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COMING——REPORTS ON INDIA, PAKISTAN, CEYLON, BURMA, APRIL 21

Among the chief Canadian exports to Florida is gypsum rock. This ship has brought down a cargo from an East Coast Canadian port to the U.S. Gypsum Company's plant in Jacksonville. A conveyor belt helps to speed up the unloading.

—U.S. Gypsum Co.

Florida - - Fast Growing Market

This softwood lumber from British Columbia has travelled 6,000 miles from Vancouver to its destination at Port Everglades, via the Panama Canal. Between 20 and 30 million board feet of lumber from Canada is landed at this port every year.

The Sunshine State, familiar to many holidaying Canadians, has much to offer beside relaxation and oranges. Scene of spectacular changes in the last ten years, it is now rapidly building up industry, becoming a market worth careful cultivation by Canadian exporters.

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

FLORIDA, once known only for its sunny beaches, citrus fruit, and tourist attractions, is alive with change and growth. Among the Southern States it leads in almost every index of economic development, and it has a per capita income several hundred dollars higher than any other southern state. Even in the national context, it is fast pushing toward the top. Naturally, it experiences periods of pause or levelling-off, and at the end of 1961 it was just making its way out of one of these.

With the establishment of the testing centre for missiles and rockets at Cape Canaveral in 1950, the first new industries began to think about moving south. The idea of Florida as a good place to work and live has since caught on so well that most of the plants moving to Florida are able to bring a large proportion of their employees with them.

Recovering from Recession

Florida has traditionally been a centre for citrus and vegetable growing, cattle raising and (in the northern part of the state) pulp and paper manufacture, as well as a mecca for tourists and retired Northerners. These industries still form the backbone of the economy but now other activities are being added, although prosperity has brought some problems with it. The Florida boom of the 1950's started to lose momentum at about the same time as the U.S. began slipping into recession and although Florida did not suffer as much as some more heavily industrialized states, it has been slower to bounce back. The key factor in Florida's recession was over-building. In the mid-fifties the feeling was that new building would never catch up with demand. Land values shot up. New construction in 1958 hit $1.2 billion, with 91,000 housing starts, 77 per cent above the 1954 figure.

In late 1959 the decline began. One winter of recession in the country and bad weather kept the tourists away. Retired people could not sell their homes in the North and postponed the move to Florida. The break in trade with Cuba accentuated the drop in traffic through the ports. Business firms began to cut back inventories, payment of accounts slowed up, and bank deposits levelled off. Unemployment rose. House builders were suddenly caught with thousands of unsold houses. In many areas, work on housing projects stopped. In the commercial field, overbuilding was not quite as serious, although a number of hotel and motel owners went out of business and some shopping-centre promoters lost money.

Now heavy construction and industrial building are on the rise again and in residential building the slack is gradually being taken up. Industry has continued to come to Florida. The citrus business has held firm and is beginning to expand again. Land values have begun to revive. Near Tampa, production of phosphates (one of Florida's few important natural resources) remained steady. Sugar-cane growing and refining is expanding rapidly to the south of Lake Okeechobee, with seven major mills going up and $75 million being invested in land and equipment. A new gas pipeline from Texas, 2,659 miles away, will help make up for the almost complete lack of fuels and waterpower. Chemical companies are moving to Florida; so are many small- and medium-sized garment and textile manufacturers, attracted by the climate and the ready supply of labour.

Industrial Expansion

Floridians themselves are cautiously optimistic, but nobody is predicting a return to the boom of a few years ago. The state still has no fuels or mineral ores, few other natural resources or other products to export, no populated industrial hinterland for the ports to serve, and no heavy industry to speak of. Although nobody thinks the new industries will do for the state what oil did for Texas, they are certainly changing things and they seem certain to continue coming and expanding, but at a more moderate pace.

All this adds up to an industrial expansion that is exceeding the spectacular population growth. Manufacturing employment went up 102 per cent between 1950 and 1960 and both manufacturing payrolls and value added by manufacture quadrupled. But of the 839 new plants and major expansions in 1960, 600 employ less than 25 people and only 13 employ more than 300. Altogether 25,000 new jobs in manufacturing were created. The Miami area got the largest share, followed by Fort Lauderdale, Palm Beach, Jacksonville, Orlando and Tampa. The new industries are diverse, but too many are doing military work. Budget cuts or the sudden relocation or cancellation of government projects could put the boom into reverse almost overnight.

Many of the new plants are making missiles and component parts, fuels and instruments — usually those within easy reach of Cape Canaveral. Cocoa Beach, the nearest town, calls itself the nation's missile capital. Brevard County, where Cocoa Beach and Cape Canaveral are located, has seen its population rise in ten years 371 per cent. The U.S. Government announced last August that its Nova Moon shot project will be centred at Cape Canaveral, and Florida therefore expects that $20 billion more will be pumped into

How Florida Is Growing

- **Population, 1950, 2.8 million; 1960, 4.9 million; more than 2,500 new permanent residents arrive every week.**
- **New plants opened for business in 1959—783; in 1960—839.**
- **Increase in retail sales, 1950-1960—150 per cent.**
- **Manufacturing employment up 102 per cent between 1950 and 1960; 25,000 new jobs created.**
- **New gas pipeline coming from Texas, 2,659 miles away; will compensate for lack of fuel and waterpower.**
- **Exports of manufactured products valued at an estimated $158.8 million in 1960.**

the economy during the next few years. At nearby Orlando, second fastest growing U.S. city, a new missile plant is the state's largest single employer, with over 9,000 people on the payroll. A dozen smaller firms in the same city make electronic parts and components. St. Petersburg has four new electronics plants, each employing well over 1,000 people. Down the east coast of the peninsula are manufacturers of missiles, rocket engines, communications and electronic equipment, computers and instruments at Ormond Beach, Daytona Beach, Cocoa, Melbourne, West Palm Beach, Pompano Beach, Fort Lauderdale, Hollywood and Miami. Altogether, they number nearly 200, with annual payrolls of over $100 million.

The Jacksonville Market

For most commercial purposes, Florida is divided into three main regions or trading areas, centred around Jacksonville, Miami and Tampa.

Jacksonville, the second largest city in Florida, has a population of 450,000. It is in the northeast corner of the state and with its port and distribution facilities it can claim the best access to the Florida market from other parts of the U.S. and also from abroad; it is also close to the centre of the southeastern states area. The port, with a 34-foot draught, is the most important on the South Atlantic coast. It handled some 7.5 million tons of cargo in 1960, an increase of 90 per cent over the past ten years. Imports, about 30 per cent of all tonnage handled, include green coffee, automobiles, fuels, gypsum, newsprint, machinery, steel and food products. Canada sends to the port of Jacksonville water shipments of newsprint, seed potatoes, Christmas trees, lumber and large amounts of raw gypsum rock.

As a city, Jacksonville is important as a "break-bulk" and distribution centre for truck, rail and waterborne freight. Five rail lines and as many airlines converge on the city. There are a number of trucking lines as well, at least two of which provide direct service to and from Eastern Canada. Piggy-back service is becoming more and more popular and "containerized" shipping services by water between Jacksonville and New York are fast and economical.

Opportunities in Jacksonville

There are many opportunities for Canadian exporters in Jacksonville. A number of food brokers work out of Jacksonville and it also has the head offices of a large southern supermarket chain and regional offices of one of the national chains. Some Canadian food packers already have brokers there and others sell their lines direct. Food products from Canada that could be sold in or through Jacksonville include certain meat products, particularly canned hams, fish and seafood (such as canned lobster, fish flakes and frozen fish fillets), apple products and rutabagas. When I was in Florida recently I had several inquiries in Jacksonville for giftware of wood and pottery and for various household accessories, to retail from about $3.00 to $7.50. Department stores are interested in competitive saleable items of all kinds. Manufactured goods can sell. Everyone I talked to could think of products he would like to buy or to sell that could be imported from Canada. Fifty-four Florida manufacturers' agents, proportionately more than in any other state in the South and including a number in Jacksonville, have asked our New Orleans office to put Canadian exporters in touch with them.

The Miami Market

The southeastern part of Florida centres around Miami and includes the highly developed coastal strip between the Everglades and the Atlantic Ocean. This is the most populous, fastest growing and most wealthy part of the state. In metropolitan Miami 1.2 million people live, nearly a quarter of Florida's total population. Fort Lauderdale, half-an-hour's drive to the north, has a permanent population of only about 150,000 but ranked next to Miami in number of industrial plants opened last year. Port Everglades, which is part of Fort Lauderdale, handles three times the tonnage of the Port of Miami and is important as an import point for West Coast Canadian lumber. Petroleum products make up 85 per cent of the port's tonnage—mostly refinery products coming from the northern seaboard states. Building materials are next in importance—particularly cement from Europe and lumber—followed by molasses, scrap metal and automobiles. Farther north, but also in the Miami area, is West Palm Beach, another centre of expanding industry and also an important import point for Canadian lumber.

Miami itself is an extraordinary city. For the past several years over 200 factories a year have opened their doors here but not a smokestack is to be seen. New industries which are not "clean" are welcomed, but find themselves located far out on the edge of the Everglades. Tens of thousands of displaced Cubans crowd downtown Miami, adding to an already serious over-supply of labour. The drop in total Latin American trade and transportation caused by the break with Cuba is one of the few dark spots. The city's International Airport has 70 domestic and foreign flag carriers making almost 1,000 flights (both freight and passenger) daily, but the port accounts for only 6 per cent of Florida's water-borne cargo traffic. The famous twenty-mile strip of sand and glitter of Miami Beach is only two miles away, but downtown Miami looks much like downtown Winnipeg or Hamilton and is one of the few parts of the state which has actually had periods of decline during the past ten years. Miami is one of the major U.S. market centres and leader in the southeast. Four million visitors a year pump so much money into the economy that in terms of buying income per family, Miami comes first in the country. It is also an important jumping-off place for markets in the Caribbean, Central and South America.

Opportunities in Miami

Miami offers a great variety of opportunities for Canadian exporters. I saw carloads of Canadian lumber rolling in, I ate in a large downtown hotel owned by a Canadian, a jeweller showed me some silver bracelet charms with the coat-of-arms of Florida on one side and "Made in Canada" on the other. In addition to softwoods, Miami lumber firms are buying maple and birch from eastern Canada, plus shingles, timber, scaffolding and boards. A number of Canadian food manufacturers are represented in Miami and others could be. Apples and apple products, blueberries; canned and frozen fish and seafoods (lobster, salmon, fish flakes, scallops, smelts and fillets); canned and fresh frozen hams, bacon and luncheon meats, even canned chicken products, and fresh rutabagas are only a few of the Canadian food products that could be sold in Miami. One of the biggest selling food products is fresh-frozen Canadian pork backribs (the sheet rib cut which remains after the spare ribs have been cut off). Carloads valued at $20,000-25,000 each arrive in Miami during the December to April season. One Canadian packer has a salesman in South Florida selling backribs and I talked to a broker who sells them at the rate of 70,000 pounds a month.

It is hard to define the market for manufactured products. Miami is growing so fast, has so much money to spend and so many new industries to supply that it could be a market for almost everything. On the other hand, most of the agents, brokers and buyers I talked to there warned me about the "cut-throat competition". It is not a market to crack easily, but undoubtedly many more Canadian consumer goods and certain industrial products could be sold.

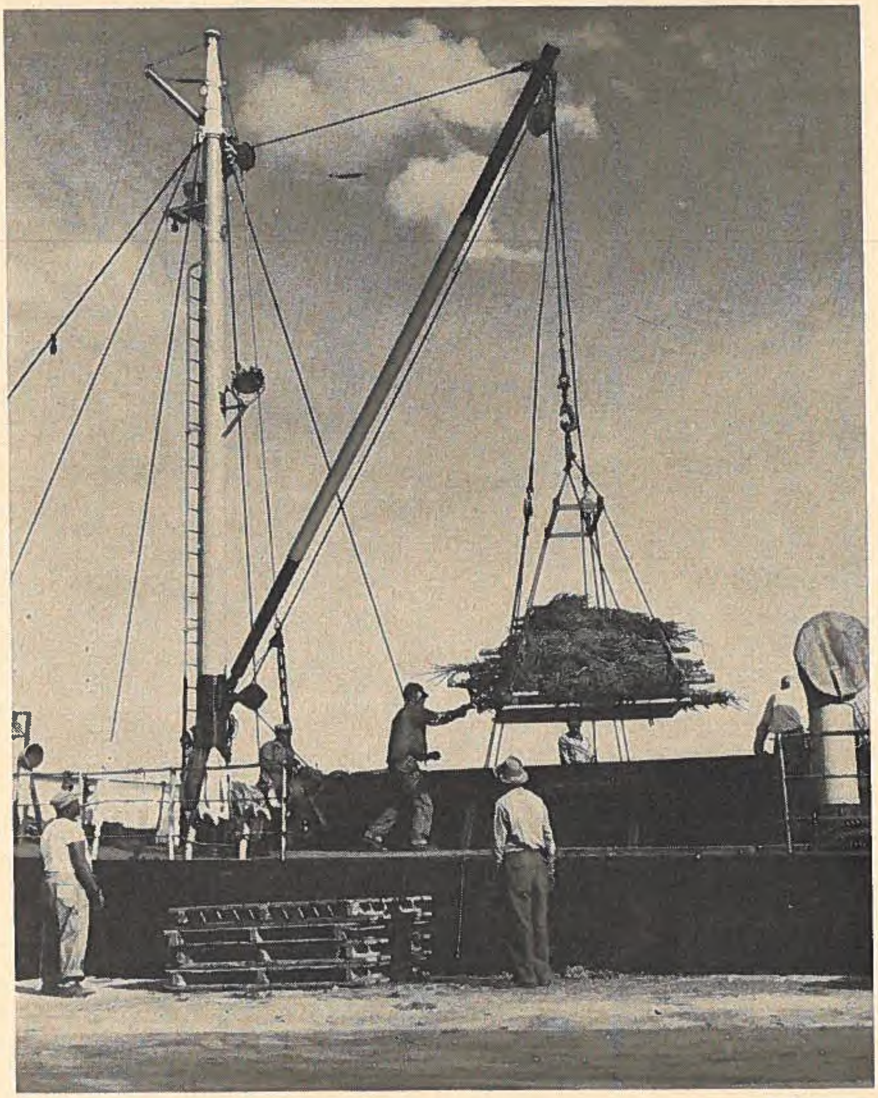
I was asked in Florida (and particularly in Miami) more often than in any other part of the South why more Canadian manufactured goods aren't displayed at the national shows and conventions or at the major regional events. Perhaps it is because Miami Beach is a busy convention centre (third in the U.S., after New York and Chicago) that local buyers are so interested in this point. A number of foreign suppliers are sharing in the new markets created by Florida's industrial expansion. The British, German and Japanese, for example, are selling machinery and equipment, parts and

—Garry Hunter.

Canadian seed potatoes landed in Jacksonville go by truck to the large potato fields around Hastings and Spud, some 60 miles south. The Maritime Provinces ship annually about a million dollars worth of seed potatoes to this port alone.

components through local agents and maintain easily accessible replacement stocks. A number of agents I spoke to said that the initial contact was made at one of the national shows; the Institute of Radio Engineers and the Instrument Society of America shows were mentioned a number of times.

It is particularly important that manufacturers hoping to get into the market know the field, know the competition, know all the practical applications of their products and those of their competitors. If they are thoroughly briefed on all these points and can persuade a prospective representative that their lines will earn good money for him, they can sell in Florida. Otherwise Canadian manufacturers might as well stay home. Another point is worth mentioning: almost all manufacturers' agents in Florida handling highly technical equipment are professionally trained and employ professional staff, such as electronic and chemical engineers and physicists. It is most important that Canadian principals be prepared to have their professional staff work closely with professionals employed by their agents or their customers.



—Nick White.

These Christmas trees have come all the way from Canada to decorate Florida homes in the traditional way for the holiday season. It offers a lucrative market.

The Tampa Market

On the west coast of Florida, roughly in line with Orlando, Cape Canaveral and the citrus centres, lie Tampa and St. Petersburg. These two cities typify the contrast between Florida old and new. Compared with southeast Florida's Gold Coast, Tampa and St. Petersburg and the whole Gulf Coast are "underdeveloped", but in recent years these two cities have been spearheading the drive to catch up.

Until a few years ago, St. Petersburg was content to be the quiet town where elderly Yankees and Canadians could live on $250 a month and where the more conservative tourists could find sun and sand without the tinsel of Miami Beach. But since 1956, industrial payrolls have grown at the rate of $800,000 per month in St. Petersburg's Pinellas County. Everything possible is being done to keep up this progress, because the city is far too successful at attracting the unemployed. A major electronics firm, one of four which recently opened sizable St. Petersburg plants, received 20,000 applications for 775 new jobs.

St. Petersburg has a Canadian-owned newspaper, one of a chain of six Canadian-owned papers in Florida. Another Canadian investment in St. Petersburg is a clothing factory soon to start operations with 125 employees. The owner is reported to have obtained a million dollars worth of contracts before he had even picked the site for his factory.

Across the bay lies Tampa and what St. Petersburg has been to the tourist trade, Tampa is to industry. A city half as large again as St. Petersburg, Tampa is Florida's major centre of heavy manufacturing and shipping. The port is the busiest in the state and recently took third place in the nation in volume of export and coastal railway carloading activity although in dollar volume it is 22nd. The largest single industry is the making of Havana cigars; in fact, Tampa is the world's leading cigar manufacturer. This industry will probably be the one most affected by the President's announcement prohibiting import of all Cuban products into the United States beginning February 7. The cigar manufacturers, however, have accumulated in storage a year's supply of Cuban tobacco and are making plans to import tobacco leaf in the future from the Philippines.

Almost all Florida's citrus growing (35 million bearing trees) and processing (including several groves and at least one plant owned by Canadians) is in the Tampa trading area, as is most of Florida's meat and poultry packing. Phosphate, one of the state's few important natural resources, is mined nearby. Much of it is shipped out but there are some dozen manufacturers who process the phosphate first and ship it out as fertilizer. Brewing and shipbuilding are also important and Tampa has Florida's only steel mill.

Opportunities in Tampa

Within the last few years the Port of Tampa has become an important import point for West Coast Canadian softwood lumber, particularly Douglas fir; about 30 million board feet from Canada moved through the port in 1961. Trans-Canada Air Lines also provides a major link between Canada and the southern U.S., with several flights daily between Tampa and Toronto.

The prospects for Canadian trade should be just as good in Tampa as in Miami or Jacksonville. Food brokers, manufacturers' agents, wholesale buyers and importers are all interested in Canadian goods. Tampa is an important trade centre. Except for some manufactured goods sold to a relatively small list of industrial customers where the state or even a large area can be covered from one point, Tampa (or St. Petersburg) should certainly be one of the three or four cities from which to work the Florida market.

Making a triangle with St. Petersburg and Tampa is the much smaller city of Clearwater, with a good deal of building activity and excellent lumber sales. Of the several lumber companies in Clearwater buying from Canada, one imports over 50 cars of lumber a month from British Columbia.

A Market to Cultivate

Lumber is our biggest export to Florida and in 1961 it was well up from 1960 totals. About 80 million board feet of lumber came from Canada by water and some 1,600 rail cars brought another 55 million board feet in 1961—enough lumber to surface a ten-foot boardwalk from Tampa all the way to Vancouver. Canadian lumber sales to Florida are increasing faster than total lumber sales to the state from all sources. One reason is that Canadian lumber exporters shipping by rail have 15-day stopover privileges, which U.S. rail shippers no longer have. This means that a car of lumber bought in Vancouver when prices are most favourable can be held over in transit (usually at Moose Jaw or Winnipeg) while the buyer looks for a customer. Other reasons for increased sales are the uniform good quality of Canadian lumber and the improvement in marketing and service.

Newsprint, gypsum, seed potatoes, rutabagas, Christmas trees and apples go to Florida in quantity, sometimes by water, often overland. Peat moss is a fairly important Canadian export to Florida; so are asbestos, cyanamid fertilizer, paper products other than newsprint, and building materials other than lumber. From Florida Canada buys large quantities of citrus fruits and their products, winter vegetables, and phosphates in the form of crushed rock.

Florida is providing us with more and more trading opportunities. This fast growing, fast industrializing state will purchase from us not only food, lumber and bulk goods, but also high-value manufactured goods. Our products must be good, because the competition is keen. But first we have to let Florida know that we have the products for sale—and then we have to get out and sell them. It can be done. ●

Trade Commissioners Coming to Canada

THE following officers of the Trade Commissioner Service are returning to Canada during April, May and June 1962 for home leave. A number of them will also tour the country to discuss trade with their areas with Canadian businessmen; the schedules for these tours will be published in *Foreign Trade* when arrangements have been completed. Readers will please note that the information given here is subject to change as the needs of the Service dictate.

Departing from Post in April

RICHARD GREW, Commercial Counsellor, Rome, Italy, for leave, tour, and transfer in October to Cairo, Egypt.

In May

C. R. GALLOW, Trade Commissioner, Johannesburg, South Africa, for leave, tour, and return to post.

W. F. HILLHOUSE, Trade Commissioner, Bombay, India, for leave and transfer in September to Bonn, West Germany.

E. H. MAGUIRE, Trade Commissioner, Singapore, for leave, tour, and return to post.

W. B. McCULLOUGH, Commercial Counsellor, Santo Domingo, Dominican Republic, for leave, short tour, and transfer in September to Wellington, New Zealand.

P. V. McLANE, Trade Commissioner, Glasgow, Scotland, for leave, tour, and transfer in October to Dublin, Ireland.

J. H. STONE, Commercial Counsellor, Wellington, New Zealand, for leave, tour, and transfer in November to Rome, Italy.

In June

G. E. BLACKSTOCK, Vice Consul and Assistant Trade Commissioner, New Orleans, for leave and return to post.

J. D. BLACKWOOD, Assistant Commercial Secretary, Washington, for leave and transfer in October to Tokyo, Japan.

R. M. DAWSON, Consul and Assistant Trade Commissioner, Manila, Philippines, for leave, tour, and transfer in September to Madrid, Spain.

R. V. N. GORDON, Commercial Counsellor, Moscow, U.S.S.R., for leave and return to post.

F. I. WOOD, Vice Consul and Assistant Trade Commissioner, New York, for leave and transfer in August to Athens, Greece.

How to Sell in the British Eastern Caribbean

ROBERT F. RENWICK, Commercial Counsellor in Port-of-Spain for the past two-and-a-half years, will begin a tour of major business centres in Canada on April 14. For Canadian businessmen who will be meeting him during his tour, and particularly anyone who has not yet tried to export to his territory, he outlines here the characteristics of the British Eastern Caribbean markets and lists a number of the products they regularly require.

MANY a Toronto or Montreal businessman who has met his Caribbean counterpart in Canada has found that the Trinidadian or Barbadian invariably introduces himself as a West Indian. But if the same Caribbean businessman is introduced in the West Indies, he calls himself a Trinidadian or Barbadian—but never a West Indian. Antigua is as far away from British Guiana as Winnipeg is from Windsor. Probably three quarters of the people living in the British Eastern Caribbean have never left their home island to visit even nearby islands, so it is natural for them to call themselves Trinidadians, Antiguans, Barbadians and so on.

Canadian businessmen attempting to make new export sales in these areas must always keep this in mind when planning a sales program. A year ago, ten British Caribbean islands including Jamaica were progressing towards an independent Federation of the West Indies that would become a member of the British Commonwealth. This development of a new country was abruptly terminated last September, when Jamaica declared its intention of withdrawing from the Federation; last January Trinidad also opted for independence. Today Trinidad is self-governing and is anticipating full independence in 1962. British Guiana is also striving for similar status within the foreseeable future. The remainder of the area—three Leeward Islands and four Windward Islands, plus Barbados—is attempting to catch up by forming a country of the so-called "Little Eight", which would also eventually look forward to independence within the Commonwealth.

The Trinidad Territory

As markets, all of these territories have similar but also varying characteristics. They administer their own customs tariffs, which differ considerably from island to island, and impose some restrictions on imports, though these do not seriously affect Canadian trade.

Nine British Eastern Caribbean islands and British Guiana* lie

*It is important to note that Jamaica, the Bahamas, and British Honduras are served by the Canadian Trade Commissioner's office in Jamaica.

between latitudes 5 and 18 degrees north of the equator and are therefore tropical, with moderately high temperatures that vary little throughout the year. The famous northeast trade winds that sweep in from the Atlantic have a tempering effect on the climate and are responsible for great differences in rainfall on the eastern and western sides of the mountains common to most of the islands. Rainfall is heaviest from June to December and is responsible for the extensive growth of sugar in the warmer fertile plains and valleys. Bananas are also grown extensively and in certain areas (depending upon the soil and shelter from prevailing winds) citrus, cocoa, coffee, spices and cotton also thrive. Trinidad is fortunately situated outside the hurricane belt but the Leeward and Windward Island plantations may suffer periodic severe damage to crops from tropical storms.

Table I gives basic data on the ten areas served by the Port-of-Spain office.

Sources of Income

The over-all economy of the British Eastern Caribbean depends upon the production and export of bauxite

TABLE I

BRITISH EASTERN CARIBBEAN AREAS

Territory	Area (square miles)	Population
Antigua St. John's (capital)	171	54,060
Barbados Bridgetown	166	232,085
British Guiana Georgetown	83,000	575,300
Dominica Roseau	305	59,916
Grenada St. George's	133	88,697
Montserrat Plymouth	32	12,157
St. Kitts-Nevis-Anguilla Basseterre	155	56,684
St. Lucia Castries	238	86,108
St. Vincent Kingstown	150	79,948
Trinidad and Tobago Port-of-Spain	1,980	827,957
Total	86,330	2,072,892

Want to Export to the Eastern Caribbean?

The Trade Commissioners can help, if you:

1. Provide complete information about your products, plus several copies of sales literature, catalogues or labels. Samples will frequently be useful but you should not send them until requested unless they are of nominal value. Generally, samples should be sent direct to the prospective agent or customer.

2. Keep in mind that industry in the Eastern Caribbean is underdeveloped and that it is essential to have complete information on the industrial uses of any product that is technical or unusual.

3. Quote your lowest possible export prices and indicate the rate of sales commission these prices contain. Use a special export price list rather than a domestic price list and make certain that sales tax and other purely domestic factors are not included.

4. Keep in mind that f.o.b. Canadian inland points or ex-factory prices are of little help to a Caribbean importer in estimating his competitive costs. Prices wherever possible should be c.i.f. port of entry, Eastern Caribbean (Port-of-Spain, Bridgetown, Georgetown, etc.).

5. Provide information about your preferred method of sale, either through a commission agent or direct to an importer, exclusive distributor or a retailer. But be prepared to try the method the Trade Commissioner suggests; it will be determined by product and the accepted sales method in the area.

6. Let the Trade Commissioner know of any previous sales history, whether you previously had a sales representative or have received any inquiries direct from Caribbean agents or importers.

7. Realize that letter-of-credit payment terms are for all practical purposes unobtainable and that overseas suppliers commonly offer Caribbean customers payment against documents on arrival of carrier or extended credit arrangements of 30 or 60 days. Check with the Trade Commissioner or bank for status reports before making shipments to agents or customers.

8. Most important, plan to visit the Caribbean area, but keep in mind that January first to mid-April is the height of the tourist season and be prepared to accept alternative accommodation. Local holidays may upset your schedule and out-of-season visits in the fall or spring are cheaper and more easily arranged.

and alumina from British Guiana, petroleum and products from Trinidad, and sugar from all the territories. In this important list, oil is dominant: exports of mineral fuels, lubricants and related materials from Trinidad in 1961 amounted to W.I.$493 million* out of total Trinidadian exports of W.I.$592 million for the year. Britain is the area's most important trading partner by far but Canada is its second and very important market for raw sugar, with shipments amounting to about Can.$14 million a year. In 1960, exports to Canada of British Guiana bauxite and alumina were worth approximately Can.$9.7 million. Bananas, spices and various other tropical agricultural products are important Leeward and Windward Island exports, in addition to sugar. All of the islands and Trinidad are obtaining an increasing dollar income from the tourist trade. Grants-in-aid and Colonial Development and Welfare funds from Britain are also important sources of income for a number of the islands.

As Table II shows, Trinidad, which lies within sight of Venezuela, dominates the area in both two-way trade and economic development. It is the largest, most diversified and, relatively, the most quality-conscious market in the area. Trinidadians—thanks to their petroleum industry—enjoy the highest standard of living in the Eastern Caribbean; they have an estimated per capita income of W.I.$815, far above the W.I. $491 average for the West Indies as a whole. In spite of limited industrial development, the islands continue to rely on agriculture, which supports about 40 per cent of the population.

Trade with Canada

Reciprocal trade between Canada and the West Indies is governed by the Canada/West Indies Trade Agreement of 1926. Canadian exports continue to be granted British preferential rates of duty in all areas. A specified list of manufactured goods require a 50 per cent Canadian content to obtain the benefits of the preferential tariff and a very few require 75 per cent. Goods not specified in lists published by the various territories require only a 25 per cent Canadian content.

Approximately half of all Canadian exports to the area consist of foodstuffs of all types. The Treaty provides that a number of products—including flour, dairy products, meats, fish, apples, potatoes, alcoholic beverages, confectionery and boots and shoes—are granted a specific margin of preference on import from Canada. For other specified products (but not including sugar, tobacco and spirits) the duties applicable to Canadian goods do not exceed specified percentages of the general tariff rates.

Application of these trading ground rules has been considerably modified by the granting of duty-free import privileges for raw materials and capital equipment to a growing number of industries that the Government has approved for aid under the various island Pioneer Aid to Industry Ordinances. Older established industries are at times also able to obtain a remission of import duties on their imports of raw materials. The entire market is now, for most practical purposes, wide open to Canadian exporters who up to 1959 found their Caribbean sales subject to import restrictions. Most islands impose controls on the import of such prod-

*W.I.$1.00 equals Can.$0.61.

TABLE II

TRADE OF BRITISH EASTERN CARIBBEAN

	1958	1959	1960	Percentage of imports from Canada (1959 or 1960)
		(W.I.$'000)		
Antigua				
Imports (c.i.f.)	13,436	14,334	*	10.4
Exports (f.o.b.)	6,011	5,216	*	
Barbados				
Imports	73,374	74,429	83,553	10.3
Exports	40,099	46,691	41,765	
British Guiana				
Imports	116,026	110,620	147,799	6.6
Exports	97,228	103,520	125,728	
Dominica				
Imports	8,732	9,909	10,052	12.3
Exports	6,749	6,596	7,256	
Grenada				
Imports	10,934	12,741	*	10.5
Exports	8,347	7,732	*	
Montserrat				
Imports	1,537	1,915	1,971	12.6
Exports	377	558	289	
St. Kitts-Nevis-Anguilla				
Imports	11,358	11,987	*	16.2
Exports	9,387	9,578	*	
St. Lucia				
Imports	9,034	9,542	*	14.5
Exports	4,459	6,401	*	
St. Vincent				
Imports	10,694	10,508	12,992	11.2
Exports	5,767	6,617	5,971	
Trinidad				
Imports	411,977	448,111	499,674	5.53
Exports	424,939	449,062	491,119	

*Figures not available.

ucts as oils and fats, rice and sugar, in order to abide by the regional commodity agreements. In a few instances certain products (for example, eggs in shell) are subject to import control to encourage local production. By and large, few commodities of interest to Canadian exporters remain subject to controls.

Some years ago, Canada ranked as the second most important supplier of all types of imports into the area. In some instances, the islands obtained 20 to 22 per cent of their entire purchases abroad from Canada. As Table II shows, this position has not been maintained. St. Lucia continues to receive a steady 15 per cent of its requirements from Canada, but in Trinidad, the most important market, the figure dropped to 5.53 per cent in 1960 and declined further to 4.55 per cent last year. (See Table III.)

Methods of Exporting

The time-honoured method of exporting to the Caribbean has been to appoint an exclusive commission agent who secures orders from wholesalers and retailers and passes them to his principal for direct shipment. Over the past few years, particularly in foodstuffs and because of the many small orders that have had to be filled, involving much documentation, these sales representatives have gradually evolved into importers and distributors. Goods are still purchased from Canada through definite orders placed by the sales representative's customers, but the shipments are obtained in bulk and distributed either direct from the dock on arrival or from the representative's warehouse. Some Canadian manufacturers have found that they obtain the best results by selling directly to a number of selected or possibly exclusive accounts in each one of the islands. This type of merchandising particularly suits exporters of electrical household appliances and domestic and office furniture and a smaller number of exporters of fabrics and clothing.

TABLE III

CANADIAN EXPORTS TO BRITISH EASTERN CARIBBEAN

	1959	1960	1961 (9 mos.)
	(Can.$'000)		
Trinidad	12,636	12,971	14,560*
Barbados	4,103	3,775	2,924
Leeward and Windward Islands	4,437	4,729	3,722
British Guiana	4,392	7,428	3,766
Total	**25,568**	**28,903**	**24,972**
Of which:			
Flour of wheat	5,793	5,124	
Salt and pickled fish	2,314	2,485	
Meats	1,525	1,570	
Lumber	1,354	1,542	
Tobacco	1,409	1,130	
Canned fish	1,033	1,078	
Automobiles and parts	446	1,061	
Cotton fabrics	537	719	
Newsprint	477	624	
Apples	278	336	
Medicinal preparations	234	316	
Potatoes	642	242	

Source—DBS.

*Includes $5.5 million for two ships exported under Canada-West Indies Aid Program.

Those Canadian manufacturers selling direct to retailers and/or wholesaler/distributors have found it essential to pay frequent visits to the islands, possibly every four months but not less than once a year. All exporters are urged to visit the area to obtain the best possible results and with TCA now offering seven-hour jet flights direct from Toronto to Port-of-Spain, Canadian businessmen are making their presence felt in increasing numbers. Many find the area a satisfactory market for a surprisingly wide range of foodstuffs and fully manufactured consumer goods.

Try Trinidad First

Initially, Trinidad offers the best prospects to the potential exporter without any knowledge of or previous experience in the territory. Once a product is found to be acceptable there, it is likely that additional sales can be obtained in the other smaller markets, such as Barbados and British Guiana and the various Leeward and Windward Islands. Areas south of Trinidad, such as British Guiana and Surinam (formerly called Dutch Guiana), can be easily reached from Port-of-Spain and the islands north of Trinidad covered on the return journey to Canada. In addition, the Trade Commissioner's office is centrally situated in Port-of-Spain, and here the exporter can get advice on the prospects for sales in any specific island, British Guiana or Surinam and suggestions about likely importers or agents.

While I am on tour in Canada (see schedule on page 30) I shall be pleased to meet and discuss trade prospects with prospective exporters to the Eastern Caribbean. Correspondence with the office in Trinidad should be addressed to the Commercial Counsellor, Office of the Commissioner for Canada, P.O. Box 125, Port-of-Spain, Trinidad.

Help for the Business Traveller

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

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

COMMODITY NOTES

Aircraft

IRELAND—Etablissements Henry Potez, of France, will build a £3 million aircraft factory at Baldonnel, some eight miles from Dublin. The *Potez 840,* a four-engined turbo-prop aircraft seating 16 to 24 persons, will be the first model to be manufactured. Engines and scientific equipment will be imported from specialist manufacturers—Dublin.

Aluminum

AUSTRALIA—The Commonwealth Aluminium Company will export 600,000 tons of Queensland bauxite to Japan within the next four years. Shipments will commence in 1963. The order is expected to be worth about $3.5 million; quotations are believed to be slightly lower than those from Malaya and Indonesia —Sydney.

FRANCE—French production of primary aluminum in 1961 totalled 279,163 metric tons, compared with 235,000 in 1960. Pechiney's share of the 1961 total was 226,891 tons, and Ugine accounted for 52,272. These figures refer to output in Metropolitan France only, says *Agence Quotidienne*, and do not include the French share (42,292 tons) of the production of Alucam in the Cameroons Republic—Paris.

TAIWAN—Plant modernization completed in February has increased capacity at Taiwan's aluminum factory from 9,000 to 15,000 tons and an additional 5,000 tons capacity will be added next year. Neighbouring Asian countries already buy approximately one half its output of ingots and finished products and the company plans to intensify sales efforts so that it can be operated at close to its new capacity—Manila.

Automobiles

JAPAN—The Japan Automobile Industry Association states that production of automobiles and trucks last year increased by 69 per cent over 1960. Passenger car output rose to 249,508 units from 165,094 in 1960; trucks to 553,431 from 308,020, and buses to 10,981 from 8,437. During January/November 1961, imports of automobiles, trucks and buses totalled 5,472 units, and exports (mainly to Southeast Asia) 45,490 units —Tokyo.

Brassieres and Girdles

TRINIDAD—A garment factory in Port-of-Spain which now manufactures trousers and shirts will soon be producing brassieres and girdles. Depending on the success of these new lines, the firm may also make swim suits. Lace, elastic, hooks and other materials for brassieres, and knitted elastic fabric for the girdles will all be imported and will enter under duty-free concessions accorded to the firm—Port-of-Spain.

Citrus Fruit

SPAIN—Citrus exports this season to January 7, 1962, totalled a record 372,047 tons, compared with 317,947 tons in the same period of 1961 and 233,006 tons in 1959. West Germany still leads all other markets, followed by Britain and the Netherlands. Exports from Spain's competitors in the Mediterranean area are down this season. Israel shipped 14,794 tons during the first week of January as against 16,875 tons last year; Algeria, Morocco and Tunisia exported 16,639 tons compared with 21,945 last January—Madrid.

Coffee

COLOMBIA—The Superintendency of Imports and the Coffee Federation have agreed to end the barter system for which Colombia coffee-exporting practice has recently been noted. During the past few months, barter arrangements have gradually disappeared from trade with Britain, Italy, Japan and Switzerland so that the decision is largely a formality. Those countries that have compensation arrangements with Colombia—Soviet Union, Czechoslovakia, Hungary, East Germany, Finland, Spain, Denmark and Yugoslavia—will not be affected, since the Coffee Federation will continue to finance trade with them—Bogotá.

Dynamite

PAKISTAN—A Swedish firm is to build a dynamite plant at Wah, West Pakistan, and it is expected to be in production by the end of this year. Pakistan currently imports nearly a million dollars worth of commercial explosives a year, and the market is expected to expand as the Indus Basin project progresses—Karachi.

Fish

NORWAY—Preliminary estimates indicate exports of Norwegian fish and fish products were valued at $132 million in 1961, $25 million less than in the previous year, mainly because of the poor herring catch. Fresh herring exports in 1960 totalled 33,000 tons, but in 1961 only 11,000. Exports of frozen herring declined from 40,000 to 11,000 tons and specially treated herring from 47,000 to 18,000 tons. Other fresh fish exports totalled 30,000 tons, 9,000 less than in 1960. Exports of stockfish declined considerably, from

40,000 tons in 1960 to 33,000 in 1961, as did klipfish exports (24,000 tons or 6,000 tons less than in 1960). On the other hand, frozen fish exports other than herring continued to rise—Oslo.

Paper

GUATEMALA—Industria Papelera Centroamericana, S.A., Central America's only paper mill, has received a $1.2 million loan to enlarge and diversify its facilities for the manufacture of paper and cardboard. The loan came from the Chase International Investment Corporation, a subsidiary of the Chase Manhattan Bank of New York—Guatemala City.

Pineapple Fibre

SOUTH AFRICA—Pineapple farmers are hopeful that a newly developing defibering industry will bring prosperity. Within the next three years they expect to see ten defibering factories built in pineapple-growing areas. They estimate that fibre exports will amount to $3 million a year.

Pineapple fibre is of high quality and spinning and weaving mills in Germany, France, Italy, the U.S.S.R. and the United States have shown keen interest. British manufacturers have intimated that they intend mixing the fibre with wool to make worsteds. To some extent, pineapple fibre might replace cotton. There are various grades and the lower grades are suitable for twine and grain bags.

Speculation is that a non-fruit pineapple plant might be cultivated. Should considerable numbers of farmers switch to the cultivation of a fruitless plant, higher prices for pineapples could also result—Cape Town.

Plastics

IRELAND—The Irish Glass Bottle Company Limited Dublin, and the Metal Box Company of London have acquired a large site in suburban Dublin and erected a plastics factory. They are making a wide range of plastic products, including bottles, film, injection mouldings and laminations—Dublin.

Plate Glass

ITALY—The Societá Montecatini, one of Italy's leading mining and chemical industries, will build a $13 million plate-glass factory near Trieste. The plant will fill an Italian deficiency in this field.

Montecatini has formed a new company, Vetrobel, for the purpose, and it will use capital provided by the Belgian group, Gladerdel. Raw material will probably come from the nearby calcareous deposits in the Carsico area—Rome.

Rails

INDIA—Indian Railways will import 240,000 tons of rails this year, out of an estimated 450,000 tons required for the 1962 program of track renewal and the proposal to double existing trackage. Eastern Europe will provide all the foreign-made rails under the revised trade agreements just concluded. Suppliers are the Soviet Union 60,000 tons, Poland 85,000, Czechoslovakia 40,000 and Yugoslavia 55,000. India will furnish the remainder—New Delhi.

Rice

CEYLON—The Ceylon Ministry of Food has contracted to purchase 250,000 long tons of rice from Burma during 1962, 70,000 tons more than last year. Burma will also supply the rice Communist China has contracted to provide under the Ceylon-China rubber-for-rice pact for 1962. Communist China is not in a position to supply its own rice at present—Colombo.

Stainless Steel

ITALY—U.S. Steel and Terni, an Italian industrial concern of the Finsider group (a government-controlled holding organization), have set up a new company, Terninoss Acciai Inossidabili S.p.A., to produce stainless steel sheet. It will begin manufacture at the end of 1963. Total capital equals $6 million, half of which has been provided by U.S. Steel—Rome.

Steel

BELGIUM—The inauguration of what is considered to be the most important European blast furnace took place in February at Seraing-Liège. With an annual productive capacity of 600,000 tons, it takes its place beside the imposing Thomas steel converter that went into operation in September 1959. The new furnace is approximately 150 feet high and the hearth has a diameter of about 30 feet. When the final stage of the current construction program on this site has been completed, productive capacity will total about 2½ million tons—Brussels.

Sugar

SOUTH AFRICA—The retail price of refined sugar has been raised to help compensate the sugar industry for losses in income from sales of sugar abroad. The retail price of refined sugar has gone up four cents and of brown sugar three cents a pound. Confectionery is almost certain to become more expensive and the price increases are bound to affect canners, bakers, and ice-cream and soft-drink manufacturers—Cape Town.

Tea

CEYLON—Ceylon had a record tea crop last year —455.2 million pounds—an increase of 20 million over 1960. The increase covered all grades—high, low and medium grown tea. The largest quantity, 179 million pounds, was high grown, up from 175 million pounds in 1960; mid grown tea equalled 163 million pounds

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and low grown 113 million. Tea is a major foreign exchange earner because 90 per cent of output is exported. In 1961, it earned $254 million as against $228 million in 1960. Tea control authorities attribute the rise in production to increasing consciousness among growers (encouraged by subsidies) of modern aids to cultivation, adoption of soil conservation methods, use of fertilizers and intensive cultivation. Ceylon has about 587,000 acres devoted to tea growing—Colombo.

Tobacco

COLOMBIA—Colombian tobacco production has developed rapidly and exports rose 37.5 per cent in 1961—to 8.1 million kilos valued at U.S.$3.76 million from 6.0 million kilos worth U.S.$2.23 million in 1960. The principal export is a blonde tobacco of the burley type grown mostly in the Department of Santander. The anticipated 1962 totals are 12 million kilos worth U.S. $6 million. Largest customers are Germany, taking half, and France and the United States, each buying about 10 per cent—Bogotá.

Zinc

BRAZIL—The country's first zinc plant, to be built in Itaguai, state of Rio de Janeiro, is to begin operations by the end of the year. Initial production, estimated at 7,200 tons of zinc ingots a year, will supply 20 per cent of domestic requirements and save $1.8 million in foreign exchange per year. Brazil now imports most of its zinc from Britain, West Germany and the United States—Rio de Janeiro.

What's current in commodities?

Wire and Cable

Iran—The $280 million electrification program under Iran's Third Plan will open a large market for good- and inferior-quality wire and for cable—a market in which Canadians might share.

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

THE electricity development program under Iran's Third Plan*, which is scheduled to get under way during the latter part of 1962 or early 1963, will take on a good deal of importance during the five-and-a-half years of the Plan. Officials estimate that the proposed increases in electrical capacity will raise the national total to 710 megawatts and will cost $280 million. Almost two-thirds of this will be required in foreign exchange. In addition, plans are to retire existing units producing 76 megawatts and replace them with new equipment. Top priority will go to power for industry.

Of the new capacity, Tehran will get 128 megawatts. Steam generation will provide 116 megawatts of this, and possibly an additional 48 megawatts of hydro power will be transmitted from the Manjil Dam 125 miles away. Tehran may also set up gas-fired boilers feeding steam turbines when the new gas pipeline comes through from the Sarajeh gas fields. Such an installation could prove more economical than transmitting hydro power from Manjil. Diesel generators will play an important rôle in increasing capacity in 17 of Iran's medium-sized towns.

Market Competitive

The power program will mean a growing market for certain equipment, such as wire and cable. Demand for both has increased steadily in Iran and the market has become very competitive. Western European countries are the principal suppliers, although some equipment comes from the United States. During 1960, imports of wire with lead covering or reinforced with other materials totalled about $1.6 million. Chief suppliers were the United States, Britain, Germany and France. Imports of wire insulated with paper, cotton or threads reached over $1.1 million; Germany, Italy and Britain dominated the market. Over $2.3 million worth of wire insulated with rubber or similar materials or varnish came

*See *Foreign Trade* of Sept. 23, 1961.

into the country, chiefly from Germany, France and Belgium.

Germany's success springs from competitive pricing and the energetic efforts of a leading supplier to open and man his own offices in Iran and to carry sufficient stocks of cable and wire. The recommendations of consulting engineers on certain projects have in some measure assisted some of the supplying countries to gain a foothold.

Commercial purchases of wire and cable—as opposed to government tenders—must now be made on irrevocable letter of credit. This new Central Bank regulation has tended to limit the number of private importers prepared to buy in this manner.

What Iran Buys

Two types of wire find a market in Iran: the cheaper grades that do not meet international standards and the more expensive types that do. Most importers carry both qualities. The cheaper grades—PVC or rubber covered—are quoted at prices (ex shop Tehran) varying from $1.16 per 100 yards for size 1 × ½ millimeters to $4.90 for 1 × 4 mm and $8.50 for 1 × 10 mm. (These wholesale prices are subject to discounts up to 40 per cent, depending on the quantities purchased.) Credit terms go as high as five months.

Several exporting countries supply many sizes of wire that meet international standards. Canadian firms can obtain information on the prices being currently quoted for cable and wire by writing to the Commercial Counsellor, Tehran.

The bazaars and smaller shops sell the low-grade wire to private persons doing their own electrical alterations or to the smaller contractors who have little regard for international standards. Demand for this inferior type of wire is excellent and will likely remain strong in the smaller towns and villages.

Cable

The cable market is dominated by three or four internationally known firms which compete for sales by submitting tenders. Prospects for large sales of cable to Iran over the next six years appear excellent. Supplies come primarily from Germany, France, the Netherlands and Britain. Canadian plants must be prepared to meet stiff competition from these sources if they want to share in the market.

Electrical equipment firms envisage some interesting tenders covering Iran's requirements in the Plan years. Canadians can obtain more information on the market for wire and cable by writing the Commercial Counsellor, Tehran, or the Engineering and Equipment Division, Department of Trade and Commerce, Ottawa. ●

Electronic Equipment

Pakistan—Market for about $4.5 million worth of electronic and communications equipment almost entirely supplied by imports.

JAMES A. ELLIOTT, *Assistant Commercial Secretary, Karachi.*

THERE is a fairly substantial market in Pakistan for electronic and communications equipment. Imports supply the entire demand at present, with the exception of 16,000 telephones and 10,000 "lines" of telephone exchanges produced locally in a West Pakistan plant. The same plant produces railway signalling equipment and is being enlarged.

The various agencies of the Government of Pakistan are the largest buyers of electronic and communications equipment in this country.

PAKISTAN'S IMPORTS OF TELEGRAPH AND TELEPHONE EQUIPMENT

	First six months 1960 (in Pakistan rupees)*
Telegraph Equipment	
West Germany	167,972
Britain	1,238
Sweden	5,141
United States	7,168
Total	**181,519**
Telephone Equipment	
West Germany	817,241
Britain	21,277
Total	**838,518**
Instruments (n.s.)	
Czechoslovakia	63,694
West Germany	980,089
Belgium	7,700
France	111,727
Italy	44,685
Netherlands	174,992
Switzerland	78,008
Britain	1,524,576
Denmark	2,593
Sweden	45,089
Bahrain	710
India	43,567
Thailand	110
Communist China	25,259
Hong Kong	19,998
Japan	241,491
Lebanon	1,395
Egypt	722
Libya	784
Canada	8,964
United States	993,428
Australia	6,100
Total	**4,375,681**
Telegraph and Telephone Apparatus	
West Germany	3,563,237
Belgium	49,582
Italy	85,722
Netherlands	130,771
Switzerland	7,717
Britain	325,688
Sweden	4,320
Japan	5,039
United States	205,228
Australia	45
Total	**4,377,349**

*One rupee=Can.$0.2218.

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The Army, Navy and Air Force all require fairly large amounts of modern communications equipment. The Department of Post and Telegraphs, which operates the telephone systems here, needs equipment for, among other projects, its microwave networks. The Water and Power Development Authorities in each wing of Pakistan buy communications equipment for meteorological installations.

All these agencies purchase their requirements through a system of tenders, but in many instances only firms that are "registered" are eligible to bid. A good and aggressive local agent is almost indispensable for attending to any necessary registration formalities, for watching for and forwarding tenders, and for carrying on any sales promotion that is possible under a tender system. Only rarely can a Canadian firm do business directly.

The commercial market for electronic equipment is still small but it is likely to expand as industrialization proceeds; currently it is limited to office equipment. The local agent should be familiar with the commercial and industrial community in order to keep in touch with opportunities in this market as well.

Several Canadian firms have already succeeded in establishing their electronic and communications equipment in Pakistan, and others might well consider obtaining a share of this market, which averages $4.5 million a year. Firms interested in appointing agents here should contact the Commercial Secretary, Office of the High Commissioner for Canada, Hotel Metropole, Victoria Road, Karachi, Pakistan. •

Ireland—British dominate the market, but Canadians have made occasional sales; Commonwealth preference gives them 25 per cent advantage over non-Commonwealth suppliers.

W. G. BRETT, *Commercial Secretary, Dublin.*

IN considering marketing possibilities in Ireland, the exporter must bear in mind that demand is very limited because of the small population. He should also be aware of the special relationship with the British market because of geography and history. For highly sophisticated manufactures such as electronic components, this relationship with Britain is particularly important. Industries in Ireland are almost invariably serviced by the leading British manufacturers. Reinforcing this initial advantage is the fact that the British can make deliveries in a matter of hours, servicing and inspection facilities are close at hand, currency is interchangeable, and standards and specifications identical. Nor is it necessary for the Irish operator to tie up capital in maintaining stocks or spares.

Domestic Industry

Against this general background it may be useful to describe the structure of the Irish industry. Telecommunications Limited, Finglas, Dublin 11, represents the renowned English company, Pye, and uses limited amounts of electronic components in its export trade. Because of the Irish tariff nomenclature, it is difficult to isolate the appropriate tariff reference and this may vary, depending on the components involved. However, electronic products appear most frequently under Irish tariff reference No. 266/4 covering "wireless telegraphy apparatus, component parts and accessories". Imports of these products are subject to an ad valorem import duty of 75 per cent, except imports from the Commonwealth which pay 50 per cent. Numerous British companies and some others have established local assembly plants for transistor radio sets, TV's, radios and radio components. There are other isolated instances of foreign participation, such as the Canadian sale to the Irish Airlines of radar navigation equipment and occasional sales to the armed forces. The following table showing the imports for 1960 illustrates the commanding position of Britain as a supplier. Imports from Britain are listed in the right-hand column.

IMPORTS 1960

	Total value (in £)	From Britain (in £)
Radio apparatus for telegraphy, television, etc.	238,300	177,400
Tubes	233,000	200,600
Apparatus other than radio and telephony and telegraphy	652,000	413,300
Appliances for vehicles	369,800	259,900

The Eire market may be automatically covered through representation in Britain. This is by no means the preferred method in all cases, but in this particular field it should certainly be carefully considered. An exporter who wishes to study the market more closely might get in touch with possible users, particularly the following:

Department of Posts and Telegraphs
G.P.O.
DUBLIN 1.

Department of Transport and Power
Kildare Street
DUBLIN 2.

Department of Defence
Parkgate
DUBLIN.

Aer Lingus
40 Upper O'Connell Street
DUBLIN 1.

How Belgium's Timber Trade Is Organized

Our Brussels office briefs Canadian lumber exporters on channels of distribution and trading regulations in the Belgian timber market.

L. H. AUSMAN, *Commercial Counsellor, Brussels.*

THE timber trade in Belgium is closely organized, as it is in Britain. The channels of distribution are quite distinct and import trade is regulated by two formal conventions. Canadian suppliers of wood to Belgium should become familiar with these trading rules and so avoid jeopardizing their position in this market.

The trade is organized into a number of associations. The most important are:

• *Fédération Belge du Commerce d'Importation de Bois* (FEDERABOIS)

This is roughly equivalent to the Timber Trade Federation of Britain. It consists of 11 sections, of which one represents the agents or brokers and the other ten importers of various types of woods. The importers may, of course, be classified in one or more of the ten sections, but they cannot be agents, nor can the agents function as importers.

• *Fédération Nationale des Négociants en Bois*

Members of this Federation are merchants who buy from importers or Belgian producers. These two associations have the same Secretary General and the same address.

• *Fédération Belge des Industries du Bois* (FEBELBOIS)

This organization groups the manufacturers or transformers of wood.

Softwood Conventions

Members of the first two of the federations mentioned above have signed two conventions relating exclusively to Northern European and American softwoods. One is between the agents and the importers, by which the latter undertake not to import this type of wood other than through one of the agents belonging to the Federation and the agents agree not to sell to non-member importers.

The other convention is between the importers and the merchants. The importer agrees not to sell to any merchant not recognized by the Fédération Nationale des Négociants en Bois and in turn the merchant will not himself import softwood from these areas.

Hardwoods

The foregoing conventions do not apply to hardwoods, and in theory importers or merchants may buy these species where they wish. In fact, however, it is usually advisable to deal through the same channels as for softwoods.

Other Trade Associations

In addition to the Federations already listed, there is a *Conseil National du Bois* (CNB). This is a confederation of the domestic timber trades, covering both producers and dealers. Its membership includes the following:

(a) Fédération Nationale des Négociants en Bois (see above).

(b) Fédération Nationale des Exploitants Forestiers et des Marchands de Bois de Mine et de Papeterie (FEDEMAR)
An association of loggers and pitprop and pulpwood merchants.

(c) Fédération Nationale des Scieries
The sawmills' organization.

(d) Chambre Syndicale des Courtiers en Bois de Belgique
This association groups the brokers who act as intermediaries between Belgian producers or importers and merchants.

(Note that FEDERABOIS is not part of this group.)

• *Chambres Syndicales du Commerce de Bois*

There are nine regional associations concerned with the lumber business, one in each province.

• *Bureau National de Documentation sur le Bois*

This national timber-development organization was created by the Conseil National du Bois (CNB) and the Fédération Belge du Commerce d'Importation de Bois (FEDERABOIS) in order to develop the use of timber, especially in the building industry.

Canadian Inquiries

Generally speaking, it is advisable for Canadian exporters of timber, whether hardwood or softwood, to deal through the recognized agents. There are, of course, a few importers and merchants who are not members of the federations and who may be prepared to import direct. A list of the agent members of the Fédération Belge du Commerce d'Importation de Bois may be obtained from the Canadian Trade Commissioner in Brussels. •

Canadian exports to this small Balkan country are expanding gradually; opportunities best for industrial materials, some agricultural machinery and products. Market limited, however, by foreign exchange shortage; bulk of trade is carried on with Communist Bloc.

R. K. THOMSON, *Commercial Counsellor, Vienna.*

The Trade Commissioner Looks at Bulgaria

CANADA and Bulgaria carried on scarcely any trade until recent years, when Canadian exports of a modest but increasing value began to find their way to this Balkan country. Bulgarian trade officials are interested in Canada both as a market and as a source of supply; a Bulgarian trade delegation visited Canada in 1960. Canadian exporters and importers, in their turn, may welcome background information on Bulgaria, its economy and its trade.

Bulgaria is located on the Black Sea and bordered by Turkey, Greece, Yugoslavia and Rumania. Before the Second World War, its economy was almost entirely agricultural. Since then, the country has undergone substantial political, social and economic changes and these have affected its production and its trade. Though agriculture still has considerable importance, the economy has been diversified with the exploitation of natural resources (mainly mineral), the establishment of industry, and the expansion of electric power production. In 1947, following the nationalization of the means of production, the process of establishing collective and state farms began and was completed by 1960.

Development Plans

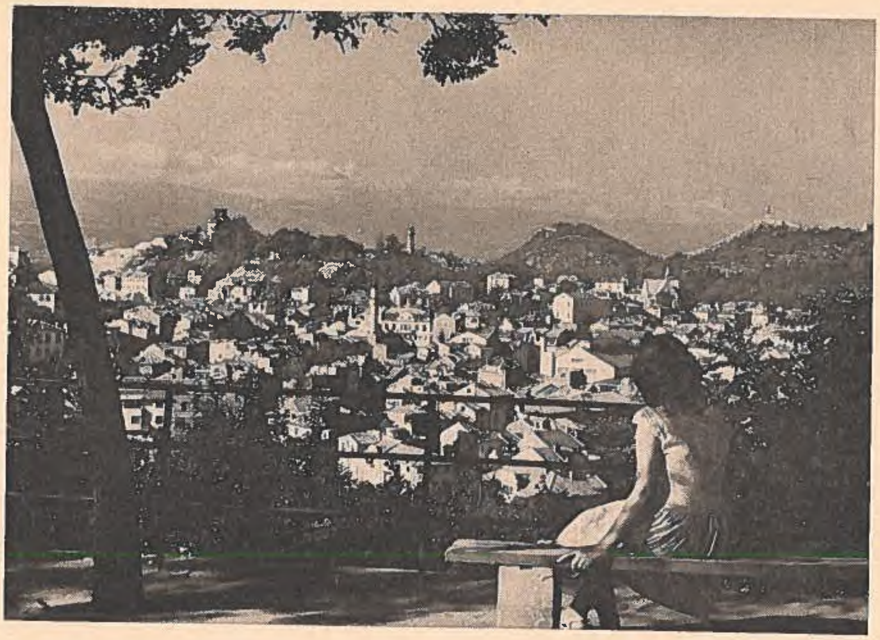
In 1949 Bulgaria began its first Five Year Plan, with major emphasis on agriculture but some on the development of light and heavy industry. According to Bulgarian sources, the targets set were achieved by 1952, when a new Five Year Plan covering the years 1953-1957 was set up. At present, Bulgaria is in the final stages of completing a plan covering the years 1958-1962 and claims that the production targets have already been surpassed. A new long-term plan is expected to be published shortly. In contrast to other Eastern European countries, Bulgaria has not attempted to develop heavy industry on a large scale.

In spite of these economic changes, agriculture and the processing of agricultural products remains the most important sector of the economy and receives considerable attention. Current plans provide for the improvement of seed production, increase in mechanization, greater use of fertilizers, the development of irrigation, and improvement of livestock. Bulgaria produces and exports a wide range of high-quality agricultural products, including wheat, tobacco, essential oils, tomatoes, oilseeds and poultry products.

Industrial Expansion

In the industrial sphere, the expansion of the metal-processing industries has been emphasized. Bulgaria produces and has important reserves of such metals as manganese, copper, molybdenum, lead and zinc. The production of iron ore increased from 30,000 to 137,000 metric tons between 1950 and 1958 and this has given rise to a small but growing iron and steel industry.

New and expanding production facilities are already turning out tractors, electric motors and transformers, farm machinery and elec-



One of the principal distribution centers in Bulgaria is Plovdiv, a city in an attractive setting. It is also the scene of a well-known annual international trade fair.

tric refrigerators. To provide power for industry, a number of thermal and hydroelectric power stations have been built and by the end of 1962 production of electricity is expected to reach 6.3 million kw., in contrast to 2 million kw. in 1955 and 280,000 in 1939. Coal and lignite production is being stepped up to provide fuel for the thermal plants.

A growing chemical industry is producing a range of aniline dyes and pharmaceuticals, sulphuric acid, fertilizers, caustic soda and synthetic resins.

A welcome source of income, the tourist trade is promoted by the Government of Bulgaria in a number of ways. It is improving tourist facilities by building hotels and providing other services for the foreign visitor. The number of tourists from all parts of Europe coming to Bulgaria each year is increasing, particularly visitors to the Black Sea beaches and resorts.

Foreign Trade

In the decade 1950-60, the value of Bulgarian imports nearly trebled, reaching approximately U.S.$505 million in 1959 and $632 million in 1960. Between 1950 and 1958, fuels and industrial raw materials accounted for slightly over 50 per cent of annual imports, machinery and equipment something over 33 per cent, unprocessed and processed foods 10 per cent, and manufactured consumer goods for the remainder. Since 1958 machinery imports have risen sharply and are now running at about 46-47 per cent of the yearly value of all imports. Approximately 85-90 per cent of Bulgaria's annual imports consist of machinery, fuels, and industrial raw materials.

Bulgaria appears to be mainly interested in buying transport equipment; agricultural machinery; electric power installations; equipment for the chemical, food, wood-processing and construction industries, and various types of apparatus and instruments. Machine tools and metalworking machinery are relatively low on the list.

Imports of industrial raw and semi-finished materials and fuels are also essential to the country's industrial progress. Pig iron, steel, and rolled steel products (Bulgaria imports some 60 per cent of the steel it uses); raw materials for the textile industry (imports account for some 40 per cent of materials consumed); practically all supplies of petroleum products and coke, and chemicals (including fertilizer, pesticides, and synthetic rubber) are the most important categories. Among the non-industrial agricultural products imported are wheat, seeds, and livestock.

The Soviet Union is the main supplier of most of the raw materials and agricultural products; the rest of the Eastern European countries supply equipment and chemicals. Imports from non-Bloc sources are limited but include steel, coke, oil, cotton, machinery, natural rubber, building materials and chemicals. West Germany, Britain and Austria are among the more important sources of imports from non-Bloc countries.

Bulgaria's greatest trade problem is the shortage of foreign exchange. Almost all its external trade is regulated by bilateral trade agreements which provide for a balanced exchange of agreed products over a given period.

Trade with Canada

Canadian trade with Bulgaria has always been small; our exports, however, valued at $7,500 in 1954, have increased gradually to $491,-000 in 1960. Our principal shipments have included aluminum, hybrid corn seed and medicinal preparations. The value of Canadian purchases from Bulgaria is slight; they include porcelain paprika and

Bulgarian State Trading Organizations

BULGARPLODEXPORT, 1, Ivan Vazov St., SOFIA.	Import and export of all fruit and vegetable products.
HRANEXPORT, 10 Graf Ignatiev St., SOFIA.	Import and export of other agricultural products such as grains, seeds, poultry and other animal products, spices and dairy products.
MACHINOIMPEX, 2 Slavianska St., SOFIA.	Import and export of metalworking and mining machinery, industrial and transport equipment.
ELEKTROIMPEX, 2 Slavianska St., SOFIA.	Import and export of electrical equipment, appliances, laboratory and medical equipment.
TECHNOIMPORT, 10 Graf Ignatiev St., SOFIA.	Import of capital equipment and complete plants.
INDUSTRIALIMPORT, 3 Pozitano St., SOFIA.	Import and export of textiles, textile products and textile raw materials, pulp and paper, tires, oil products.
RUDMETAL, 1 Dobrudja St., SOFIA.	Export and import of ores, concentrates, ferrous and non-ferrous metals, minerals.
RAZNOIZNOS, 2 Stefan Karadja St., SOFIA.	Export and import of glass, leather, wood products, handicrafts, carpets, etc.
CHIMIMPORT, 2 Stefan Karadja St., SOFIA.	Export and import of chemicals, pharmaceuticals, essential oils and herbs.

other spices, cheese, tomato paste and dried vegetables.

Any increase in Canadian sales to Bulgaria will depend primarily on the country's ability to earn Canadian dollars in the Canadian market. Bulgarian interest in mechanization, seed production and livestock and poultry development could mean outlets for specialized Canadian agricultural machinery, seeds, and pedigreed poultry and livestock. Certain Canadian chemicals, metals, minerals and other raw materials may be of growing interest to the country's expanding industry.

State Trading Organizations

As in other "planned economy" countries in Eastern Europe, Bulgaria's foreign trade—import and export—is carried on by a small number of state trading organizations, each with the responsibility for the import and export of particular groups of commodities. They alone are permitted to place orders abroad and to market Bulgarian products in foreign countries. A list of these enterprises and of the products for which each is responsible is given on this page. Canadian exporters and importers, whether they are interested in Bulgaria as a market or as a source of supply, may contact these firms directly, writing in English, German or French. Several copies of any sales literature should be provided for circulation within the trading organizations and to possible end-users. Prices should be quoted in U.S. dollars, and both c.i.f. European port and f.a.s. Canadian port. If possible, use the metric system for specifications.

It should be borne in mind that Bulgarian traders are not too familiar with the range, quality and diversity of our products. Moreover, they are apt to consider Canadians too far away to be able to quote competitively. Bulgarians are, however, susceptible to the direct sales approach and personal visits are almost an essential for selling most products. This is an important factor in any export campaign but especially in Eastern Europe and in a new market such as Bulgaria. Sofia, the capital and principal business centre, is only a few hours by air from major West European cities and has good hotels and other conveniences for the traveller. Canadian exporters travelling in other parts of Europe might seize the opportunity to pay a brief visit to Sofia. Visas are necessary and may be obtained from the Bulgarian Legation in Washington, D.C., or other Bulgarian Embassies and Legations abroad. In general, it takes some weeks to secure a visa and the application should be supported by the trade enterprise to be visited and to which the Canadian exporter/importer has written about his travel plans.

The Commercial Counsellor and the Assistant Commercial Secretary at the Canadian Embassy in Vienna visit Bulgaria periodically and are prepared to help Canadian businessmen interested in trading with this country. ●

Markets in Brief: BULGARIA

Area: 42,796 square miles.

Population: 7,829,200 (1959 census).

Climate: mild, continental in character.

Language: Bulgarian; Russian, French, German and English used commercially.

Currency: leva; rate of exchange, 1.17 leva equals U.S.$1.00.

Weights and measures: metric system.

Capital: Sofia (population) 668,587.

Chief ports: Varna and Burgas (both on Black Sea).

Marketing centres: Sofia, Plovdiv, Varna, Dimitrovgrad.

Economy: principally agricultural in character but with an expanding secondary manufacturing and mining industry.

Total imports: 1960 equivalent, U.S.$632 million.

Chief imports: machinery and equipment, oil, rolled ferrous metals, iron and tin sheet, construction steel, textile fabrics and staple fibre, cellulose, chemicals.

Chief suppliers: (in per cent) 1960—U.S.S.R. 52.7, other countries of Soviet-Sino Bloc 22.4, others 24.9.

Value of imports from Canada: 1959—Can.$199,926; 1960—Can.$491,180; Jan.-Sept. 1961—Can.$276,884.

Chief imports from Canada: 1960—aluminum, hybrid corn seed, medicinal preparations.

Total exports: 1960—U.S.$580 million (equivalent).

Chief exports: 1960—steel ingot, lead, soda ash, ammonium nitrate, cement, peppermint oil, tobacco, sunflowerseed, fresh and dried vegetables, spices, fruit (fresh and preserved), eggs, carpets, fur and leather garments.

Chief markets: (in per cent) 1960—U.S.S.R. 53.8, other countries of Sino-Soviet Bloc 31.1, others 15.1.

Value of Canadian purchases: 1959—Can.$5,921; 1960—Can. $6,065; Jan.-Sept. 1961—Can.$15,282.

Chief Canadian purchases: 1960—dried vegetables, tomato paste and canned tomatoes, spices, cheese, porcelainware.

Prices: quote in U.S. dollars, both f.o.b. and c.i.f.

Trade: all foreign trade nationalized and conducted through a small number of state trading enterprises.

Samples: of no commercial value, duty-free; with commercial value, bond required equal to value of sample, but recoverable on re-export.

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

Correspondence: airmail only; letters 15 cents per half ounce.

For detailed information on this market write to:

European Division
International Trade Relations Branch
Department of Trade and Commerce
Ottawa

or

Commercial Counsellor
Opernringhof
Opernring 1
Vienna 1, Austria.

United States Debates New Trade Legislation

On January 25, President Kennedy sent to Congress a new and important piece of legislation entitled "Trade Expansion Act of 1962". This bill is designed to replace the old Reciprocal Trade Agreements Act which expires in June 1962. The new legislation would give the President wide authority to reduce substantially or remove the duties on broad categories of goods. Sparked by this bill, an important public debate is expected to arise over U.S. trade policy; Congressional hearings on the bill began on March 12 in the House Ways and Means Committee.

For the benefit of readers of Foreign Trade, *an official summary of the new legislation as prepared by the U.S. State Department is reproduced below.*

Title I—Title, Effective Date and Purposes

1. Title: "Trade Expansion Act of 1962"

2. Effective date: July 1, 1962

3. Statement of Purposes

The statement outlines the essential general welfare, foreign policy, and security purposes of U.S. trade policy and the objective of promoting these purposes through international trade agreements affording mutual benefits. It refers explicitly as among its purposes to the strengthening of economic and political relations with the European Economic Community and with other foreign countries, the assisting of less developed countries, and the countering of Communist economic penetration. The statement also refers to the provision of trade adjustment assistance as a purpose of the new Act.

Title II—Trade Agreements

1. Tariff Reduction Authority

The bill provides the President with the following types of authority to reduce United States tariffs in trade agreements entered into not later than June 30, 1967:

(a) General authority—In relation to countries generally, the President is authorized to reduce existing duties by 50 per cent.

(b) EEC authority—In negotiations with the EEC, the President is authorized to exceed the 50 per cent limitation and to reduce tariffs to zero on products within categories of which the U.S. and the EEC together account for 80 per cent or more of world exports as measured in a representative period. Intra-EEC trade and intra-Communist Bloc trade are excluded from the measurement of world exports. Tariff reductions or eliminations under this authority may be made on agricultural products which do not meet the 80 per cent "dominant supplier" rule, provided the President finds that such action will tend to assure the maintenance or expansion of U.S. exports of such products.

(c) Special authority for tropical agricultural and forest commodities—The President is authorized to reduce or eliminate tariffs on any tropical agricultural or forest commodity or primary products thereof if the EEC agrees to take similar action on a non-discriminatory basis and if the commodity or product is not produced in significant quantities in the U.S.

(d) Low duty authority—The President is authorized to eliminate tariffs on products which are dutiable at a rate of 5 per cent or less.

2. Prerequisites to Negotiations

(a) Tariff Commission advice prior to negotiations—The President must furnish the Tariff Commission with a list of the products or product categories on which negotiations are proposed. Within six months of receipt of the list, the Tariff Commission is required to advise the President as to the economic effect of reductions or eliminations of duties. The Tariff Commission may hold hearings in the course of its investigations. The President may not enter into a trade agreement until he has received the advice of the Tariff Commission or until the expiration of the six-month period, whichever is the earlier.

(b) Reserve list—The President is required to reserve from trade agreement negotiations any product subject to an escape clause or national security action taken under this or prior trade agreement Acts. He may also reserve such additional products as he deems appropriate.

(c) Notice—The President is required to give public notice of intention to enter into trade agreements and provide opportunity for presentation of public views, including views on the reservation of any article from the negotiations.

(d) Transmission to Congress—The President must transmit to the Congress any trade agreement entered into under this Act, stating in the light of the advice received from the Tariff Commission and other relevant considerations his reasons for entering into the agreement.

3. National Security Provision

(a) Suspension of benefits to Communist countries—The bill continues the existing provision that the President shall deny the benefits of trade agreement concessions to the U.S.S.R. and to countries which are dominated or controlled by international Communism.

(b) Safeguarding national security—The bill repeats practically verbatim the present provision of the trade agreements legislation relating to national security. Under this provision the President is required to restrict imports when he determines that an article is being imported into the U.S. in such quantities or under such circumstances as to threaten to impair the national security.

4. General Provisions

(a) Most-favoured-nation principle—All tariff reductions made under this Act will be generalized on a most-favoured-nation basis except for the discriminatory action specifically authorized with respect to the Communist Bloc. This MFN principle applies not only to the general negotiating authority but also to the special authority for negotiations with the EEC, the tropical products authority, and the low duty authority.

(b) Suspension of benefits—As in present legislation, the President is authorized to suspend trade agreement benefits to any country which discriminates against U.S. commerce or engages in other actions which in the opinion of the President tend to defeat the purposes of this Act.

(c) Staging requirements—Tariff reductions made under this trade agreements authority are in general to take effect in not less than five equal annual instalments. They may take effect in unequal intervals and amounts provided the sum of reductions at any one time does not exceed what would occur under five equal instalments. No staging is required for reductions of not more than 25 per cent of the existing rate or actions taken under the tropical products or low duty authority.

(d) Status of existing escape clause and national security actions—Past actions taken to grant relief under the escape clause and national security provisions of prior legislation will continue in effect except that escape clause actions taken more than three years before the effective date of the new Act will terminate one year thereafter unless extended by the President.

Title III—Adjustment Assistance

1. Forms of Adjustment Assistance

The bill provides the following forms of adjustment assistance to meet difficulties due to increased imports of like or directly competitive articles as a result of tariff concessions.

(a) Assistance to firms—This includes: (1) technical assistance, (2) various forms of financial assistance, and (3) tax relief in the form of special carry-back of operating losses.

(b) Assistance to workers—This includes: (1) readjustment allowances in the form of compensation for partial or complete unemployment, (2) retraining of workers for other types of employment, and (3) relocation allowances to assist families in moving to an area where employment may be available.

(c) Assistance to industries—In extraordinary cases where the foregoing types of assistance may be inadequate to mitigate the difficulties involved, the President is authorized to apply increased duties or other import restrictions. Under this authority, the President may increase the duty for any article to a rate not more than 50 per cent above that existing on July 1, 1934, or may impose a duty not to exceed 50 per cent ad valorem on a free-list item. Such extraordinary relief will expire at the end of four years unless the President determines that the national interest requires its extension for a longer period. This form of relief may be provided in addition to or as a substitute for other forms of adjustment assistance.

2. Eligibility for Adjustment Assistance

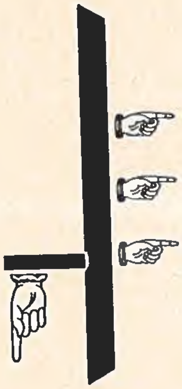
(a) Procedures—Petitions for determination of eligibility to apply for adjustment assistance for *firms and workers* will be filed with the President. Before making a determination as to eligibility, the President must secure advice from the Tariff Commission on the extent to which imports of like or directly competitive articles have increased as a result of a tariff change made in a trade agreement. As regards extraordinary relief for *industries*, applications are to be filed with the Tariff Commission, which will advise the President whether the adverse conditions set forth below exist. The President will make the ultimate determination as to the granting of extraordinary relief.

three standards must be met to determine eligibility of an *industry* to obtain extraordinary relief.

(b) Standards—A *firm* will be eligible to apply for adjustment assistance if increased imports resulting from a trade agreement concession are determined to be causing or threatening to cause any one of the following three conditions: (1) significant idling of the productive facilities of the firm, (2) prolonged and persistent inability of the firm to operate at a profit, or (3) unemployment or underemployment of a significant number of the workers of the firm. Only the third standard as to unemployment or underemployment as a result of increased imports due to a tariff concession is applicable to determination of the eligibility of *workers* of a firm or an appropriate subdivision thereof to apply for adjustment assistance. All three standards must be met to determine eligibility of an *industry* to obtain extraordinary relief.

3. Administration

Adjustment assistance will be administered through existing agencies and programs of the Executive Branch. Matters relating to assistance to firms will be referred to the Department of Commerce and other interested agencies. An interagency Adjustment Assistance Advisory Board chaired by the Secretary of Commerce will be established to advise the President and the administering agencies on the development of programs for adjustment assistance to firms and workers. •



Advertising Abroad

In Brazil, **direct mail may be your best bet for advertising machine tools and heavy equipment, although newspapers and magazines carry industrial ads. For consumer-product campaigns, radio is a must; advertising takes up a big proportion of broadcast time.**

R. H. GAYNER,
Vice Consul and Assistant Trade Commissioner, São Paulo.

SAY "Brazil" to the average Canadian and his first thought will be of coffee or the Amazon jungle. Not too illogically either, because Brazil exports 38 to 40 per cent of the world's coffee and better than four-fifths of the country is tropical jungle or tropical plains, inhabited on the average by only two people per square kilometer. But this is not the real Brazil in human or in marketing terms. The real Brazil is concentrated in nine coastal states in the east and south, plus the state of Minas Gerais. This area accounts for 95 per cent of Brazil's industrial manufactures and 92 per cent of its wholesale and retail sales. Population density averages 26 people per square kilometer; 47.9 million of Brazil's total population of 66.3 million (1960 estimates) live in the nine coastal states.

Large Buying Power

When one thinks of Brazil as a market, therefore, one should think principally of these coastal states, where the climate ranges from tropical to temperate, where there are rolling tree-covered mountains rich in mineral resources, lush river valleys holding immense hydro-power potential, extensive prairie farming and ranching areas, busy commercial and industrial areas, and two huge metropolitan centres—Rio de Janeiro (population over three million), São Paulo (over four million).

What sort of people make up this market? Basically they are Latins. Their standard of living over-all is appreciably higher than in most of the neighbouring South American countries, although many still live in poverty. The population as a whole has a large buying power and there are many advertising appeals. In 1959, Brazil is said to have ranked seventh—after the United States, Britain, Canada, Japan, France and Australia—in value of advertising.

Before You Start

How is the market covered? All the usual media are available. There are two international agencies (J. Walter Thompson and McCann-Erickson) and dozens of Brazilian agencies, several of which are of the highest calibre. Advertising uses North American methods and so far has not developed much that is original. One must nevertheless pay considerable attention to adapting advertising material to local methods, manners and mores. In many ways the Brazilian's daily life is more attuned to European than to American ways, though he also has characteristics that are purely his own. Some of the more successful campaigns carried out by international companies were developed locally and had no reference to their North American counterparts. The advertiser must approach each situation individually and with an open mind, although he can benefit from studying the successes and failures of other campaigns. It would be unwise to tackle the job of advertising in Brazil without the help of an agency. The Embassy in Rio de Janeiro and the Consulate in São Paulo can help you select a competent one; the advertiser need fear no lack of professional advice in this country.

Which Media Are Effective?

Brazil has 676 radio stations, 26 television stations, 1,267 newspapers and 400 magazines. Which of these media is the most important? The tables above show recent annual advertising expenditure by medium and by market area.

Tradition and a relatively high literacy rate in urban areas (75 per cent) helped newspapers and magazines attract 44.1 per cent of the advertising dollar in Brazil in 1960. Perhaps a more important factor, however, was the special low rate of exchange on paper imports. This special rate was abolished early in 1961 and newspaper and magazine advertising rates have gone up. This is bound to affect the proportion of advertising expenditures on each medium.

Newspapers and Magazines

A curiosity of Brazilian newspaper advertising is the large number of ads aimed at industry, although the development of trade magazines and news and review magazines is tending to cut this down. None of the Brazilian papers prints in four colours yet but they maintain high standards of black-and-white reproduction. Technical skill and equipment are generally excellent. The table below lists the average weekday circulation for the leading São Paulo and Rio de Janeiro dailies.

Magazines have only lately begun to assume an important place in advertising. Many of the new ones are well put together and are of excellent quality. Content, layout, and reproduction in black-and-white and in four colours are good. They operate profitably and their sales departments are quick to point out to the industrial advertiser the wasted messages in newspapers. Magazines such as *O Cruzeiro* (circulation 450,000), a general-interest publication which might be thought of as half *Maclean's* and half *Chatelaine,* and *Visão* (58,000), a magazine of the *Saturday Night-Time* genre, feature a high percentage of industrial ads. Other magazines, such as *Capricho* (500,-000), *Querida* (220,000) and *Claudia* (150,000), aimed at the Brazilian woman, are also making life a little more difficult for the newspapers. With about 400 magazines competing for revenue, there are bound to be some failures but generally speaking, periodicals directed at the businessman and at women are becoming more important in Brazilian advertising. *Seleções do Reader's Digest,* printed in Brazil, has a circulation of 420,000 (a further 35,000 copies go to Portugal and its colonies). *Time* enjoys a circulation of 16,000; the English-speaking community and the higher-echelon Brazilian businessmen are its chief readers.

ADVERTISING OUTLAYS IN 1960

Market Area	Per cent of national total
São Paulo	38.2
Rio de Janeiro	32.3
Porto Alegre	4.9
Belo Horizonte	3.2
Recife	3.2
Curitiba	2.5
Others	15.7

Medium	Per cent of national total
Newspapers (dailies and weeklies)	32.5
Magazines	11.6
Radio	13.5
Television	9.2
Billboards, posters	8.5
Direct mail	21.4
Give-aways, premiums, etc.	2.8
Loudspeakers	.5

LEADING DAILIES

Rio de Janeiro

O Globo	180,000 (evening)
Correio da Manhã	95,000 (morning)
Ultima Hora	94,000 (evening)
Jornal do Brasil	68,000 (morning)
Diario da Noite	51,000 (morning)
O Jornal	42,000 (morning)

São Paulo

Folhas	152,000 (continuous)
O Estado de São Paulo	117,000 (morning)
A Gazeta	83,000 (evening)
Ultima Hora	74,000 (evening)
Diario da Noite	65,000 (evening)
Diario de São Paulo	52,000 (morning)

Radio and Television

Anyone who complains about the amount of advertising on Canadian radio would have much more ground for complaint if he listened to Brazilian stations. Advertising takes up an extremely large proportion of available time and the repeated mention of brand names is used to best effect in this medium. Rates are relatively inexpensive, partly because São Paulo and Rio have 35 stations between them. To obtain heavy coverage it is necessary to work with a large number of stations or take a lot of time on a few of them. Brazil has an estimated ten to thirteen million radio receivers in use and the transistor craze is noticeable.

The effectiveness of radio advertising is difficult to gauge, although both Rio de Janeiro and São Paulo have independent auditing agencies to check on contract performance and to determine the size of audiences. It is everywhere agreed, however, that neglect of radio cripples any consumer-product promotion campaign.

There are no radio or television networks as we know them in North America. The advertiser cannot contract to have a program broadcast simultaneously over several stations throughout the country, with each station obliged to accept the programming decisions of the head office. Simultaneous broadcasting from several outlets does take place, but these programs are negotiated individually with each station. Several groups own chains of stations but they do not operate them as networks.

The newest medium is having much the same impact here as in Canada. The relatively high cost of owning a TV set in Brazil has meant that television is more effective in reaching the quality market but instalment buying is extremely popular and more and more sets are going into lower-income homes. Most of the 1,091,000 sets are in the São Paulo-Rio de Janeiro-Belo Horizonte triangle. This is where most of the country's buying power is concentrated. Although TV is useful in improving coverage of the principal centres, it can seldom be relied on to reach the whole market.

Billboards, Signs, Posters

Almost half the billboard and illuminated-sign advertising is done in the São Paulo area. São Paulo and Rio de Janeiro are the only two areas with sufficient population to warrant large-scale illuminated outdoor advertising, and the cost of electricity in other population centers is high.

In Rio there are a number of restrictions on illuminated advertising. These, it is maintained, prevent confusion in the harbour from misidentification of illuminated navigation aids.

Posters and handbills are extremely popular for carrying advertising by smaller retail outlets.

Direct Mail

The term "direct mail" does not have exactly the same connotation here as it does in Canada and distribution of second- or third-class mail is often slow. Direct mail advertisers usually arrange delivery by hand or as first-class mail. The pharmaceutical companies employ permanent staff to distribute samples and literature to doctors. These people are not salesmen but simply distributors and their salaries and expenses are charged to advertising rather than sales. Direct mail therefore accounts for a high percentage of total advertising expenditures even though it is not used widely. It is effective in industrial advertising (machine tools, heavy equipment, etc.) where the high per-unit return and the narrow field of potential buyers make it worthwhile in this fast-industrializing market.

Outdoor Loudspeakers

A Brazilian custom of long standing is the stroll around the town square in the evening. It is not so popular now for a number of reasons; probably one of the main ones is that in the provincial areas, where illiteracy is highest and the number of radios lowest, the most efficient way of reaching the buyer is to set up a loudspeaker in the town square, play music, announce local and national news, and advertise. The advertiser must obtain permission to provide this "service" but unfortunately civic authorities sometimes grant a licence to more than one person in the same square.

Costs Fluctuating

Brazil is going through a period of inflation and currency devaluation and any statements made now on advertising costs would be subject to change. In addition, costs within one medium vary tremendously in the important and less important centres.

Brazil is continuing to experience a tremendous industrial revolution. Every day sees new products manufactured locally—from silk stockings to drop forges, and from whisky to automobiles. Government import controls encourage and protect these new industries. Undoubtedly this development has contributed to the 1,500 per cent increase in annual advertising billing from 1950 to 1960. It has meant also that Canadian exporters of finished or semi-processed consumer goods find tariffs and exchange restrictions narrowing the market in Brazil. For this reason, the producer of capital goods, machinery and raw materials that are not already being produced in Brazil will find this report on advertising of most use. He must be prepared to assist in local advertising if he wants to introduce his products into Brazil. (This does not apply to certain traditional Canadian exports to Brazil, such as newsprint, asbestos and metals.)

Advertising is at least as necessary in Brazil as it is in Canada—and perhaps even more important. Most Brazilians do not think of Canada as a source of capital goods, machinery and machine tools. Outside Canada, we have to sell our capabilities before we can sell our products. The competition in Brazil is severe, but advertising can help you beat it.

Tours of Commodity Officers

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

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

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

FAIRS AND EXHIBITIONS

Textile Show, Ghent

THE Textirama Fair of the Belgian textile and clothing industry, held annually at Ghent, attracted 300 exhibitors and over 25,000 visitors this year (February 16-20), all of them buyers or persons closely connected with the industry. The fair gives producers an opportunity to show their latest materials, fabrics and made-up clothing to the distributing trade in Belgium and to foreign buyers. Foreign firms also use it to introduce their products to this market; about forty of them took space this year, most of them Dutch and French but including German, British, Italian and U.S. companies.

The Textirama Fair is well organized and operated. This year the fair management produced a 300-page catalogue in four languages, describing each manufacturer and his stand and providing information on the industry in Belgium. Exhibitors were given ample space to publicize their products with black-and-white or full-colour illustrations.

Engineering and Electronics, Australia

TWO annual vertical trade fairs in Australia hold particular interest for Canadian engineers and radio and electronics firms: the Brisbane Radio and Electronic Engineering Convention and Exhibition in May, and the Engineering Exhibition, Sydney, July 23-28. In the former, the majority of exhibits will be Australian; any displays of imported equipment will be put on by the local agents. The products will comprise highly specialized equipment and most of the visitors will be participating in or attending the combined convention and exhibition. Canadian electronics suppliers with representation in this market or currently arranging it may enter the fair through their agencies.

Sydney's Engineering Exhibition is a well-run, effective trade show, organized into trade classifications within the machinery and machine-tool industries. It offers an excellent vehicle for Canadian manufacturers who wish to introduce their engineering equipment and services to Australians.

Yugoslav Trade Fairs

"WE are impressed with the market potential in Yugoslavia," write our Trade Commissioners in Vienna, whose territory includes Yugoslavia. One of the quickest ways to exploit that potential is to exhibit in a Yugoslav trade fair, particularly the three leading ones. They are the Novi Sad International Agricultural Fair (April 29-May 8), the Zagreb International Trade Fair (September 10-24), and the International Technical Fair, Belgrade (April 22-June 5). The recent ruling that foreign consumer goods must be sent to Yugoslavia for inspection if they are to be sold through the state trading corporations makes trade fair exhibits doubly useful.

The Novi Sad Fair is probably the largest specialized trade fair in Yugoslavia. It features plant products and livestock, agricultural machinery, chemicals and vaccines for use on farms, and food products. Manufacturers of packs and containers exhibit in large numbers and the fair's livestock and poultry shows have a long history. In 1961 about 455 of the 2,135 exhibitors came from 19 foreign countries. Visitors numbered 350,000.

The international samples fair at Zagreb is one of the oldest in Europe. The grounds are laid out attractively and the buildings erected by the fair management and participating countries are well distributed. Attendance last year exceeded 1.5 million. All types of consumer goods and industrial machinery are on display and exhibitors receive valuable publicity. Canada will not exhibit this year but in 1960 displayed a tractor, seed counter, dough expansion meter, chemicals, vaccines, graphic displays of electronic equipment, livestock and poultry specialties, a swather, air-float table, power saw, other saws, construction and paper mill equipment, and other products.

Eight countries entered official exhibits in the 1961 Belgrade Fair. Private displays came from many quarters and 25 countries were represented. About 840,000 visitors saw exhibits featuring metals processing, electrical and chemical, office machinery and other machinery industries. The Belgrade Fair demonstrates the growing prosperity of Yugoslavia: last year the automobile industry was featured. Canada's display in 1961 drew much attention and a number of business inquiries were received, many of them from agencies interested in more than one product.

Agricultural Machinery, Brussels

THE 42nd International Exhibition of Agricultural Machinery and Products, Brussels, Belgium, February 11-18, helped introduce to the Belgian farmer labour-saving devices and mechanized equipment to help him compete successfully with other Common Market countries. About 375 firms exhibited some 225 different types of machines. These included new and rebuilt tractors with all accessories; heavy machinery; grain-handling equipment; farm and industrial grain millers; farm storage silos; farm freezers, and many varieties of field machines, such as harrows, cultivators, mowers, spreaders, sprayers, balers, etc. Visitors were estimated at 175,000.

This show is the most important of its kind in Belgium and probably the best vehicle for displaying Canadian agricultural equipment. Most products are

Belgian made, except for tractors. German, Dutch, British, Italian and French companies predominate among the foreign exhibitors.

■ Fine Foods in Los Angeles

CANADA will enter the Pacific Fine Foods Fair (Los Angeles, July 15-18) this year for the first time. The West Coast market is a wealthy one and Canada's specialty fine foods are expected to find ready acceptance. The Los Angeles area has climbed to a position second in importance only to New York as a market for this type of consumer product. Several European firms particpiated in this fair in 1961 with gratifying results and Canadian exhibitors are looking forward to a similar success this year. Products in this Trade and Commerce sponsored exhibit will include maple syrup and candy, butter mints, honey, canned meat specialties, whisky, tea, jam, jelly, marmalade, canned ham, and bacon.

■ International Fairs, France

SEVEN annual French trade fairs are of special interest to the Canadian exporter wishing to take advantage of import liberalization to expand his sales in France. There is the Lyon trade fair, just ended (March 25-April 2), which included several Canadian products this year in a unified display sponsored by the Department of Trade and Commerce. In addition, the Department will enter trade information booths in the large fairs at Paris (May 19-31) and Bordeaux (June 16-28), and there are important international shows at Lille, Strasbourg, Metz and Marseilles.

The Foire de Paris ranks among Europe's great international fairs; in 1961 it attracted 13,000 exhibitors, 3,000 of them foreign. Over 250,000 of the four million visitors came from abroad. Main commodity sections each year include furniture, toys, food products, machinery and household appliances. In addition, there are several associated events such as the Nautical Show and the Air Show. Last year 25 countries had booths in the huge Palais des Nations and the United States erected its own pavilion.

The Foire Internationale de Lille runs for a fortnight each year. Attendance in 1961 reached 1.5 million and included foreign visitors from all over Europe and from overseas. Exhibitors numbered 3,625, of which 675 were foreign. The 1962 show will accent foodstuffs, beverages, textile machinery, domestic electrical equipment, machine tools, agricultural machinery and camping and sports equipment (including small boats and boating equipment). The salient feature of the fair over the last few years has been the heavy Belgian participation, both official and private.

The fairs at Strasbourg and Metz cover the northeast of France. Strasbourg features a full range of industrial, consumer and agricultural products; about 50,000 visitors a day see over 5,000 exhibits, many of them from abroad. Metz is the commercial centre of the fast-developing Lorraine Basin, with its two million consumers. It accounts for 6.5 per cent of France's industrial production and 93 per cent of its iron ore. Visitors include directors of companies 4.6 per cent, engineers and managers 21.1 per cent, retailers 17.2, farmers 22.4, professional men, employees, etc., 32.7. Bordeaux welcomes 1.5 million visitors each year to the industrial, agricultural, and consumer-product exhibits of some 3,000 firms.

Marseilles, France's large Mediterranean-market fair, offers its visitors a colourful international sector, a "grand palace" for machine tools, a "garden village" of consumer products, and industrial exhibits.

One of principal features of Canada's display at the Ideal Home Exhibition held in London, England, last month was a model house showing the structural uses of Canadian woods. On the far left is R. J. Armstrong of the Plywood Manufacturers Association of B.C., talking with W. R. Van, Canadian Trade Commissioner in Liverpool.

FOREIGN TARIFFS AND TRADE REGULATIONS

Ceylon

IMPORT LICENSING—Import Control Notice No. 4/62, dated February 8, 1962, issued by the Government of Ceylon, informs importers that an individual licence is required for the import of the following goods from any source. Import Control Notice No. 2/62, which had the effect of banning 21 items from import and cancelling outstanding licences (published in March 10 issue of *Foreign Trade*), is cancelled by the new notice.

- Fruits, preserved in sugar, syrup or spirits
- Sauces
- Ice cream cones
- Iron and steel: wire nails (including nails imported with tea-chest fittings)
- Iron and steel: barbed wire (fencing)
- Candles
- French polish
- Paper, printing, other than newsprint
- Paper, writing (other than envelopes and writing pads)
- Envelopes, plain
- Account books, registers and exercise books
- Albums
- Christmas cards and greeting cards
- Foam products and foam sheets (rubber)
- Hair pins and hair grips
- Erasers (of rubber, plastic or any other material)
- Wooden toys
- Drinking straws
- Handkerchiefs of any textile material
- Towels and towelling of any textile material
- Shoelaces

Colombia

FIRST ROUND OF TARIFF CUTS APPROVED—The Canadian Embassy in Montevideo reports that Colombia's list of tariff concessions to its partners in the Latin American Free Trade Association has now been approved, and with the conclusion of the special LAFTA sessions on Colombia the Republic has been given full effective membership in the trade group.

The Latin American Free Trade Association came into force for its original members (Argentina, Brazil, Chile, Mexico, Paraguay, Peru and Uruguay) on June 1, 1961. Subsequently Colombia and Ecuador also joined the Association, membership in which is open to all countries in Latin America.

LAFTA looks to the gradual elimination, over a twelve-year period, of all tariff duties, import charges and other restrictions on "the bulk of their reciprocal trade". This is to be accomplished through progressive negotiated reductions of tariffs and other barriers over the transition period.

Concessions similar to those just negotiated by Colombia were announced for Argentina, Brazil, Chile, Mexico, Paraguay, Peru and Uruguay at the conclusion of the first regular annual session of LAFTA negotiations last January. Discussions with Ecuador will reportedly take place during the second annual round of tariff-cutting talks scheduled to begin next August.

Inquiries about specific products affected by these negotiations should be directed to the Latin American Division, International Trade Relations Branch, where interested businessmen may also consult a Spanish-language copy of the complete list of the concessions.

Denmark

CUSTOMS TARIFF RATES AMENDED OR INCREASED—By Law No. 64, which became effective March 1, 1962, the customs tariff rates applicable to most products listed under the first twenty chapters of the Brussels Nomenclature* have been amended, mainly by changing the rates to an ad valorem basis from the previous rates based on weight. In a number of instances, tariff rates have been increased.

Detailed information is available from the International Trade Relations Branch of the Department of Trade and Commerce.

Philippines

FOREIGN EXCHANGE REGULATIONS AMENDED—Circular No. 139, issued by the Central Bank of the Philippines, Manila, on March 2, 1962, amends a portion of Circular No. 133, dated January 21, 1962. The new circular eliminates the 25 per cent 120-day time deposit required for imports of essential consumer and producer goods and decontrolled items. (See *Foreign Trade*, February 24, 1962, page 37). The time deposits for the other categories of goods are unchanged. The circular states further that time deposits and their reserve requirements may now be either in cash or in government notes, securities or bonds.

This step by the Central Bank is expected to ease the tight money situation in the Philippines because 75 per cent of the total imports of the Philippines fall

*Foodstuffs.

within the category of goods which no longer require time deposits. This relaxation of deposit requirements is expected to create a strong demand for dollars and result in some weakening of the peso. It remains to be seen whether there is a tight enough rein on credit to prevent a runaway inflation.

South Africa

IMPORT CONTROLS—A slight relaxation in import controls was announced by the South African Government recently. Specific steps outlined are:

1. *Raw Materials:* manufacturers are now permitted to import direct to a level equal to six months' consumption. Merchant importers of raw materials are allowed to bring allocations for 1962 to 75 per cent of the 1960 total.

2. *Capital Equipment:* importers of capital equipment will be granted facilities to meet full requirements, with due regard to local availability.

3. *Consumer Goods:* (a) both A and B permits are now granted up to 1961 levels; (b) new permits are available for firms whose business has expanded during the past two years; (c) in May or June the Government will consider a further general issue of permits for both A and B categories; (d) permits for textile piecegoods have been increased to a level equivalent to 75 per cent of the importer's average imports during 1959 and 1960.

TRADE COMMISSIONERS ON TOUR

In Canada

R. F. RENWICK, Commercial Counsellor in Port-of-Spain, Trinidad:

Ottawa—April 2-10
Saskatoon—April 11
Vancouver—April 12-18
Winnipeg—April 19
Toronto—April 24-May 4
Hamilton—May 7-8
Brantford—May 9
Galt, Kitchener, Guelph—May 10-11
Halifax—May 14-16
Charlottetown—May 17
Saint John—May 18
Fredericton—May 22
Quebec City—May 23
Montreal—May 24-June 1
Granby—June 4

When he completes his tour and leave, Mr. Renwick will return to Port-of-Spain.

Businessmen who wish to see Mr. Renwick 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, Halifax, Ottawa, Winnipeg and Vancouver, at the Department of Trade and Commerce; in Victoria at the Department of Trade and Industry, and in Fredericton at the Department of Industry and Development.

In Territory

J. H. BAILEY, Commercial Secretary in Bogotá, Colombia, will be visiting Ecuador throughout the month of April.

G. E. BLACKSTOCK, Vice Consul and Assistant Trade Commissioner in New Orleans, will visit Atlanta, Georgia, April 23-27.

D. I. CAMPBELL, Assistant Commercial Secretary in Caracas, Venezuela, will visit Maracaibo, April 9-14.

M. R. M. DALE, Trade Commissioner in Cape Town, South Africa, will visit Knysna, Port Elizabeth, Grahamstown, East London, Cathcart, Queenstown, and Aliwal North during April.

R. M. DAWSON, Consul and Assistant Trade Commissioner in Manila, will visit Taipei, Taiwan, April 23-28.

T. F. HARRIS, Consul and Trade Commissioner in New Orleans, will visit Austin and Houston, Texas, April 13-25.

P. V. McLANE, Trade Commissioner in Glasgow, Scotland, will visit Belfast, Northern Ireland, April 30-May 3.

N. L. WILLIAMS, Assistant Commercial Secretary in Lagos, Nigeria, will visit Ibadan, Bida, Kaduna, Kano, Zaria, Jos, Makurdi, Enugu, Port Harcourt, Onitsha, and Akure, April 25-May 19.

Businessmen who would like these officers to undertake assignments should get in touch with them at their posts as soon as possible. Write to Mr. Bailey at Bogotá, Mr. Blackstock and Mr. Harris at New Orleans, Mr. Campbell at Caracas, Mr. Dale at Cape Town, Mr. Dawson at Manila, Mr. McLane at Glasgow, and Mr. Williams at Lagos.

Foreign Trade Service Abroad

Territory	Officer	City Address	Mail and Cables, Office Telephone & Telex
Argentina Paraguay	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 E. E. Price Assistant Commercial Secretary	7th Floor, Berger House 82 Elizabeth Street SYDNEY (New address effective April 14: 21st Floor A.M.P. Building Sydney Cove 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	Mobile 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 Albania, Bulgaria, Czechoslovakia, Hungary, Rumania, Yugoslavia	R. K. Thomson Commercial Counsellor for Canada P. A. Freyseng Assistant Commercial Secretary	Opernringhof Opernring 1 VIENNA 1	*Mail:* (City Address) *Cable:* CANADIAN *Tel.:* 57-25-97 *Telex:* 1-3380 (DOMCAN VIENNA)
Belgium Luxembourg, European Economic Community, European Atomic Energy Com- munity, European Coal and Steel Community	L. H. Ausman Commercial Counsellor A. A. Lomas Assistant 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 Malcolm Rowan Assistant 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
Britain	B. C. Butler Minister (Commercial) S. G. Tregaskes Commercial Counsellor W. Gibson-Smith Commercial Counsellor D. B. Laughton Agricultural Counsellor	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)

Territory	Officer	City Address	Mail and Cables, Office Telephone & Telex
Britain	J. M. Rochon Commercial Counsellor (Metals and Minerals) E. J. White Commercial Secretary (Timber) W. M. Miner Assistant Agricultural Secretary Geo. Hazen Assistant Commercial Secretary S. G. Harris Assistant Commercial Secretary Miss M. A. Armstrong Attaché (Exhibitions)		*Cable:* TIMCOM, LONDON, W.1
Britain (Midlands, North England)	W. R. Van Canadian Government Trade Commissioner	Martins Bank Building Water Street LIVERPOOL	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* MARitime 2177
Britain (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
Britain (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
Ceylon	Commercial Secretary (absent)	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 G. L. Gagne 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	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
Congo Angola, Central African Republic, Chad, Congo (Community), Gabon	Consul General	Canadian Consulate General C.C.C.I. Building Boulevard Albert 1er LEOPOLDVILLE 1	*Mail:* Boîte Postale 8341 *Cable:* CANADIAN *Phone:* 2706 *Telex:* LEO 68 (DOMCAN LEO)
Cuba	P. A. Savard Commercial Counsellor	Canadian Embassy Edificio Ingenieros Civiles Calle 17 y O Vedado HAVANA	*Mail:* Gaveta 6125 *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

Territory	Officer	City Address	Mail and Cables, Office Telephone & Telex
Dominican Republic Puerto Rico	W. B. McCullough Commercial Counsellor J. C. Leith Assistant Commercial Secretary and Vice Consul	Canadian Embassy Edificio Copello 408 Calle El Conde SANTO DOMINGO	*Mail:* Apartado 1393 *Cable:* CANADIAN *Phone:* 2-8138
France Algeria; Cameroon Republic, Dahomey, Guinea, Ivory Coast, Mali Republic, Mauretania, Morocco, Niger, Senegal, Togoland, Upper Volta	A. G. Kniewasser Commercial Counsellor R. G. Woolham Assistant Commercial Secretary Y. C. Jauron Assistant Commercial Secretary G. P. Morin 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)	Canadian Embassy 22 Zitelmannstrasse BONN	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* 21971 *Telex:* 886421 OR 886422 (DOMCAN BONN)
Germany	H. E. Campbell Consul Louis de Salaberry Vice Consul	Canadian Consulate Bismarckstrasse 95 DUSSELDORF	*Mail:* P.O. Box 2102 *Cable:* CANADIAN *Phone:* 2-05-25
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 P. A. Thébèrge Assistant 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, Turkey	B. A. Macdonald Commercial Counsellor	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 Commercial Secretary K. D. Taylor Assistant Commercial Secretary	Canadian Embassy 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
Hong Kong	D. Molgat Assistant Trade Commissioner		
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)	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 Bezrouke Building Corner of Takht Jamshid Ave. and Forsat St. TEHRAN	*Mail:* P.O. Box 1610 *Cable:* CANTRACOM *Phone:* 4-9291
Ireland	W. G. Brett Commercial Secretary for Canada	66 Upper O'Connell St. DUBLIN	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* 44251
Israel	B. C. Steers Commercial Secretary for Canada	35 Carlebach St. TEL AVIV	*Mail:* (P.O. Box 20140) *Cable:* CANADIAN *Phone:* 221203
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 Korea, Okinawa	A. P. Bissonnet Commercial Counsellor C. M. Kerr Assistant Commercial Secretary D. A. Hilton 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, Syria	L. A. Campeau Commercial Counsellor W. B. Walton Assistant Commercial Secretary	Canadian Embassy Alpha Building Rue Clemenceau BEIRUT	*Mail:* Boîte Postale 2300 *Cable:* CANADIAN *Phone:* 50955
Mexico	F. B. Clark Commercial Counsellor H. S. Hay 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)

Territory	Officer	City Address	Mail and Cables, Office Telephone & Telex
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 N. L. Williams Assistant 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
Norway Iceland	M. B. Bursey Commercial Counsellor W. E. Fulton Assistant Commercial Secretary	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 J. A. Elliott Assistant 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	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 R. M. Dawson Consul and Assistant Trade Commissioner	Canadian Consulate General L & S Building, 3rd Floor 1414 Dewey Boulevard MANILA	*Mail:* P.O. Box 1825 *Cable:* CANADIAN *Phone:* 5-85-97
Portugal Azores, Cape Verde Islands, Madeira, Portuguese Guinea	T. J. Monty Commercial Counsellor	Canadian Embassy Rua Marques de Fronteira No. 8—4° D° LISBON	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* 53117
Rhodesia and Nyasaland Kenya, Seychelles Is., Tanganyika, Uganda, Zanzibar	L. S. Glass Canadian Government Trade Commissioner	8th Floor Grindlays Bank Chambers Baker Avenue SALISBURY	*Mail:* P.O. Box 2133 *Cable:* CANTRACOM *Phone:* 26571
Singapore Brunei, Burma, Federation of Malaya, North Borneo, Sarawak, Thailand	E. H. Maguire Canadian Government Trade Commissioner K. O. Hillyer Assistant Trade Commissioner	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, South West Africa	M. R. M. Dale Canadian Government Trade Commissioner	602 Norwich House The Foreshore CAPE TOWN	*Mail:* P.O. Box 683 *Cable:* CANTRACOM *Phone:* 2-5134/5

Territory	Officer	City Address	Mail and Cables, Office Telephone & Telex
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	R. V. N. Gordon Commercial Counsellor	Canadian Embassy 23 Starokonyushenny Pereulok Moscow	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* 415142
United Arab Republic 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
United States	M. Schwarzmann Minister-Counsellor (Economic) W. J. Van Vliet Agricultural Counsellor 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, the eleven northern counties of 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 Consul and Assistant Trade Commissioner	Canadian Consulate General 607 Boylston Street BOSTON 16	*Mail:* (City Address) *Phone:* COngress 2-1245
United States (Illinois, North Dakota, South Dakota, Minnesota, Wisconsin, Indiana, Iowa, Kansas, Kentucky, Missouri, Nebraska)	H. J. Horne Consul and Trade Commissioner N. L. Currie Vice Consul and Assistant Trade Commissioner	Canadian Consulate General 111 North Wabash Avenue CHICAGO	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* RAndolph 6-6033

Territory	Officer	City Address	Mail and Cables, Office Telephone & Telex
United States	J. M. Knowles Vice Consul and Assistant Trade Commissioner		
United States (Michigan, Ohio)	Blair Birkett Consul and Trade Commissioner I. V. Macdonald 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 G. E. Blackstock Vice Consul and Assistant Trade Commissioner	Canadian Consulate General 215-217 International Trade Mart NEW ORLEANS 12	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* JAckson 5-2136
United States (Delaware, Maryland, the nine southern counties of New Jersey, 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) *Cable:* CANADIAN *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 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 (absent) R. L. Richardson Acting 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	R. W. Blake Canadian Government Trade Commissioner C. G. Bullis Assistant 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 .952664.

Foreign Exchange Rates

Country	Unit	Type of Exchange	Can. dollar equivalent March 26	Units per Canadian dollar	Notes (See below)
Argentina	Peso		.01268	78.86	
Austria	Schilling		.04061	24.62	
Australia	Pound		2.3610	.4235	
Bahamas	Pound		2.9512	.3388	
Belgium and Luxembourg	Franc		.02109	47.41	
Bermuda	Pound		2.9512	.3388	
Bolivia	Potosi	Free	.08747	11.43	
Britain	Pound		2.9512	.3388	
British Guiana	Dollar		.6148	1.63	
British Honduras	Dollar		.7378	1.35	
Brazil	Cruzeiro	Free	.003343	299.13	
		Special Category	†	†	
Burma	Kyat		.2204	4.54	
Ceylon	Rupee		.2213	4.52	
Chile	Escudo	Bank rate	.9978	1.0022	
		Free	.7593	1.32	
Colombia	Peso	Certificate	.1567	6.38	
Congo, Republic of	Franc		.02109	47.41	
Costa Rica	Colon		.1584	6.31	
Cuba	Peso		‡	‡	
Czechoslovakia	Koruna		.1458	6.85	
Denmark	Krone		.1524	6.56	
Dominican Republic	Peso		1.0497	.9526	
Ecuador	Sucre	Official	.05832	17.15	
		Free	.04561	21.92	
El Salvador	Colon		.4199	2.38	
Fiji	Pound		2.6587	.3761	
Finland	Markka		.003280	304.88	
France, Monaco, etc.	New Franc		.2142	4.67	(1)
Franco-African Republics, etc.	Franc		.004284	233.43	(2)
French Pacific	Franc		.01178	84.89	(3)
Germany	D Mark		.2630	3.80	
Ghana	Pound		2.9512	.3388	
Greece	Drachma		.03499	28.58	
Guatemala	Quetzal		1.0497	.9526	
Haiti	Gourde		.2099	4.76	
Honduras	Lempira		.5248	1.90	
Hong Kong	Dollar	Free*	.1838	5.44	*Mar. 2
		Official	.1845	5.42	
Iceland	Krona	Official	.02441	40.96	(4)
India	Rupee		.2213	4.52	
Indonesia	Rupiah	Official	.02333	42.87	(4)
Iran	Rial		.01386	72.16	
Iraq	Dinar		2.9391	.3402	
Ireland	Pound		2.9512	.3388	
Israel	Pound		.3499	2.86	

*Latest available quotation date.

†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.

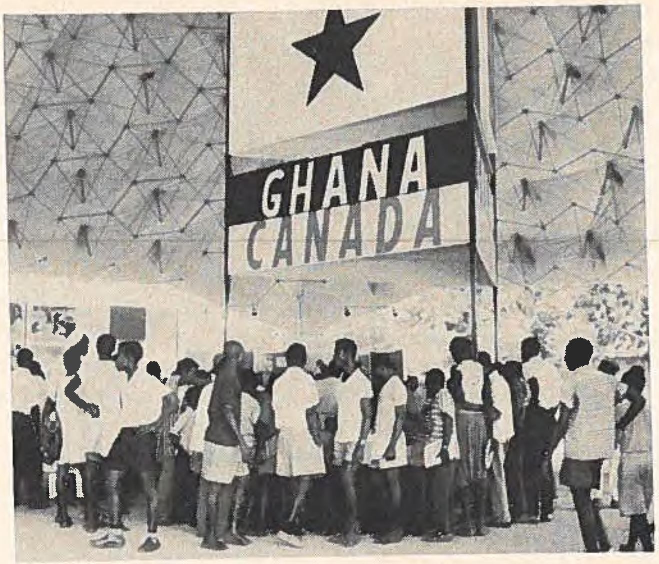
Country	Unit	Type of Exchange	Can. dollar equivalent March 26	Units per Canadian dollar	Notes (See below)
Italy	Lira		.001691	591.37	
Japan	Yen		.002916	342.93	
Lebanon	Pound	Free	.3319	3.01	
Mexico	Peso		.08398	11.91	
Morocco	Dirham		.2099	4.76	
Netherlands	Florin		.2913	3.43	
Netherlands Antilles	Florin		.5566	1.80	
New Zealand	Pound		2.9310	.3412	
Nicaragua	Cordoba	Effective buying	.1500	6.67	
		Official selling	.1488	6.72	
Nigeria	Pound		2.9512	.3388	
Norway	Krone		.1472	6.79	
Pakistan	Rupee		.2213	4.52	
Panama	Balboa		1.0497	.9526	
Paraguay	Guarani	Official	.008298	120.51	
Peru	Sol		.03913	25.55	
Philippines	Peso	Free	.2900	3.45	
Portugal & Colonies	Escudo		.0366	27.32	(5)
Republic of South Africa	Rand		1.4756	.6777	
Singapore and Malaya	Straits Dollar		.3443	2.90	
Spain and Dependencies	Peseta		.01749	57.16	
Sweden	Krona		.2040	4.90	
Switzerland	Franc		.2418	4.13	
Syria	Pound	Free	.2932	3.41	
Thailand	Baht	Free	.04965	20.14	(4)
Tunisia	Dinar		2.5297	.3953	
Turkey	Lira		.1166	8.58	(4)
United Arab Republic	Pound	Official	3.0142	.3318	
United States	Dollar		1.0496875	.952664	
Uruguay	Peso	Free	.09573	10.34	
Venezuela	Bolivar	Free	.2290	4.37	
		Official	.3135	3.19	
West Indies Fed.	Dollar		.6148	1.63	(6)
	Pound		2.9512	.3388	(7)
Yugoslavia	Dinar	Official	.001400	714.28	

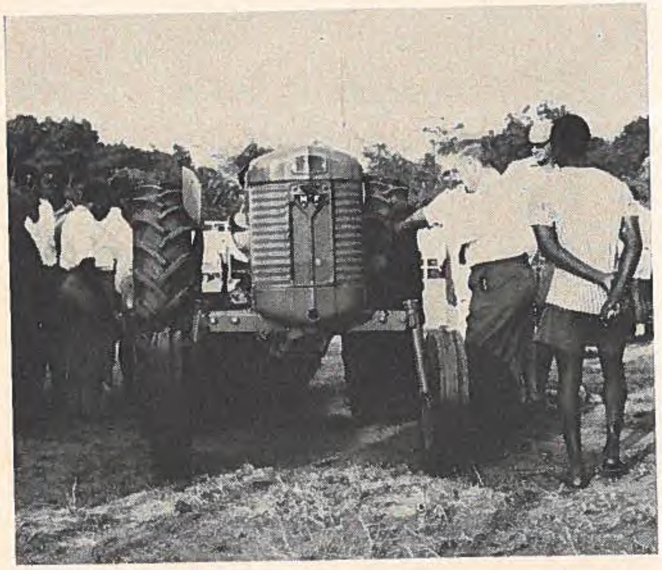
Notes

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.

The Canadian Trade Fair in Ghana

More than 300,000 Ghanaians thronged the fair grounds of Ghana's capital city, Accra, to see Canada's "solo" trade fair, which ran for eleven days (from February 14-24) and exhibited products of over one hundred Canadian manufacturers.





In the outdoor exhibit area, Ghanaians found machinery with crews ready to demonstrate what it could do. Displays included a combine, trailer, cement mixer, etc. (Left) farmers and government officials are examining a Massey-Ferguson tractor.

Visitors entered and left the Fair through the circular information pavilion with its geodesic dome. (Below, left) Trade and Commerce officials were kept busy answering trade enquiries and handing out copies of brochures and advertising pieces.

Canadian-made dresses, lingerie, shoes and children's wear made a big hit with Ghanaian women. This one (below, right) examines a dress with an appraising eye. Textile firms showed everything from hats to moccasin kits and household linens.

Roger Duhamel
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