

Synthetic Rubber

BRAZIL—As part of the project to construct a synthetic rubber plant in the state of Rio de Janeiro, PETROBRAS, the government-owned oil monopoly, will erect a butadiene plant adjacent to its oil refinery in Duque de Caxias. For this purpose PETROBRAS has signed a licensing arrangement with Hardy Process Corporation of the United States. The unit will process gases from the oil refinery, turning out an estimated 29,000 tons of butadiene a year. Since only 62 per cent of the work on the synthetic rubber plant has been completed, the principal raw materials, butadiene in particular, will still be imported—Rio de Janeiro.

FOREIGN TARIFFS AND TRADE REGULATIONS

Ceylon

TARIFF CHANGES—A number of changes in the customs tariff were announced in the Ceylon budget of July 27. Among those of possible interest to Canadian exporters are the following (Canada receives the preferential rate):

	From		To	
	Preferential	General	Preferential	General
	(rupees or per cent)			
Acetic acid—per 44 lb. demijohn	—	.50	—	1.95
Formic acid—per 44 lb. demijohn	—	.70	—	2.20
Aromatic chemicals, essential oils and soap compounds:				
in small containers	40%	50%	70%	80%
otherwise (most)	20%	30%	25%	35%
Atomisers and sprayers	17½%	27½%	10%	20%
Beer and ale—per gallon	12.00	12.50	15.00	15.50
Playing cards	100%	110%	150%	160%
Cement—per cwt.	—	2.00	—	2.50
Dextrose—per cwt.	6.50	8.75	15.00	17.25
Christmas tree lights	17½%	27½%	45%	55%
Cinematograph films—per foot	.15	.16	.18⅔	.19
Dry battery cells—per gross	—	7.50	—	10.00
Eau-de-Cologne	—	40-50%	—	80-100%
Electric light bulbs	17½%	27½%	45%	55%
Agricultural tools	2½%	7½%	2¾%	8¼%
Lawn sprinklers	17½%	27½%	100%	110%
Leather goods, n.e.s.	15%	20%	100%	105%
Cranes and hoists	15%	20%	20%	25%
Road construction and mining machinery	17½%	27½%	15%	20%
Earthmoving equipment and trailers other than for use in irrigation or agricultural schemes	2½%	12½%	22½%	32½%
Prime movers, n.e.s.				
(1) oil	17½%	27½%	17½%	27½%
(2) petrol and others	17½%	27½%	22½%	32½%
Pumping machinery	10%	20%	11%	22%
Sewing machines				
(1) industrial	20%	30%	2½%	12½%
(2) other	20%	30%	25%	35%
Slide projectors	—	27½%	—	60%
Matches				
(1) boxes containing 60 or less—per gross of boxes	—	2.25	—	2.40

	From		To	
	Prefer-ential	General	Prefer-ential	General
	(rupees or per cent)			
(2) boxes containing more than 60—per gross of boxes	—	.75 per unit of 20 matches in each box	—	.80 per unit of 20 matches in each box
(3) unboxed—per 1,000	—	.35	—	.38
Match splints—per 1,000	—	.01	—	.02
Veneers for match boxes—per 100 sets of boxes	—	.01	—	.02
Motor vehicle accessories	30%	37½%	50%	57½%
Motor vehicle spare parts	30%	37½%	50%	57½%
Pine oil	—	17½%	—	15%
Baby carriages	30%	40%	55%	65%
Iron and steel safes	20%	30%	50%	60%
Toilet soap	60%	80%	80%	100%
Household and laundry soap	30%	50%	35%	55%
Whisky				
Five years or older—per proof gallon	—	237.50	—	277.50
Other—per proof gallon	—	275.00	—	315.00
Blankets	15%	25%	35%	45%
Cigarettes—per lb. net	39.25-40.75	41.25	47.75-49.25	49.75
Manufactured tobacco—per lb. net	45.00	45.75	53.50	54.25
Unmanufactured tobacco—per lb. net	36.10	38.35	44.60	46.85
Wireless goods and apparatus				
(1) assembled	50%	52½%	55%	57½%
(2) unassembled	50%	52½%	15%	17½%
(3) other—including spare parts and batteries	10%	12½%	30%	32½%

Complete details may be obtained from the International Trade Relations Branch, Department of Trade and Commerce.

Iraq

1961 IMPORT PROGRAM ANNOUNCED—The Government of Iraq announced recently a list of products which may not be imported into Iraq during the calendar year 1961. All other items listed in the Customs tariff may be imported into Iraq subject to the requirement of an individual import licence. No information is available regarding quotas, which indicates that there are no quota limits for 1961.

The goods affected by this prohibition are listed under 48 separate items. Among the items which may be of interest to Canadian exporters are:

Certain types of furniture, pyjamas, woollen blankets, beer, tobacco, animal fats, edible vegetable oils, lubricating oil, toilet and washing soap, building brick and tile, ethyl alcohol, methyl alcohol, shovels and axes, carpentry nails, concrete and asbestos pipes, used newsprint, cotton or linen fishing nets.

The complete schedule of prohibited goods for 1961 may be obtained from the Asia and Middle East Division, International Trade Relations Branch, Department of Trade and Commerce, Ottawa.

Lebanon

LABELLING REGULATIONS FOR CANNED GOODS ANNOUNCED—New labelling regulations for canned goods were announced by the Government of the Republic of Lebanon in a Decree dated April 11 as published in the official *Gazette* of April 19, 1961. Imported goods also will be refused entry into Lebanon if the labels are not made in accordance with this Decree.

According to the Decree, manufacturers, packers and importers of canned goods in general, and canned milk in particular, must comply with the following labelling requirements. The label must show: (1) the date of manufacture and packing; (2) the contents and the formula of the contents; (3) the net weight at the time of packing; (4) the period during which the contents are considered consumable if this is required in the country of origin. All the above details must be in Arabic, or English, or French.

A delay of three months from the issue of this decree is provided for all manufacturers, packers and importers to comply with these regulations. After three months, the usual legal penalties will be imposed for non-compliance with this decree.

IMPORTS OF MILK POWDER—Regulations concerning the import of milk powder into Lebanon were set forth in two Decisions of the Lebanese Minister of Agriculture, dated July 21 and 31, 1961.

According to the Decision of July 21, the import of milk powder not containing fat or containing less than 25 per cent of fat is prohibited. This decision does not apply to milk powder destined to be used as animal feed, provided this product is mixed with bona flour or any other unharmful product and that the colour is other than white or yellow.

The decision of July 31 provides also that the prohibition of imports of milk powder containing less than 25 per cent fat shall not apply to milk powder for infants. Infant's milk powder with less than 25 per cent fat is permitted entry into Lebanon on condition that the product is packed in half-kilo containers.

Nicaragua

DOCUMENTATION REQUIREMENTS—Mr. H. E. Lemieux, the Canadian Government Trade Commissioner responsible for Nicaragua, advises that the Nicaraguan authorities now require that only five copies of the Consular Invoice and three copies of the Commercial Invoice be presented to the Consul for freight shipments to Nicaragua. Previously, eight copies of the Consular Invoice and four of the Commercial Invoice were required.

Turkey

NEW FOREIGN TRADE REGIME ANNOUNCED —The Council of Ministers of the Turkish Government issued a Decree on July 3, regarding the foreign trade regime for the period July 1 to December 31, 1961.

Under the Decree, the exchange of goods between Turkey and foreign countries shall be carried out in accordance with multilateral and bilateral agreements. Payments concerning exchanges of goods with countries with which Turkey has concluded such agreements shall be made in accordance with the provisions of the agreements in question. Payments concerning the exchange of goods with countries with which Turkey has no payments agreement shall be made in U.S. dollars for the dollar currency area, and for other areas in U.S. dollars or in currencies convertible into dollars.

The import of goods may be made only by real persons or legal entities holding an importer's certificate. No importer's certificate is required for imports by industrialists, exporters and mine owners for the exclusive needs of their commercial activities.

Import licences shall be valid only for the tariff heading indicated in the licence and goods indicated against the said heading in the import list to which they refer. Import licences shall be effective for a period of six months from date of issue. Goods imported against the free import list must have arrived at the Customs within that time. Imports against the other lists must be cleared from Customs within the time limit. The import time limit may be extended in urgent cases by not more than two months at a time.

Imports shall be made only according to the free import list, the list of goods to be imported with an allocation of foreign exchange, and the quota lists of agreement countries. Commodities on the free import list and the list of goods subject to quota may be imported from the European monetary area and the free exchange zone, including Canada.

Import licences are required for most goods imported into Turkey. Applications for import licence must be made to the authorized commercial bank within one month of publication of permissible imports for goods included in the quota list. Applications made for goods included in the quota list must not exceed 20 per cent of the quota to which they refer. No time limit is required for goods included in the free import list. Applications for import licence must be accompanied by a guarantee deposit of 10 per cent of the Turkish lira equivalent of the foreign exchange applied for. No guarantee is required for imports by industrialists.

Import licences are used for clearing the goods from the Customs. When the goods are imported, a photostat or copy of the import licence certified by a notary or authorized bank must accompany the import declaration.

Goods included in the free import list of interest to Canadian exporters are: certain organic and inorganic chemicals; medicines, nylon fishing nets, motor vehicle accessories, refractory bricks, aluminum powder and tubes, unwrought zinc, machinery parts, dairy machines and implements, precision machinery and instruments.

Goods subject to quota limits of interest to Canadian exporters include: baby foods; asbestos; other chemicals; penicillin, streptomycin and other medicines; synthetic resins and derivatives; pitprops; wood pulp; cellulose pulp; certain kinds of papers; manufactures of iron and other metals; aluminum wire, rods, flakes, cables and manufactures.

The status of any particular commodity is available from the International Trade Relations Branch.

The West Indies

CERTIFICATE OF ORIGIN—Canadian exporters to British Guiana and territories in The West Indies are urged to give careful attention to the preparation of certificates of origin for goods to be entered under the preferential tariff. Some Canadian exporters have shown goods of United States manufacture as goods of Canadian origin. Entries of this nature, even if made inadvertently, involve the importer in difficulties with the Customs authorities. In such cases the entire shipment is liable to seizure and the importer to a heavy fine. To eliminate delays and expense in clearing goods, Canadian exporters are advised to ensure that the invoice with accompanying certificate of value and of origin are correctly made out.

Tours of Territory

D. S. ARMSTRONG, Commercial Counsellor in Cairo, United Arab Republic, will visit Addis Ababa, Ethiopia, from October 15-21.

P. A. FREYSENG, Assistant Commercial Secretary in Vienna, Austria, will attend the Brno International Trade Fair, Czechoslovakia, from Sept. 10-17.

C. R. GALLOW, Trade Commissioner in Johannesburg, South Africa, will visit Port Louis in Mauritius from Sept. 25-29.

P. V. McLANE, Trade Commissioner in Glasgow, Scotland, and Belfast, Northern Ireland, will visit the latter city from Sept. 11-15.

R. K. THOMSON, Commercial Counsellor in Vienna, Austria, will be in attendance on the Canadian stand at the Brno International Trade Fair, Czechoslovakia, from Sept. 17-24.

E. J. WARD, Assistant Trade Commissioner (Timber), Glasgow, will visit Belfast, Northern Ireland, from October 16-20.

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. Armstrong at Cairo, Mr. Freyseng and Mr. Thomson at Vienna, Mr. Gallow at Johannesburg, Mr. McLane and Mr. Ward at Glasgow.

TRADE COMMISSIONERS ON TOUR


L. H. Ausman


R. W. Blake


L. A. Campeau


M. R. M. Dale


L. S. Glass


T. F. Harris

In Canada

L. H. AUSMAN, Commercial Counsellor in Brussels, Belgium:

Montreal—Sept. 11-19
Winnipeg—Sept. 21
Vancouver—Sept. 25-29
Toronto—Oct. 2-13

When he completes his tour, Mr. Ausman will return to Brussels.

R. W. BLAKE, Acting Director, Agriculture and Fisheries Branch:

Montreal—Sept. 11-15
Toronto—Sept. 18-22

When he completes his tour, Mr. Blake will go to Kingston, Jamaica, as Canadian Trade Commissioner.

L. A. CAMPEAU, Commercial Counsellor in Karachi, Pakistan:

Toronto—Sept. 11-15
Niagara Falls, St. Catharines—Sept. 18
Brantford—Sept. 19
Windsor—Sept. 20
Hamilton—Sept. 21
Toronto—Sept. 22
Vancouver, Victoria—Sept. 25-29
Montreal—Oct. 5-12
Quebec—Oct. 13

When he completes his tour, Mr. Campeau will transfer to Beirut, Lebanon, as Commercial Counsellor.

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

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 Cape Town.

L. S. GLASS, Trade Commissioner in Salisbury, Federation of Rhodesia and Nyasaland:

Ottawa—Sept. 18-22
Vancouver—Sept. 26-29
Winnipeg—Oct. 2-3
Toronto—Oct. 6-13
Hamilton—Oct. 16
Kitchener—Oct. 17
Montreal—Oct. 19-24
Granby—Oct. 25

When he completes his tour and home leave, Mr. Glass will return to Salisbury.

T. F. HARRIS, Consul and Trade Commissioner in New Orleans:

Ottawa—Sept. 11-20
Hamilton—Sept. 21-22
Toronto—Sept. 25-Oct. 3
Quebec—Oct. 4-5
Montreal—Oct. 6-13

When he completes his tour and home leave, Mr. Harris will return to New Orleans.

I. V. MACDONALD, Commercial Secretary in Colombo, Ceylon, is returning to Canada via the Pacific and will be on duty September 26-28 in the office of the Western Representative, Trade Commissioner Service, 325 Granville Street, Vancouver. After leave and a short period of duty in Ottawa, Mr. Macdonald will go to Detroit as Consul and Trade Commissioner.

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.

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 Community, 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. R. Midwinter Commercial Secretary J. M. Knowles Assistant 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:* Apartado 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)
Cnba	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 Repnblic Puerto Rico	W. B. McCullough Commercial Counsellor J. C. Leith Vice Consul and Assistant Trade Commissioner	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 W. J. O'Connor Assistant 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 J. M. T. Thomas Assistant 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	M. J. Vechsler Commercial Counsellor 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 W. M. Miner Assistant 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. E. Montgomery Assistant Commercial Secretary 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	K. G. Ramsay Commercial Secretary W. J. Jenkins Assistant 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 (absent)	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 W. Gibson-Smith Commercial Counsellor D. B. Laughton Agricultural 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)
	E. J. White Commercial Secretary (Timber)		*Cable:* TIMCOM, LONDON, W.1
	W. A. Stewart Assistant Agricultural Secretary Geo. Hazen Assistant Commercial Secretary S. G. Harris Assistant Commercial Secretary		
United Kingdom (Midlands, North England)	W. R. Van Canadian Government Trade Commissioner	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) R. R. Parlour Commercial 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
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

Territory	Officer	City Address	Mail and Cables, Office Telephone & Telex
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)	Blair Birkett Consul and Trade Commissioner 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 R. C. Anderson Vice Consul and Assistant 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 (absent) G. E. Blackstock Vice Consul and Acting 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 D. I. Campbell 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:* 26948

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

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

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

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

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

For conversion to United States dollar equivalent multiply by 1.03125.

Foreign Exchange Rates

Country	Unit	Type of Exchange	Can. dollar equivalent Aug. 29	Units per Canadian dollar	Notes (See below)
Argentina	Peso		.01245	80.32	
Austria	Schilling		.03997	25.02	
Australia	Pound		2.3144	.4321	
Bahamas	Pound		2.8930	.3457	
Belgium and Luxembourg	Franc		.02069	48.33	
Bermuda	Pound		2.8930	.3457	
Bolivia	Boliviano	Free	.00008794	11,371.39	
British Guiana	Dollar		.6027	1.66	
British Honduras	Dollar		.7219	1.39	
Brazil	Cruzeiro	Free	.003771	265.18	
		Special Category	†	†	
Burma	Kyat		.2166	4.62	
Ceylon	Rupee		.2170	4.61	
Chile	Escudo		.9803	1.02	
Colombia	Peso	Certificate	.1539	6.50	
Congo, Republic of	Franc		.02071	48.29	
Costa Rica	Colon	Official	.1837	5.44	
		Controlled free	.1555	6.43	
Cuba	Peso		‡	‡	
Czechoslovakia	Koruna		.1432	6.98	
Denmark	Krone		.1495	6.69	
Dominican Republic	Peso		1.03125	.9697	
Ecuador	Sucre	Official	.05729	17.46	
Egyptian Region, United Arab Rep.	Pound	Official	2.9613	.3377	
El Salvador	Colon		.4125	2.42	
Fiji	Pound		2.6063	.3837	
Finland	Markka		.003223	310.27	
France, Monaco, etc.	New Franc		.2098	4.77	(1)
Franco-African Republics, etc.	Franc		.004196	238.32	(2)
French Pacific	Franc		.01154	86.66	(3)
Germany	D Mark		.2580	3.88	
Ghana	Pound		2.8930	.3457	
Greece	Drachma		.03437	29.09	
Guatemala	Quetzal		1.03125	.9696	
Haiti	Gourde		.2063	4.85	
Honduras	Lempira		.5156	1.94	
Hong Kong	Dollar	Free*	.1793	5.58	*Aug. 18
		Official	.1808	5.53	
Iceland	Krona	Official	.02398	41.70	(4)
India	Rupee		.2170	4.61	
Indonesia	Rupiah	Official	.02291	43.64	(4)
Iran	Rial		.01375	72.73	
Iraq	Dinar		2.8875	.3463	
Ireland	Pound		2.8930	.3457	
Israel	Pound		.5729	1.75	
Italy	Lira		.001661	602.05	
Japan	Yen		.002865	349.04	

†Exchange auctions will be held each week for limited amounts of exchange.
‡There is no trading in Cuban pesos in U.S. or Canadian banks at present.
*Latest available quotation date.

Country	Unit	Type of Exchange	Can. dollar equivalent Aug. 29	Units per Canadian dollar	Notes (See below)
Lebanon	Pound	Free	.3240	3.09	
Mexico	Peso		.08250	12.12	
Morocco	Dirham		.2063	4.85	
Netherlands	Florin		.2860	3.50	
Netherlands Antilles	Florin		.5468	1.83	
New Zealand	Pound		2.8930	.3457	
Nicaragua	Cordoba	Effective buying	.1562	6.40	
		Official selling	.1463	6.84	
Nigeria	Pound		2.8930	.3457	
Norway	Krone		1.446	6.92	
Pakistan	Rupee		.2170	4.61	
Panama	Balboa		1.03125	.969696	
Paraguay	Guarani	Official	.008185	122.17	
Peru	Sol		.03844	26.01	
Philippines	Peso	Free	.3764	2.66	
		Official	.5156	1.94	
Portugal & Colonies	Escudo		.03599	27.79	(5)
Republic of South Africa	Rand		1.4465	.6913	
Singapore and Malaya	Straits Dollar		.3375	2.96	
Spain and Dependencies	Peseta		.01707	58.18	
Sweden	Krona		.1994	5.02	
Switzerland	Franc		.2390	4.18	
Syrian Region, United Arab Rep.	Pound	Free	.2881	3.47	
Thailand	Baht	Free	.04512	22.16	(4)
Tunisia	Dinar		2.4853	.4024	
Turkey	Lira		.1146	8.726	(4)
United Kingdom	Pound		2.8930	.3457	
United States	Dollar		1.03125	.969696	
Uruguay	Peso	Free	.09388	11.07	
Venezuela	Bolivar	Official	.3079	3.25	
		Free	.2262	4.42	
West Indies Fed.	Dollar		.6027	1.66	(6)
	Pound		2.8930	.3457	(7)
Yugoslavia	Dinar	Official	.001375	727.27	

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

HONDURAS

Area: 44,411 square miles.

Population: 1.7 million.

Climate: varies from tropical to subtropical.

Language: Spanish.

Currency: lempira; one lempira=Can.$0.5161.

Weights and measures: metric system.

Capital: Tegucigalpa.

Chief ports: Caribbean—Puerto Cortes, La Ceiba, Tela; Pacific —Amapala.

Marketing centres: Tegucigalpa (population) 112,057; La Ceiba 20,949, San Pedro Sula 54,268.

Economy: minerals, bananas, coffee, citrus fruits and forest products form the basis of the economy.

Total Honduran imports: 1959—U.S.$61.8 million.

Chief imports: (U.S.$ million) 1959—manufactured products 19.3, machinery and transportation 14.5, chemical products 8.1, groceries 7.0, oil and fuel 5.6.

Chief suppliers: (U.S.$ million) 1959—United States 32.8, Japan 5.1, Germany 4.5, El Salvador 3.7, Netherlands Antilles, Surinam, 3.6.

Value of imports from Canada: 1960—$1,416,128; 1959—$945,505.

Chief imports from Canada: 1960—upper leather $451,412, drugs and chemicals $232,133, flour of wheat $130,692, electrical apparatus $101,062.

Total Honduran exports: 1959—U.S.$67 million.

Chief exports: (U.S.$ million) 1959—bananas 32.1, coffee 11.7, wood 8.2, cotton 2.5.

Chief markets: (U.S.$ million) 1959—United States 36.0, El Salvador 6.0, Germany 5.8, Canada 2.9, Venezuela 2.7, Japan 2.5, Cuba 2.1.

Value of Canadian purchases: 1960—Can.$3,352,441; 1959—Can.$2,904,999.

Chief Canadian purchases: 1960—bananas Can.$2,742,554; coffee, green, $348,979.

Dollar exchange: no restrictions.

Prices: quote U.S. dollars, preferably c.i.f. Puerto Cortes or Amapala.

Samples: samples of no commercial value admitted free. Duty on articles of value is refunded if product is re-exported within 90 days.

Trade agreements: exchange of most-favoured-nation treatment with Canada.

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

Canadian banks: Bank of London and Montreal Limited.

Correspondence: airmail essential; letters 10 cents per half-ounce.

For detailed information on this market write to:

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

or

Canadian Government Trade Commissioner
P.O. Box 400
Guatemala City, Guatemala, C.A.

Roger Duhamel
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