Selling to the Swedes (page two)

FOREIGN TRADE

DEPARTMENT OF TRADE AND COMMERCE OTTAWA

JULY 28. 62

FOREIGN TRADE

JULY 28, 1962 Vol. 118 No. 2

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

COMING——GETTING BUSINESS THROUGH DEFENCE PRODUCTION SHARING

58809-5—1

This is Farsta, a new suburban shopping centre on the south side of Stockholm. To the left a Tempo store, one of a chain of department stores; in the centre, Martin Olsson, a branch of a high-quality food chain, and on the right a co-operative food store.

Selling to the Swedes

Meet the Swedes—seven-and-a-half million of them—discriminating buyers, with products from around the world from which to choose.

What share of this market are Canadians capturing?

Could they do better?

How should a potential exporter approach Swedish customers?

G. F. G. HUGHES, *Commercial Counsellor, Stockholm.*

SOME articles on Sweden that have appeared recently may have presented a biased or even mistaken view of the country and its people. But there is one characteristic of the Swede about which there need be no mistake—as a buyer of the world's goods he is discriminating and tough. But he can and does buy. He is, of course, equally demanding about domestically produced goods. To put this aspect in its proper perspective, Canadians need only think of familiar trade names that stand at once for quality, reliability and good design. SKF ball and roller bearings, de Laval cream separators, Primus stoves, Electrolux vacuum cleaners and refrigerators, Atlas Copco pneumatic drills—to mention a few—are familiar to all. In more recent years, Swedish-designed and built Volvo cars, Addo and Facit calculating machines, Ericsson telephone equipment, and Statmos weigh scales have been added to the list of products exported regularly to Canada and the United States. The quality and design of these products, with a host of others that meet the major needs of the Swedish market, set the criteria for imported goods seeking acceptance in Sweden.

With a population of just over 7½ million divided among 2.7 million households and with a per capita income which in 1961 was slightly above the Canadian figure, Sweden represents a very substantial market indeed. Quality conscious, eager to buy, and with an almost insatiable appetite for new and better consumer goods, more advanced and better designed capital goods, the wherewithal to purchase expensive, modern and complicated machinery, Swedish private and corporate buyers look closely at the products of the whole world before coming to a decision. It is not surprising that large manufacturers in North America and in central and southern Europe are looking toward Sweden—a market with far more purchasing power than its comparatively small population would suggest.

In the past ten years the gross national product has more than doubled; in 1961 it reached Sw.kr. 73,935 million. Total consumption, at Sw.kr.49,705 million, showed an 8 per cent increase over 1960. Imports in 1961 totalled Sw.kr.15,117 million—or about Sw.kr.2,000 (or $400) per capita. An examination of Tables I and II (page four) shows which countries supply these imports. Canada does not occupy a leading position but it is encouraging that the trade between Canada and Sweden has remained in approximate balance and has shown relatively steady growth over the past four or five years.

A study of Table II, showing Swedish imports by commodity, will reveal the main products imported and the value of those that the United States supplies. Unfortunately, a table showing how much of these goods Canada is supplying is not available at present, but the serious exporter may derive some benefit from making a comparison with detailed Canadian export statistics to be published shortly.

In 1961 Canada's exports to Sweden declined slightly from the record high of 1960, the result almost entirely of smaller shipments of nickel and aluminum. The value of other large items followed the pattern set over the past few years and the range of manufactured products maintained a satisfactory diversity. Basic materials and semi-manufactured goods will continue to account for the major portion of Canadian exports but there is an active demand for good quality and competitively priced manufactured capital and consumer goods. Canadian exporters of a wide variety of products have achieved success here—including radio-telephone apparatus, tracked vehicles, textiles, canned lobster, certain meat products and even toothpicks. (See Table III, page five). There is no reason why other Canadian firms with good products at the right prices cannot make a start.

Purchasing Power Is High

Sweden has the highest per capita consumption in Europe of several basic commodities and services (including electricity, fuel, paper and packaging, steel), the highest telephone density in the world, and is well to the fore in many consumer durables such as cars, television receivers, refrigerators and freezers (see Table IV). Swedish industry is a large consumer of imported semi-manufactures and machinery. For

This is the Swedish solution to after-hours shopping—a coin-operated vending machine at a busy intersection in south Stockholm. It has both refrigerated and non-refrigerated sections; offers a great variety of foods, from meats to sweets.

TABLE I, SWEDISH IMPORTS BY AREA AND COUNTRY, 1961

	Imports 1961 (million Sw.Kr.)	61-60	Change 60-59 (per cent)	59-58
Total from	15,117	+ 1	+19	+ 2
EFTA (7)	3,990	+ 9	+19	+ 1
EEC (6)	6,041	+ 1	+12	0
The Americas	2,738	− 9	+31	0
East Europe	662	+ 5	+15	+30
West Germany	3,359	+ 5	−13	− 2
Britain	2,132	+ 9	+13	0
United States	1,718	−10	+41	0
Benelux	1,641	− 6	+22	+ 3
Denmark	696	+ 8	+28	− 6
Norway	610	+ 7	+31	−12
France	554	− 6	+19	+18
Italy	487	+13	+12	+ 8
U.S.S.R.	331	+ 2	+16	+55
Switzerland	321	+	+16	− 7

	Imports 1961 (million Sw.Kr.)	61-60	Change 60-59 (per cent)	59-58
Finland	253	+18	+	−
Brazil	237	0	+	−
Austria	178	+16	+46	+20
Japan	177	−16	+35	0
Venezuela	152	−21	−	−
Poland	131	+ 8	+	+
Spain	118	....	+	+
Canada	102	− 5	+	+
Iran	96	−40	+	+
Rhodesia	78	−29	+	+
Malaya	76	−45	+	+
South Africa	53	+13	−	+
Australia	40	+ 8	−	−
India	25	−16	−	−
New Zealand	19	−26	+	−

TABLE II

SWEDISH IMPORTS BY PRODUCT, 1961

	From All Countries Million Kronor	Change 61-60 (per cent)	Change 60-59 (per cent)	From United States Million Kronor	Change 61-60 (per cent)	Change 60-59 (per cent)
Total for year	**15,117**	+ 1	+19	1,718	−10	+ 41
Food and drink	1,757	+ 2	+ 4	230	− 6	− 17
Cereals	129	−22	−25	43	−27	− 24
Fruit and vegetables	500	+ 2	− 1	74	− 8	+ 17
Alcoholic beverages	103	+17	+22	1	....	....
Basic materials	3,371	− 2	+19	311	− 8	+ 50
Textile fibres	252	+ 2	+30	84	+20	+100
Crude minerals	173	+ 8	+13	9	−30	+ 10
Ores, scrap	167	−20	+55	64	−30	+300
Fuels, mineral	2,051	+ 3	+13	90	+ 6	− 17
Oils and fats	99	−10	+17	10	−45	+ 5
Manufactures	9,883	+16	+23	1,145	− 9	+ 46
Chemicals	414	− 3	+31	52	−22	+ 45
Pigments, dyestuffs	95	+ 4	+12	9	− 2	+ 12
Pharmaceuticals	103	+ 3	+21	13	− 1	+ 27
Toilet preparations	55	+ 6	+ 2	7	....	....
Plastics	224	+ 8	+25	54	....	....
Leather	76	+ 9	− 4	12	+70	+ 14
Rubber manufactures	139	+13	+24	24	−25	+ 34
Paper and board	82	+ 6	+22	12	+ 7	+ 27
Textiles excluding clothing	937	+ 3	+28	43	+ 6	+ 3
Clothing	330	+14	+20	15	+33	+400
Ceramics	234	− 1	+19	19	−40	+ 20
Iron and steel	984	−16	+50	63	....	+300
Non-ferrous metals	624	− 9	....	32	....	....
Hardware	339	+ 2	+34	21	−46	+200
Machinery, non-electric	1,790	+21	+15	360	+ 7	+ 24
Electric machinery	1,005	+ 6	+14	133	+29	+ 29
Vehicles (land, sea, air)	1,252	− 7	+23	155	−34	+150
—cars	667	+ 4	+ 8	....	....	....
—ships	104	−55	+ 7	....	....	....
Instruments	356	+16	+16	27	−27	+ 48

instance, the now internationally known Volvo car, although it is designed and made in Sweden, is assembled from components over 70 per cent of which the company buys from other organizations, either in Sweden or abroad.

Import Market Large

Since the war, Swedish industry and particularly engineering has been expanding at a remarkable rate. The high wages paid to employees, as well as the limitation imposed by the small size of the labour force, have forced Swedish industry to specialize in quality and in special-purpose products. Much of the raw material content has to be imported. Whenever it is easier and cheaper to import semi-manufactures, components or finished goods, the Swedish industrialist or consumer does not hesitate. About a third of all the goods and services consumed in Sweden are imported. Two-thirds of these come from Western Europe. More and more foreign exporters are grappling with the problem of obtaining a slice of the rich and expanding import pie that the Swedish market represents.

Because of the catholic taste of the Swedes, anything can be sold provided that price, delivery, quality and design are acceptable—even if similar articles are produced in Sweden itself. On the other hand,

TABLE III

PRINCIPAL CANADIAN EXPORTS TO SWEDEN

	1959	1960	1961
Total	**$14,879,089**	**$20,906,471**	**$17,654,331**
Of which:			
Nickel, fine	3,848,277	4,822,627	2,853,401
Aluminum, primary	2,058,919	2,798,886	1,631,329
Radio wireless apparatus, n.o.p.	115,781	1,611,270	89,715
Nickel in oxide	610,888	1,594,767	1,317,056
Copper ingots, bars, billets	128,581	1,427,400	2,720,531
Plastics, synthetic rubber not shaped	....	737,768	842,594
Telegraph, telephone apparatus	17,000	593,325	1,635,367
Scrap iron or steel	135,000	570,682	....
Bookkeeping, calculating machines	340,095	566,349	*
Sheet and strip steel	450,928	538,953	633,483
Asbestos milled fibres	211,618	421,254	125,679
Meats, fresh, frozen and canned	405,609	417,301	*
Ores, n.o.p.	796,440	411,254	....
Sparkplugs	152,641	350,334	73,062
Saws, power-operated, and parts	228,865	364,559	15,357
Lobster, canned	216,878	273,865	220,035
Drugs, chemicals, n.o.p.	1,780,574	254,518	*
Asbestos shorts	267,808	253,609	334,293
Acids, n.o.p.	131,294	231,905	*

*Not available separately.

TABLE IV

SWEDISH STANDARD-OF-LIVING INDICATORS

	1950	1960	1961
Passenger cars per 1,000 of population	36	160	175
Telephones per 1,000 of population	239	365	381
TV sets per 1,000 of population	....	137	180
Electricity consumed per capita (kwh.)	2,270	3,985	4,400
Newsprint consumption per capita (lb.)	40	57	55

the market is a cockpit of international competition and the Swedish customer is highly selective, discriminating and spoiled by being able to purchase from sellers who come to him from all corners of the world. In a country unimpeded by import restrictions and favoured by low customs duties, the degree of competition is such that if a foreign exporter can succeed in winning a worthwhile share of the Swedish market—a test market such as few others are—he will almost certainly be able to sell his product in other less exacting territories.

In consumer goods, the demand varies from medium to high quality products, with relatively few opportunities in the low-quality field. For capital goods, on the other hand, the advanced standards of Swedish industry are such that a very different set of requirements applies. Competitive price and delivery are important but standards of quality are of much greater importance. In this field, the best is never too good.

Becoming Established

First, it is necessary for a Canadian exporter to find out whether there is a market for his product. The Commercial Counsellor's office in Stockholm can help by indicating whether similar products are being imported and from what countries, who the major suppliers are, and (if it is relevant) what the competing brands are and the approximate prices. Usually it is preferable for a representative of the exporting company to visit the territory to contact importers and sound out the market for himself. He is in the best position to decide on the spot whether further effort is likely to prove worthwhile or not. Larger companies may wish to have market research conducted on their behalf by one of several first-class market research organizations.

For most normal semi-manufactured and manufactured products, an agent or distributor will be necessary. There are, of course, exceptions to this general rule. One is the supplying of large department stores direct but in general the services of a first-class agent are essential.

In appointing an agent the Commercial Counsellor can again be helpful, but nothing substitutes for the visit of a responsible executive of the exporting company to make the final appointment. A good agent must be treated like a good employee. His business efforts must result in profits for him as well as for his principals. Correspondence must be handled promptly and he must be helped on deliveries and in meeting the wishes of his important customers. If credit proves difficult, these problems must not be brushed aside. It is usually true that trouble taken to solve difficulties of this nature is worthwhile.

A great many products require advertising if they are to hold their own in the market. This is as true in Sweden as it is in Canada. In this field it is essential to obtain the services of a Swedish advertising agency.* There are many competent ones and the Commercial Counsellor's office will be pleased to recommend suitable firms.

Imports into Sweden face relatively few import controls and no currency restrictions. Certain agricultural products are subject to import licensing control and some agricultural products such as apples and pears remain subject to seasonal restrictions. Imports of a few farm products, particularly meat and poultry, are governed by strict sanitary regulations and certain safety and quality standards govern imports of electrical appliances, pharmaceuticals and shoes.

Department and Chain Stores

With the possible exception of the chain of grocery and consumer goods stores operated by the Co-operative Organization, Sweden's de-

*See "Advertising Abroad: Sweden" in the June 4, 1960, issue of *Foreign Trade*.

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Want to export to Sweden? Remember these points:

- The Swedish market is one of the most open in Europe. This has held true for many years and competition is therefore keen.
- The Swedish buyer is discriminating, demands quality, and is price-conscious.
- To sell to Sweden, a Canadian exporter should have a Swedish agent and be sufficiently flexible in export and advertising policy to adapt to market conditions.
- Quotations must be in Canadian dollars, U.S. dollars or Swedish crowns, c.i.f. Swedish port.
- Letter-of-credit terms are rarely acceptable. Cash against document terms or better are preferred.
- Swedish business firms and associations are most efficient and correspondence can accomplish a good deal, BUT
- There is no substitute for a personal visit by the Canadian businessman.

partment and chain stores have not yet achieved the same importance as in Canada. None the less the trend is growing rapidly and a Canadian exporter wishing to introduce his products in Sweden should not overlook the possibility of dealing directly with some of these leading organizations. Sweden has three full-scale department stores, N.K. and PUB in Stockholm and Ferdinand Lundqvist in Gothenburg. A half-dozen other stores of the more traditional type have a fairly wide range of lines: MEA, Sormans, Ahlen and Holm, and Meeths in Stockholm, Meeths also in Gothenburg, Olsson in Malmö, Dahlman in Sundsvall and Modig in Härnösand. There are three chains of department stores—EPA, which has 68 stores scattered widely throughout the country, TEMPO with 47 outlets, and the Cooperative Domus chain which has 35 retail shops. These figures are likely to double over the next five years. There are also over 250 mail-order companies, which employ about 1,200 people. A number of retailers have combined for their buying and operate joint purchasing organizations. In the textiles and clothing field, there are three large companies. In the furniture trade, one company purchased over $18 million worth of merchandise in 1961. Details of the names, addresses and relative size of these various companies in the department and chain-store business can be provided on request.

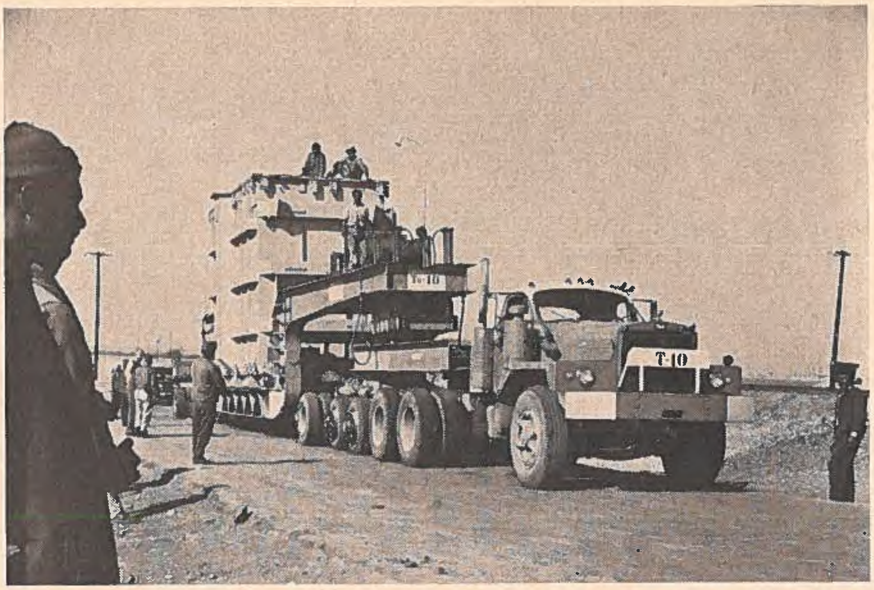
Canadian Products Little Known

At the present time the Swedish public is uniquely unaware of Canada as a source of supply of its raw materials and of certain consumer goods. This is not true of United States companies, who have long since become well acquainted with the importance of advertising in order to maintain their position in this market. Another method that the larger corporations, particularly of the United States, have not been slow to adopt is the establishment of an affiliate or subsidiary in Sweden. According to a recent report, over 125 U.S. companies now sell to Sweden in this way. Of these, 32 operate assembly or manufacturing plants. It has been found that although the range of goods exported from the parent organization to the market may diminish once the subsidiary begins assembly or manufacture, total exports of the parent organization to the market increase by between two and four times. Canadian companies who have not yet got off the ground in their efforts to boost their exports to Sweden would do well to study the lesson to be learned from the aggressive and far-sighted U.S. investment and promotion policy.

Looking Ahead

In recent years the keynote of Sweden's economy has been "change". Faced with the prospect of the generally higher tariffs of the European Common Market countries, Sweden has been searching for ways to be admitted on terms that will meet the dictates of its policy of political neutrality. Having applied for admission as an associate, Sweden now awaits developments. Meanwhile, however, industrialists have not been slow to recognize the need to place Sweden's economy and industry in the best possible position to compete with the large organizations in the EEC. One of the methods of reducing overhead charges is industrial mergers. These have been taking place in Sweden at an accelerated pace during the past year. The rationalization of industry in the current orderly fashion will go a long way toward enabling Sweden to maintain its steady growth. A recent analysis of the prospects for the years ahead makes the following estimates:

- Sweden's population will grow by 10 per cent in the next decade.
- Consumer incomes will continue to rise steadily.
- Industry will expand, mechanize and automate.
- Retail sales methods will be modernized at an accelerating pace.
- Home and apartment construction will increase.
- Automobile population will rise sharply. By 1975 there will be one automobile for every 2½ persons—about the same ratio as in the United States today. ●



This huge 120,000 kva. transformer, made by CGE, is hauled to site at Ahwaz, Iran. The company has shipped a million dollars' worth of transformers for the Dez Dam.

CGE Cultivates Export Opportunities

Here is a Canadian company that has succeeded in getting foreign customers for its complex equipment in face of world-wide competition. An interview with George Klein, Manager of International Sales, provides a stimulating account of its export success.

O. MARY HILL, *Editor, "Foreign Trade".*

"A hunting licence to go looking for business"—that's how George Klein, Manager of International Sales for Canadian General Electric, describes the new facilities for financing exports of capital equipment that the Canadian Government has provided. He regards them as a useful weapon in the company's continuing campaign for foreign markets—a campaign that made such headway in 1961 that CGE's exports doubled.

Long-term credits don't matter so much in selling household appliances, the big export in the prewar years. CGE was then busy shipping abroad washers, kitchen ranges, other appliances, and house meters, particularly to Commonwealth countries. Things are different now, though the company still does an important export trade in appliances. Many of its good customers have built up appliance industries of their own. In addition, during the war years the company expanded its facilities and began to turn out large and complex equipment. After the war ended, it started prospecting for orders for generators, transformers, large motors, circuit breakers, production systems and controls, television transmitters, and other equipment. Nowadays, sales of industrial, communications and power equipment account for 75 per cent by value of its foreign shipments. It has competed for and won business in Britain, Australia, New Zealand, India, Pakistan, Ghana, Iran, Yugoslavia, the West Indies, Brazil, Argentina, nearly all the other Latin American countries, South Africa, and several other areas.

Selling capital equipment, as Mr. Klein and his engineer colleagues point out, doesn't bear much resemblance to selling toasters and irons, washing machines or fluorescent lamps. It's a field in which professional knowhow and a professional reputation carry great weight. It calls for sales promotion of a special type, for persistence, for acceptable pricing, and occasionally for offering of long-term credit.

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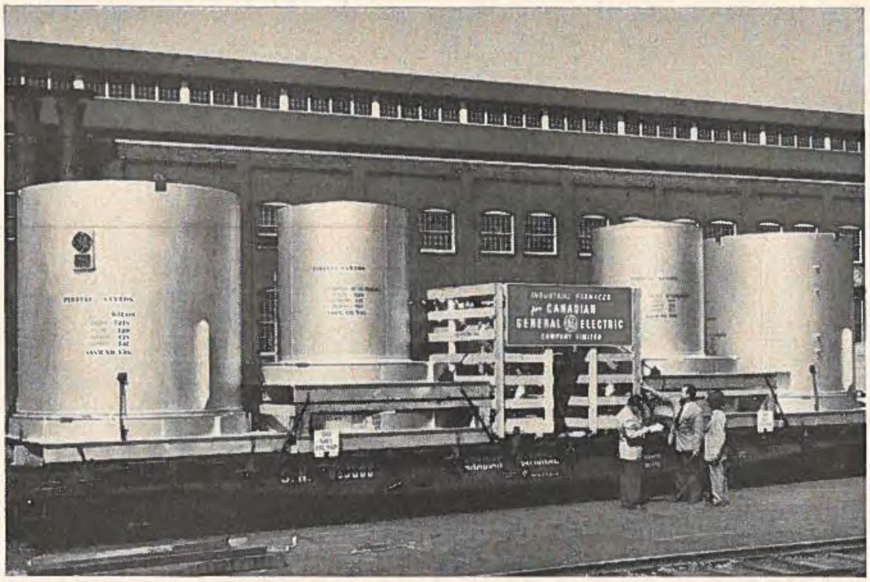

These two bell furnaces to be used in copper annealing are loaded onto flat cars outside a CGE plant for stage one of their long journey to Santos, Brazil. Many other South American countries have become customers for CGE equipment.

Transformers for Australia

A sale of transformers made by CGE a short time ago serves to illustrate how professional competence, promotion, persistence and price all play a part in securing business. When the huge Snowy Mountains irrigation and power project in Australia got under way in the 1950's, Canadian General Electric began watching for opportunities to secure orders, particularly because Australia—which, like Canada, has attracted a great deal of United States investment capital—often prefers North American-type equipment. For some time the import restrictions in force in Australia worked against suppliers in dollar countries unless they could offer products at a tremendous saving. CGE's preliminary contacts with the Australians didn't bring it business, but served to introduce the company and also taught it something about the Aussies as customers. Generally speaking, says Mr. Klein, Australian engineers tend to be conservative and to be very interested and competent in engineering details.

When the import restrictions were relaxed, CGE decided to compete for an order for generators for the Snowy Mountains Authority. It secured the specifications and sent two of its staff out to Australia, one of them an outstanding hydro-electric design engineer. Despite these efforts, the business went to Sweden. By this time, however, the Australians were becoming aware of CGE's professional competence and accomplishments. When the contract for transformers came up, another CGE engineer went to Australia, this time a top transformer designer. He discussed the type of transformer needed with Snowy engineers and convinced them that CGE could build it. Persistence brought results; six months later, the company was awarded the contract. This represented a relatively short negotiation period for deals of this kind; sometimes they take two years or longer. Once secured, orders like this mean many months of work for a plant; the delivery time set in the transformer contract, for example, was 113 weeks.

Other Australian Successes

This initial success in Australia made subsequent sales easier; last year the company succeeded in capturing an order for a million dollars' worth of air-blast type circuit breakers for the State Electricity Commission of Victoria. First it secured copies of the tenders. Then it took advantage of the presence in Canada of one of the Commission's Australian engineers to escort him on a tour of its plants and of some of the installations it had made. Finally, one of the CGE engineers was sent out to Melbourne to discuss the contract and secure the order. The circuit breakers are to be delivered during the first half of 1963.

By now, CGE looks upon Australia as one of its most active markets for large and complex equipment. As a Canadian supplier, the company has certain advantages, in addition to the Australian familiarity with North American equipment. Competition from Western Europe and from Japan is severe but Canada benefits from the British preferential tariff. In New Zealand (where CGE is installing generators, power transformers, large motors, paper-mill equipment, and switchgear controls) much of this equipment when it is supplied by Commonwealth countries enters duty-free, because there is no domestic competition. However, the British hold a large share of this market.

Britain and Ghana

It's more surprising that CGE has bid for and obtained business in Britain—an order for power transformers for the Central Electricity Generating Board. Alerted to the expansion plans being made by the Board, CGE decided to explore the sales possibilities and got in touch with Canada's Minister (Commercial) in London. He supplied the names of contacts and the company assigned one of its engineers to investigate all the details associated with submitting an acceptable bid. Result: an order for two large power transformers to be shipped this summer—an order secured largely because CGE could meet the Board's stringent technical requirements and offer fast delivery.

Promotion and persistence were rewarded again when a $5 million order for four 142,200 kva. generators, associated switchgear and four 165,000 kva. power transformers (equipment with up to 97 per cent Canadian content) reached International Sales in Toronto. They are destined for Ghana's huge and long-discussed Volta River hydro-electric power development—a contract secured after a year and a half of effort.

Before the go-ahead signal was given for this project, CGE was in touch with the consulting engineering firm and obtained copies of the specifications for the complex equipment. CGE briefed the consultants on its manufacturing and engineering facilities and had its designs accepted as suitable. Eventually it was awarded the contract for the generators, transformers and switchgear, largely because its quotations were competitive with those from manufacturers in various countries. Delivery will begin in 1964-65. The Japanese won the contract for the turbines. Recently CGE acquired Dominion Engineering Limited of Montreal, largely because Dominion's facilities for manufacturing large steam and hydro-type turbines complement CGE's apparatus lines.

Other Customers

One of the latest pieces of business to come its way was a contract to supply the transmitting system for a television station at Port-of-Spain, Trinidad—the first one in the West Indies. Included in the order is a five kw. transmitter, an "ultrapower" antenna, automatic standby equipment, and studio-to-transmitter program links. The station expects to be on the air by November.

Sometimes projects under the World Bank provide sales opportunities as, for example, the Volta River development. As another example, the company has shipped a million dollars' worth of transformers to the Dez Dam project in Iran financed by the IBRD—a contract won against world-wide competition. It has also supplied equipment for Colombo Plan undertakings, including various equipment for the Kundah hydro-electric project in India and turbo-generators for the Sukker thermal-power plant in Pakistan.

These examples do not exhaust the list of CGE's export activities. To Argentina it has sold electrical components for diesel-electric locomotives; in Mexico, radio and TV transmitters; in South Africa, Argentina and Brazil, adjustable speed drives for metal finishing mills, and in Yugoslavia, a mine-hoist drive. (A CGE mine-hoist drive was shipped to the Soviet Union during the war under the mutual aid program and somehow found its way to Yugoslavia; the CGE name-plate on it was responsible for the repeat business.)

Canadians Have Advantages

As Manager of International Sales, George Klein feels strongly that in scouting for export business the company should stress lines in which Canadians have developed special skills, such as hydro-electric generators, operating systems and controls (important as automation gains ground), large power transformers, steel-mill and paper-mill equipment. Most of these are custom-built to special designs and knowhow is an important constituent. So are labour costs, and here Canadian companies have an advantage over their U.S. counterparts because our labour costs are generally lower. As for European competition, Canadian companies have long been up against this in the home market and have had to equal or improve on European designs and manufacturing processes to survive at all. This has prepared them for the export battle. Facilities for financing exports under long-term credit arrangements, particularly in under-developed countries, have also put them on an equal footing with their U.S., British, German and other competitors.

Problems Too

Even with these advantages, the problems of selling complex and expensive electrical equipment should not be minimized; the staff of the International Sales Division at CGE knows them well. One is shipping; a large transformer, for instance, may weigh 150 tons and only a few ships have cranes large enough to handle it safely. Heavy lifts are expensive too; they may cost up to one-third as much as the ocean freight. In offering transformers for the Dez Dam project in Iran, one of the problems was to locate a ship sailing to that area which had the necessary lifting equipment.

In negotiations with potential customers, CGE normally prefers to quote prices f.a.s. Canadian port but will supply c.i.f. prices if these are requested; for the Snowy Mountains contract, the company quoted f.o.b. Sydney. It prefers to give f.a.s. prices because it has full control of its own costs but not of charges for freight and marine insurance. At the customer's request, it will arrange ocean freight and insurance and send him the bill.

But the greatest problem—and one that diminishes with every foreign contract secured—is becoming so well known around the world that engineering firms planning big projects automatically say, in sending out specifications, "We want a price from Canadian General Electric." It is a goal that comes closer as the company's engineers and the equipment they sell around the world enhance its professional reputation. ●

The Trade Services Branch

When and why was the Trade Services Branch set up?

The Trade Services Branch came into being on April 1, 1962. It was organized as part of a larger program of streamlining the Department's trade-promotion organization to take over certain trade-supporting services previously handled by other branches but of value in many areas of the Department's work. Among these were transportation problems and freight traffic research, trade directories, export and import controls, and related assignments. The new Branch is directed by Edward C. Thorne, previously Assistant Director of the Commodities Branch.

How is the work of the Trade Services Branch divided?

The Branch is composed of three divisions, each headed by a Chief: the Transportation Division, Trade Controls Division, and Allied Services Division. Each reports to the Director of the Branch.

Transportation Division

What are the main responsibilities of the Transportation Division?

The main responsibility of this division is transportation matters related to the promotion of export trade. The division is particularly concerned with instances where transportation facilities may not be adequate or where freight rates and conditions of carriage may not permit industry to compete effectively with foreign suppliers in markets abroad. It keeps in close touch with developments in services allied to transportation, such as freight forwarding, warehousing, packaging, containerization, and port facilities. Ocean charter rates are studied and a quarterly report on rates in selected trades is published in *Foreign Trade*.

Does it co-operate with other government bodies in the transportation field?

Yes, particularly with other bodies concerned with the regulation of shipping, ports, canals and other transportation media, such as the Department of Transport, the Canadian Maritime Commission, the National Harbours Board, the Board of Transport Commissioners, and the Air Transport Board. It participates in the work of the Canadian Port Committee. This committee draws members from industry and government and encourages the movement of traffic through Canadian ports. The Assistant Director of the Branch is one of two Canadian members of the St. Lawrence Seaway Joint Tolls Advisory Board.

Does it concern itself with air transportation also?

Yes; the division represents the Department on the Interdepartmental Committee on Civil Aviation, concerned with domestic and international air transportation policies and problems. It follows closely changes in air freight rates and enters into discussions with carriers on rates which have a discouraging effect on the export of Canadian products.

Is it actively concerned with or studying other new developments in the transportation field?

Yes; an example is in the area of problems associated with the transportation of dangerous goods. The division represents the Department on the Technical Committee on Dangerous Goods. It also represents the Department on the Committee on Pacific Coast Transportation, concerned with the study of transportation routes and services in the Canadian Northwest. The division's interests cover a range of services linked with Canada's external trade, as diverse as telecommunications policies and the adequacy of grain-storage facilities.

In what ways does the Transportation Division directly assist individual exporters?

Principally by providing guidance on ocean freight rates and other shipping rates to destinations throughout the world, by giving information on carrier services and on facilities at foreign ports, by suggesting the most satisfactory routings for shipments, and by participating, as appropriate, in discussions with carriers on rate problems.

Trade Controls Division

What are the functions of the Trade Controls Division?

The Trade Controls Division is responsible for administering the controls established under the Export and Import Permits Act. This responsibility includes close consultation with countries of the Free World in establishing a basic list of goods of strategic value and in giving effect to control measures restricting or denying exports of strategic goods to destinations where their use might be detrimental to the security of Canada. The division also assumes administrative responsibilities associated with issuing non-immigrant visas and special visas for trade missions from the Sino-Soviet bloc.

Why are these export controls necessary?

Canadian export controls have been in force for over twenty years. Unfortunately, the existing world situation continues to impose a need for constant vigil over the movement of strategic goods. Most of the goods under control are either arms or implements of war or basic materials and equipment capable of being converted into military equipment or used to produce arms and armaments. Where necessary, controls are used to implement action taken under legislation providing for price stabilization of agricultural and fisheries products, to ensure the adequacy of supply and distribution of scarce goods, and to carry out Canada's international commitments.

How does an exporter go about getting an export permit when one is needed?

The exporter may obtain export permit application forms from Collectors of Customs or from the Trade Controls Division of the Department. Instructions relating to the application are printed on the reverse side of the form. If he is in doubt about the legality of an export, the exporter should consult the Trade Controls Division; he is expected to have knowledge of the provisions of the Export and Import Permits Act and Regulations and the content of the control lists. Copies of relevant documents will be furnished by the Trade Controls Division on request. In all matters dealing with export permits, the Department treats as strictly confidential any commercial information supplied to it.

When an export is authorized by a general export permit or through the issuance of an individual export permit, the exporter enters the number of the permit in his Customs export entry form B.13, together with a corresponding description of the goods, the value, the consignee, and the ultimate destination.

Does this division perform any other duties?

Yes. It represents Canada at periodic conferences with the United States export control authorities. One result of the close understanding achieved between the control administrations of the two countries has been the avoidance of controls over a vast range of goods shipped across the international boundary for consumption in Canada and the United States.

Allied Services Division

What are the principal responsibilities of the Allied Services Division?

The prime responsibilities of this division are the administration of the newly established regional offices of the Department of Trade and Commerce throughout Canada and the compilation of confidential trade directories. The division provides the necessary services for the Director in his capacity as liaison officer with the Department of Defence Production in connection with Canadian/United States Defence Production Sharing activities. It also participates in the work undertaken by the International Standards Organization—CNC/ISO.

What role do the regional offices play?

Regional offices of the Department have been established in St. John's, (Nfld.), Halifax, Winnipeg and Vancouver, and are projected for two other cities. The main function of these offices is to maintain liaison between the Department and the various provincial government departments concerned with the development of trade and industry. Direct contact through our telex facilities makes available to business and industrial interests in the provinces the services provided by the Department in Ottawa. Placed at the disposal of industry is foreign market and credit information, details on export financing assistance, data on domestic and export trade, news of export opportunities, information on design awards and aid to small business.

What is the confidential directory that this division prepares?

The division compiles the *Exporters' Directory,* a confidential listing of firms engaged or seriously interested in exporting commodities and services. The information obtained from these firms is for use by the Department as a reference in developing export outlets for Canadian products. The *Exporters' Directory* is distributed to Canadian Government Trade Commissioners in the field and to the Commodity Officers in the Department. Canadian firms wishing to be included in the Directory should complete the questionnaire form that they can obtain from the Directories Section.

The Directory is revised annually. In addition, the Department's Commodity Officers and Trade Commissioners receive supplementary monthly bulletins showing additions, deletions, corrections and new agency arrangements. This information is provided by the firms registered in the Directory. ●

FAIRS AND EXHIBITIONS

■ Industrial Equipment at Brno

BRNO is Czechoslovakia's second largest centre, the capital of Moravia, and its 640,000 square metres of fairgrounds and exhibition buildings are modern in design and surrounded by lawns. The international trade fair held there each year concentrates basically on engineering and industrial equipment; the Czech market for these goods is a sophisticated one and exhibitors display technical developments and products new to the market. In 1961 over 550 exhibitors from 37 countries took part. Over 25,000 foreign visitors came from 71 countries; registration totalled altogether 1.3 million. Industrial experts attend in large numbers and fair authorities organize scientific and technological symposia as part of the proceedings.

Although the state trading corporations control all imports, their decisions are influenced by requests from factories, research institutes, planning authorities and ministries. It is the opportunity to reach these latter groups that makes the fair particularly valuable.

Canada is entering the Brno show in 1962 (September 9-23) for the third consecutive year. Our exhibit will illustrate the fact that we not only supply industrial raw materials but also finely engineered industrial instruments and machinery in many ways unique in design and quality—products that represent the application of original scientific research to particular commercial problems.

The Trade and Commerce sponsored exhibit will feature electronic equipment, industrial chemicals, synthetic rubber, isotopically labelled compounds, tire vulcanizing machines and atomic radiation equipment. These products will appear against a wall of polished copper or pillars of blue anodized aluminum, each with four 8 by 8-foot concave sides.

■ Food Industry at New York

AIDA (Association Internationale de la Distribution des Produits Alimentaires) is composed of food organization executives from thirty nations. Following the Association's successful First Food Congress and Exhibition in Paris in 1950, AIDA was set up permanently to ensure a congress every three years. The second took place in Ostend, Belgium, in 1953, the third in Rome (1956), and the fourth in Lausanne, Switzerland, (1959), at which 333 exhibitors from 26 countries displayed their goods to over 200,000 persons from 30 countries.

Canada will enter AIDA's 5th International Congress and Exhibition this year at the New York Coliseum, September 8-16. Some 50,000 food-industry officials and several hundred thousand of the general public are expected to attend. Registrants from more than 30 countries will participate in the Congress sessions, and the National Food Editors' Conference will coincide with it. Many important food-buying executives will visit from abroad. Major themes will include: the evolution of the retail store, home economics and nutrition, electronics, automatic merchandising, packaging, research, transportation and materials handling.

Canadian products going on display will include pickles, biscuits, confectionery, specialty foods, blue-

Part of the attraction of the Brno Fair, held in Czechoslovakia each year, is its setting. Surrounded by the green Moravian hills, the fairgrounds feature trees, lawns and well-designed buildings. Over a million visitors come to the fair each year, with emphasis on those interested in engineering and industrial equipment.

berries, turkey rolls, sour cherries, canned meat products, candies, jams, jellies and marmalades, maple syrup and products, macaroni, soups, juices, mixes and vegetable oil products.

■ Building Trades, Manchester

THE Building Trades Exhibition alternates each year between London and Manchester. The Trade and Commerce exhibit last year in London was, to quote one observer, "solid, highly technical, entirely functional, excellent for trade promotion, and a good design job. It made a fine impression on all levels of the audience". We received over 300 written inquiries and some 1,200 were dealt with verbally. One Canadian firm exhibited independently and had more than 200 inquiries, some from builders who erect 100 to 5,000 homes a year. Some 150,000 persons, mostly trade and professional people, saw the show's 840 exhibits.

The Government will enter an exhibit again this year at Manchester October 9-20. In a compact 78 by 16-foot area it will build a 24 by 12-foot A-frame building that will appeal especially to those with summer cottages in mind. Beside this will appear roof and wall sections made from various types of lumber, model homes and (in an associated display) plumbing supplies, furnaces, a washer, dryer, water heater, sliding door hardware and locks. Five Canadian lumber and plywood associations will take advantage of the opportunity to distribute sample material and literature.

■ Home Exhibition, Glasgow

THIS year the Department will enter the Glasgow Modern Homes Exhibition, October 3-20, which draws about 350,000 visitors a year. Our display will fall into two sections. One will show furniture, door hardware, plastic laminates, refrigerators, electric ranges, furnaces, wallpapers, and hi-fi equipment. The other will feature Canadian forest products in a post-and-beam cutaway model of a kitchen, completely furnished, and panelling, decorative wall boards, studs, flooring, roof decking, etc., will be shown in another room. There will also be transparencies and models of houses and farm buildings. The two areas of the exhibit will be linked across an open aisle by plywood box beams. Representatives of the Canadian Plywood Manufacturers Association of Canada and the B.C. Lumber Manufacturers Association will be there to help with trade promotion.

■ Machine Tools at Los Angeles

FOR the third time since 1958 Canada will participate in a tool show in the United States. The Western Tool Exposition and Conference, October 1-5, takes place this year in Los Angeles and provides an excellent opportunity for Canadian firms to promote the sale of metalworking machinery and specialty tool steels. The Department had a successful showing in Los Angeles in 1958 and because of the great industrial growth there, expects this success to be repeated.

Ten Canadian firms are participating with the Government in this year's exhibit. Nine of them will have machinery in operation on their stand. Their products will include a linotrol machine that flame-cuts metal to a pencil-drawn pattern; an inexpensive wheel alignment machine; an automatic injection moulding machine; specially built lathes; piston-driven hydraulic motors; a camera for measuring shock waves; a model of a planing machine and some insert-teeth cutters; a numerically controlled printed circuit-board drilling machine, and three turret-type milling machines.

■ Instruments at New York

THE 17th Annual ISA Instrument-Automation Conference and Exhibit will be held in the New York Coliseum, October 15-18, at the same time as the annual meeting of its sponsor, the Instrument Society of America. The combination of these important events in the instrumentation industry produces a show that attracts engineers, scientists, technicians and management personnel from all parts of the U.S. industry and from abroad. Over 75 per cent of the visitors are responsible for recommending, specifying or buying instruments and components.

The Department will enter an exhibit again this year (the 1961 Los Angeles show was counted an unqualified success by the Canadian participants). Products we will display cover a wide range of equipment, including a ball resolver, acceleration sensor, valves, control panels, a universal radiation monitor, pulse-shape discrimination probe, conductance soldering equipment, a light gas gun, carbon film resistors, a topside sounder satellite, solid-state inverter, lenses, etc.

■ Foodstuffs at Manchester

THE Canadian participants in the North's 1962 Food Fair, Manchester, May 8-19, were without exception impressed by the number of trade inquiries—wholesale, retail and bulk purchase—they received, as well as the interest they encountered among British agents in representing their lines. The Department's exhibit, said one trade visitor, was "smart and businesslike; individual displays stood out clearly." Public reaction to the foods was also good. In over-the-counter sales, one participant put almost 30,000 tins of his product into the hands of north-country consumers. Another averaged £160 a day in sales. Attendance, 50 per cent higher than at the previous fair, hit a record 143,000. The Canadian Fruit and Vegetable Products Mission arrived on May 8 to participate in the official opening of the exhibit and all members were pleased with our good showing. A larger exhibit and even more participants is the hope for Canada's entry next year.

58809-5—3

Home-Heating Equipment

Surveying the European Market

From February 9 to March 6, 1962, an eight-man trade mission sponsored by the Department of Trade and Commerce visited Britain, France, the Netherlands and West Germany to investigate the market for home-heating equipment and the long-term sales prospects for Canadian equipment there. Here is what the mission discovered about the market, as reported by O. A. SULZENKO, of our Commodities Branch, who acted as secretary to the mission.

BRITAIN

THERE is no doubt that a substantial demand for central heating equipment in Britain remains to be filled. The British are becoming more receptive to the idea of central heating and the traditional antagonism to it is slowly disappearing. It will, however, take some time to persuade the average Britisher to equip his new home with central heating or to install it in his present one. Only 3.1 per cent of British homes now have full central heating.

The Mission felt that there were three major markets in Britain for warm-air heating—the areas in and around London, Manchester, and Glasgow.

London Area

In the London area, there are two potential markets. The first is low-cost mass-housing projects where the contractor selects the type of central heating to be used. Generally speaking, these heating units are smaller than the minimum-size Canadian equipment and range between 40,000 and 60,000 B.T.U.'s. Canadians would have to design a new unit or supply a scaled-down small Canadian one with a gun-type burner. There is a seller's market for this type of mass housing and the large builders are not too familiar with the extent of heating equipment that should be provided and are very conscious of the cost. British heating equipment for this type of housing gives background heat only and can be installed for about £100 per flat or small house. Eventually, with more education, the consumer will probably demand full heating.

The second and more promising market is higher-priced homes, ranging from £6,000 to £8,000 and up to £10,000; here the contractor is often willing to spend more than £1,000 for an adequate warm-air heating system. This is a smaller market but a good one. It will be necessary to make the contractor familiar with the proper layout of the equipment, ductwork, and installation in all types of housing. Most of these houses do not have a basement but the slab construction should mean that it would not be difficult to install Canadian equipment.

Manchester and Glasgow

In and around Manchester, the contractors and the building merchants seemed rather enthusiastic about warm-air heating. Building costs and land are both cheaper in this area and promotion of central heating seems to have succeeded better than in London. Manchester appears to offer Canadian manufacturers the best opportunities for an initial approach to the British market. One large contractor in the Glasgow area displayed an encouraging and progressive attitude. A number of warm-air installations have been made and opportunities for this type of heating seem promising.

The comments made about warm-air heating apply also to the market for oil-burners and hot-water heaters, although equipment made in Canada would have to be redesigned to satisfy the low B.T.U. capacity of the British market. Water heaters, especially oil-fired ones of either the vapourizing or pressure-jet type, should sell well. The same is true of Canadian hot-water boilers and heating systems in apartment buildings, flats, and in the larger homes. The design of the Canadian equipment is more advanced and in some instances it is lower in price. But Canadian installation methods would have to be introduced, particularly methods of joining pipes and installing fuel lines and oil tanks.

Canadian equipment is suited to Britain except for a few modifications because of the different type of gas and electricity supply. Oil-burning equipment needs no approval but should have the blessing of the oil companies, which have testing facilities. Electrical equipment must meet British standards. Obtaining this approval was simplified with the announcement last April that the British Electrical Approvals Board has agreed to an arrangement whereby the Canadian Standards Association may test and approve electrical appliances in Canada to British standards on their behalf. (Canadian manufacturers interested in this arrangement should consult the Canadian Standards Association, 178 Rexdale Blvd., Rexdale, Ontario.) Gas-fired equipment using manufactured gas must be approved by the Central Gas Board Testing Laboratories in London. Gas equipment for L.P. gases does not come under the Gas Board but could be tested by the oil companies. The testing and redesign of equipment could take up to a year.

In the early stages of cultivating the British market, the proper type of equipment could be built in Canada and shipped to Britain. In the long term, it might be necessary to license a British manufacturer to build all or part of the units. As an alternative, a Canadian manufacturer could set up his own plant in Britain and ship certain components to it.

THE NETHERLANDS

In the Netherlands, despite the cold damp winters, only about 5 per cent of the homes are centrally heated. The general feeling is that coal space-heaters are the most economical. Moreover, the Dutch interpret warm-air central heating to mean an oil space-heater rather than a ducted warm-air system.

Hot-water heating has won general acceptance, though it is done chiefly by radiators rather than by baseboard heating. Pressed steel radiators are installed in the living room and in whatever other rooms the family wants heated. Baseboard heating as we know it in Canada is being tried out but the cost is relatively high and the homes are poorly insulated. Introducing baseboard heating on a large scale would be a slow business. Most of the equipment for hot-water heating is made in the Netherlands; the equipment for other types of heating is imported, mainly from West Germany, Sweden, France and Belgium. The Dutch Organization of Central Heating Contractors appears to be more in favour of hot-water systems and this has considerable bearing on Dutch preferences. Contractors do feel, however, that central heating will eventually be introduced on a large scale in the Netherlands.

In warm-air heating, the Canadian manufacturer who wishes to penetrate the Dutch market will have to divide his efforts into two phases. First, he will have to generate interest in warm-air heating with central furnaces and a duct system among architects, contractors, and the general public. The few people in this type of business in Holland at present are making only limited progress in selling the idea of this type of heating. One of the problems is that the majority of Dutch homes are built without basements and the heating ducts have to be installed in the slab of concrete on which the house stands, with the central heating unit placed in a garage or breezeway. The Canadian manufacturer who wants to sell this type of heating would be wise to team up with one of the Dutch firms and supply it with technical knowledge, advice and equipment. Licensing agreements might also be considered. The greatest opportunity is probably selling to the higher-priced homes.

The market for oil space-heaters, either individually installed or as a mass project and with the oil delivered through a central distribution system, is more active. The Canadian product would, however, have to be completely redesigned to meet the specifications of the Heat Technology Department of the Central Technical Institute and carry its approval for sale. Styling is also different in Holland. About 15,000 oil burners are sold in the Netherlands each year, it is estimated, 50 per cent of which are imported. Competition is keen and prices relatively low. Canadian-made oil burners are dutiable at 17 per cent, plus a tax of 8 per cent. Those from EEC member countries pay only 7.6 per cent and this duty will decrease progressively.

Selling warm-air heating systems or oil space-heaters in the Netherlands would certainly be a long-term proposition; some model installations would probably be needed and any enterprise should be well financed.

WEST GERMANY

The German market appears to offer greater sales prospects than does the Netherlands. Only about 28 per cent of German dwellings are centrally heated; the remainder have stoves and/or space-heaters. The more prosperous home-owners, however, are comfort-conscious and willing to spend money on more pleasant living. The market for hot-water heating could certainly be developed, as full central heating is gaining acceptance. The design of the equipment and the conditions of use are somewhat different than in Canada. The temperature of the water flowing into the radiation system is about 200 degrees F., with a drop of some 42 degrees F. between the inlet and outlet positions. It might be possible to develop a more economical and better balanced hot-water heating system in Germany. Any long-range plan for selling such systems in Germany, however, should be based upon arriving at some sort of a manufacturing or licensing arrangement with a German company.

An effort is being made to produce and sell warm-air heating equipment, although householders tend to heat individual rooms and damper off the others. The main German objections to warm-air heating, whether oil or gas-fired, are the noise (by German standards) and the feeling that the circulation of warm air throughout the house increases the danger of spreading dust particles and bacteria. The cost of installation and the cost of oil are close to the Canadian figures, but the earning power of the average German is only 40 to 45 per cent as great as that of his Canadian counterpart.

There does not seem to be any uniformity in layout; central warm-air ducts with leads going into individual rooms and a return hookup to the furnace do not seem to be common. Nor do the Germans understand the use of filters. There is a keen interest in warm-air heating, but to develop it further two things are needed: an extensive educational program and some model installations that would prove their worth. Canadian equipment would have to be modified and perhaps redesigned.

It is estimated that about 180,000 oil burners were sold in Germany in 1961 and the market is growing. Canadian manufacturers would have to be prepared to redesign their equipment to comply with specifications of the Deutsche Industrie Normen if it is to be used with German-made boilers. Then too, the German heating industry demands a great deal more assistance and co-operation from the manufacturer than is common in Canada. For these reasons exports of oil burners *per se* might not be too significant; the chances for success would be enhanced if the Canadian firm producing oil burners is prepared to enter into a licensing agreement with a German company.

The German consumer looks upon heating equipment as a lifetime investment. He expects to have chromium-plated oil lines and an inspection port where he can see the flame. Equipment for the German market has to be of exceptionally high quality, well engineered, competitively priced, and easily adapted to German conditions. Proper servicing is also important and might well be the deciding factor in marketing heating equipment there.

In general, central heating installations in Germany are not as far advanced as in Canada, but there are excellent manufacturing facilities and an abundance of capable technical personnel, plus aggressive management. Canadian manufacturers are likely to find the competition keen in Germany and may wish to investigate a licensing or manufacturing agreement there rather than making direct sales.

FRANCE

Central heating has won greater acceptance in France than in the other three countries and the job of educating householders in the advantages of this type of heating would not be as great. At the moment, central heating is chiefly confined to apartments and office buildings and it is used only from the middle of October until the middle of April. Since 1958, manufacturers of heating equipment have been compelled to submit sample units to the Direction des Industries Mechaniques et Electriques for testing. In addition, it must be approved by the Association Francaise de Normalisation if it is to secure consumer acceptance.

Most of the heating equipment, including oil burners, being offered on the French market is not unlike the Canadian type. In fact, few modifications would be needed, except to supply the equipment with 50 cycle, 220- or 230-volt electric controls calibrated in Centigrade. Natural gas is found in southwestern France and it is expected to have the same impact there as in Canada a few years ago. It may be another two or three years before gas is an important factor in heating, but gas-fired equipment from Canada could do well in the French market.

Competition is keen, but nevertheless the mission determined that Canadian manufacturers of heating equipment can compete in price, even with freight, insurance and import duties added to production costs. Imports of this type of equipment still require a permit, but this is granted automatically on request. There is also some market for central hot-water heating but selling methods, etc., would have to be investigated carefully before a sales campaign is launched. ●

Iran Studies Refinery

THE National Iranian Oil Company (NIOC), a government agency, is studying the possibility of building a 50,000 barrel per day refinery in Tehran. Output would be consumed within the country. At present, refined products come to Tehran by pipeline from large refineries at Abadan. These refineries, operated by the Iranian Oil Refining Company (a consortium of 17 oil companies in which British Petroleum holds 40 per cent of the shares), are fed from rich fields in southern Iran, 1,000 miles from Tehran.

Interest in a new refinery stems from encouraging flows of crude oil at the National Iranian Oil Company's wells in the Alborz field, 110 miles south of Tehran. The latest well, Alborz Well No. 11, struck oil at 2,741 feet. Well-head pressure was 5,400 pounds per square inch. No details on the capacity of No. 11 have been made public but it is expected that, with the two adjacent producing wells (Numbers 9 and 10), an output of 75,000 barrels a day will be possible. Further exploratory work in the same field will likely boost this figure to give Iran sufficient output to meet any future requirements. Demand should reach about five million tons a year by 1965.

Cost of a new refinery could run from $50 million to $70 million. A pipeline from the Alborz wells to Tehran would add another $20-25 million. End result would be to release for export the volume of oil NIOC now takes from the southern fields to meet domestic needs. A yearly $22 million in foreign exchange could thus be saved.

A satisfactory arrangement for financing the project has not yet been worked out. Foreign loans or credits will, however, be required. One report states that after allowing for repayment of capital and interest on the loan, savings of $170 million could accrue during the first ten years of operation.

The NIOC is jubilant about its recent success in the Alborz field and an official report is awaited with interest. Once adequate reserves are established, definite commitments can be made to proceed with construction. This decision may be taken before 1963.

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

Baltimore - - an Untapped Market

A great many countries sell manufactured goods in Baltimore's billion-dollar consumer market—but Canada still sells largely raw materials. Are we missing opportunities in the sixth largest U.S. city?

JOHN B. McLAREN, *Vice Consul and Assistant Trade Commissioner, Philadelphia.*

THE historic city of Baltimore is still the industrial heart of Maryland. It accounts for 61.5 per cent of the state's industrial plants, 74.8 per cent of its industrial employment, 79.9 per cent of industrial payrolls, and 82.4 per cent of the value added by manufacture.

Sixth largest city in the United States, it boasts a two-billion-dollar industrial complex and offers a billion-dollar consumer market. Its industrial operations are notably diversified. About 80 per cent of the industry groups listed in the United States Census of Manufacturers are represented in Baltimore.

Active Port

A strategically located major seaport, Baltimore offers complete transportation services, including 124 steamship lines, three trunk line railroads, 14 air cargo lines and 165 certified regular-route motor-truck carriers. Its modern port facilities consist of 39 covered and open overseas piers and waterfront warehouses; 30 public general warehouses with 3.9 million square feet of storage area and 6.8 million cubic feet of cold storage space; floating derricks; gantry and locomotive cranes; wide pier aprons; shipside rail tracks and truck ramps; open storage area for 32,000 rail cars near piers, and simultaneous loading and discharging of as many as 91 ships.

The latest official figures (1960) rank Baltimore as the number two port of the United States in volume of foreign trade handled. Imports and exports in that year amounted to approximately 23 million long tons. The accompanying table lists the ten leading countries shipping to Baltimore, (Canada holds an enviable second-place position) and the major import commodities. Raw materials comprise the chief imports and Canada's trade with Baltimore is good. However, there is little variation from the raw material pattern; in 1960 our shipments were restricted to:

	($'000,000)	(long tons)
Lumber and shingles	2.06	40,062
Standard newsprint paper	1.77	12,775
Gypsum or plaster rock (including gypsum cements)	.37	329,055
Iron ore and concentrates	18.20	2,013,767
Total	**22.40**	**2,395,659**

Why Not Manufactures?

Baltimore is import-minded. In the local stores one finds products from almost all countries, with one glaring exception. There is virtually nothing of Canadian origin on display. Baltimore merchants are not reluctant to buy from Canada; they have just never been approached and are generally unaware of what is available. It is the same story with industrial purchasing agents and manufacturers' representatives. If Canadian exporters would visit this lucrative market, ready to sell, there is no reason why we could not be number one shipper to the Baltimore area.

With a concerted effort we could maintain our strong position as an exporter of raw materials and at the same time sell more and more semi- and fully-manufactured articles.

BALTIMORE'S IMPORT TRADE, 1960

	(long tons)
Principal Sources	
Venezuela	6,402,628
Canada	2,395,659
Chile	1,874,033
Peru	1,212,176
Netherlands Antilles	1,151,097
Brazil	926,365
Liberia	593,551
Mozambique	448,547
India	374,872
Mexico	312,079
Principal Commodities	
Iron ore	10,709,391
Residual fuel oil	2,061,586
Manganese ore	1,070,593
Petroleum, crude	676,139
Chrome ore	659,546
Sugar	428,563
Gypsum rock	329,055
Bananas	183,944
Petroleum, asphalt and products	161,482
Rolled and finished steel mill products	133,795

Any Canadian company willing to send a personal sales representative to this virtually untapped market can count on the Canadian Consulate in Philadelphia to help in any necessary arrangements. If it is absolutely impossible to pay a visit, send samples, literature, and landed prices (duty and freight paid) to the Canadian Consul and Trade Commissioner, 3 Penn Center Plaza, Philadelphia 2. We know of many agents in various fields who are looking for Canadian products to handle if the price is right and quality and style are good. ●

What's current in commodities?

Canned Fish

South Africa—**Import controls, development in the local industry, and Norwegian and Japanese competition have affected our fish exports to South Africa, but Canadian sardines and salmon continue to enjoy a good reputation among consumers there.**

M. R. M. DALE, *Trade Commissioner, Cape Town.*

CANADA is a traditional supplier of canned fish to South Africa. Before the war, our exports of salmon and sardines to this market reached six to seven million pounds a year. During the war this trade fell away almost completely but was resumed immediately afterwards and in 1947 exports totalled almost 12 million pounds, worth about $2 million. (see Table I).

Three developments have seriously affected the South African market for Canadian canned fish since the war. First, South Africa found itself in balance-of-payments difficulties and introduced import control in 1948. Second, Norwegian imports, suspended during the war, re-entered the market. Canned fish shipments from Canada dropped to ten million pounds in 1948, of which 3½ million were sardines. The import controls actually affected the Canadian position only slightly; Norway managed to sell over two million pounds of sardines in that year. In 1949, Canadian imports of sardines fell to 500,000 pounds and Norwegian to less than 250,000. Imports were negligible in the next two years. Controls were relaxed somewhat between 1955 and 1960 and Canada was able to increase exports to approximately one million pounds. During this period, Norway's sales averaged about two million pounds. Emergency import controls were reimposed in 1961 and our exports fell to 650,000 pounds (salmon 71,000 and sardines 566,000). Sales of Norwegian sardines do not appear to have been so much affected, however, though there was nothing discriminatory in the import regulations.

In a Johannesburg store, a sales clerk recommends Canadian canned salmon to one of her customers. Recently Canadian salmon has run into stiff competition from Japanese suppliers; our sales last year totalled only 71,000 pounds.

Canadian sardines imported into South Africa represented about 17 per cent and Norwegian over 50 per cent of all sardines imported last year. In addition to Norwegian and small quantities of higher-priced Portuguese sardines, West Germany, Denmark and Britain have also made sales in recent years. South African demand responds quickly to variations in prices of sardines offered by these countries.

Selling Canned Salmon

Sockeye was the principal Canadian salmon sold on this market in prewar days, but we also exported large quantities of high-grade Pink. At that time Japan was by far the largest supplier of canned salmon, which was purchased regularly by the non-European low-income groups. When salmon imports were again permitted after the war, Canada dominated the market but all grades had moved into the high-price bracket. Today the coloured population and the low-income groups are unable to buy Chum or Pink salmon. Sockeye remains a luxury and sells only to the high-income group in limited quantities. Since 1956, Japanese canners have offered all grades at prices lower than the Canadian. Merchants therefore buy Japanese salmon in preference to Canadian not only because the price is lower but because they get a larger quantity for the same value of permits. In recent years some brands of salmon popular in South Africa have been produced under licence in Japan but this year there is some indication that Canada will again pack these brands. Total Canadian salmon imports remain at but a fraction of their previous levels; in 1961 they totalled only 71,000 pounds, or

TABLE I

SOUTH AFRICAN FISH IMPORTS

Year	Preserved Canned Fish* Canada	Japan	Norway	Total	Sardines Canada	Norway	Total	Canned Salmon Canada	Japan	Total
	(thousands of pounds)									
1946	745	....	....	4,499	....	....	....	....	....	....
1947	11,976	....	....	17,745	....	....	....	....	....	....
1948	6,453	....	178	8,190	3,554	2,300	6,219	....	....	....
1949	1,290	....	7	3,549	560	168	825	....	....	....
1950	1	....	84	3,747	4	30	33	....	....	....
1951	6	....	54	5,176	69	174	289	....	...	....
1952	51	....	106	3,125	1,464	2,674	4,942	....	....	....
1953	29	14	20	5,308	770	1,900	3,142	....	....	....
1954	388	2	43	15,397	452	1,885	2,652	....	....	....
1955	1,295	86	123	3,113†	618	1,985	3,056	....	....	....
1956	128	13	113	1,116	878	2,687	3,995	303	349	724
1957	141	180	288	1,701	815	2,424	3,616	361	601	976
1958	72	114	356	1,265	975	1,733	3,218	240	641	910
1959	47	221	303	1,303	836	1,951	3,747	315	315	1,206
1960	37	126	285	1,620	914	1,419	3,381	180	653	891
1961	16	107	249	1,020	566	1,523	3,318	71	445	527

*Includes sardines before 1948 and tinned salmon before 1956.

†After 1954, statistics on trade with South West Africa ceased to be available. Imports of preserved tinned fish from this source in 1954 totalled 95 per cent of the total, 93 per cent in 1953, and 53 per cent in 1952.

about 1.7 per cent of total salmon imports.

Domestic Industry Appears

The third factor that has affected Canadian sales in South Africa is the expansion of the local fishing industry, which was accelerated by the protection afforded by import control. The industry has been consolidated and developed. In addition to supplying the home market it has now become a significant competitor in world markets (see Table II) and makes an important contribution to the economy. It is not a new enterprise, but what is new is the rapid development since 1948 and particularly in the last few years. The industry falls into two main groups, inshore and offshore.

Inshore—Pilchards, maasbanker and mackerel have flourished in South African waters from earliest times but fishing has always provided a precarious livelihood. During the last war, the South African Fisheries Division of the Department of Commerce and Industry assumed control of all matters

TABLE II

PRINCIPAL FISHERIES EXPORTS OF SOUTH AND SOUTH WEST AFRICA

	1960 (Centals '000)*	1960 ($'000,000)	1961 Centals '000)	1961 ($'000,000)
Fresh or frozen rock lobster tails	95.2	8.9	115.3	10.8
Of which:				
United States	91.7	8.6	110.4	10.4
Other fresh or frozen fish	273.8	4.1	290.4	4.3
Of which:				
Australia	122.1	2.1	117	1.9
Britain	34.0	0.5	44.4	0.6
Rhodesia and Nyasaland	60.5	0.8	60.4	0.9
Preserved pilchards	1,242.1	19.1	1,467.8	22.2
Of which:				
Britain	268.1	4.1	245.3	3.8
Burma	106.6	1.4	79.5	1.0
Philippines	577.1	9.3	854.8	13.2
Malaya	81.1	1.2	34.9	0.5
Ghana	56.9	1.0	....	....
United States	38.5	0.4	89.8	1.1
Fishmeal and solubles	3,796.6	15.5	2,793.7	13.1
Of which:				
Britain	1,590.8	6.1	1,042.1	4.8
East Germany	593.8	2.5	116.4	0.6
West Germany	374.0	1.5	335.4	1.6
Israel	250.5	1.0	234.6	1.0
United States	304.7	1.3	143.6	0.7
	(gallons '000)		(gallons '000)	
Fish body oil	10,648.7	5.7	7,907.2	5.0
Of which:				
Britain	10,450.4	5.6	7,484.6	4.7

*One cental=100 pounds.

touching the fishing industry. This action, plus the establishment of the Fisheries Development Corporation, provided the basis for rational development of commercial fishing. Canning and processing machinery was introduced and production of the important byproducts, fishmeal and fish body oil, became possible. Conservation measures and annual quotas for factories proved effective means of control. Strict adherence to Bureau of Standards regulations was insisted upon.

Last year, the catch for the Republic and South West Africa totalled over one million pounds, of which pilchards accounted for about one half. Rock lobster (ocean crayfish) fishing is important also and rock lobster is a good dollar earner. It is subject to control largely through government export quotas (equal to 6.9 million pounds in 1961). Only limited quantities are canned; the major part is sold as frozen tails. Some tuna fishing is done and frozen tuna is shipped to Italy for processing. Shark fins are also exported.

Table III shows production of canned fish, fishmeal and fish body oil for the Republic and South West Africa during the past two years. Of the total catch, only an estimated 15 per cent is canned.

Offshore—A wide variety of fish is obtained by trawling and is sold chiefly fresh or frozen. Small whale catches are reported each year.

Notwithstanding the development of the local fishing industry, Canadian sardines and salmon continue to enjoy a good reputation. Sales cannot be expected to return to prewar levels but if exporters pay attention to the market, they should be able to maintain a fair volume of sales. Competitors visit the market regularly and study the demand, and have also initiated advertising campaigns to promote the sale of their products. Canadians should not expect to do less if they are to succeed. ●

TABLE III

OUTPUT OF CANNED FISH, FISH PRODUCTS

	1960	1961
Canned fish (including	(cartons)	
South West Africa)	5,594,901	5,218,219
Fishmeal	(short tons)	
Republic	98,758	119,705
South West Africa	55,122	79,318
Total	144,880	199,023
Fish body oil	(long tons)	
Republic	26,107	40,407
South West Africa	14,905	17,258
Total	41,012	57,665

Lumber

Japan—Market for lumber slow at present but expected to pick up later, as domestic production cannot meet needs and Canada's reputation as a timber supplier is good.

D. A. HILTON, *Assistant Commercial Secretary, Tokyo.*

THERE is a Japanese proverb that can be roughly translated as: "*A good rest makes good business*" and that phrase is being heard more and more among the importers and traders in the lumber industry these days. After record Canadian exports of lumber and timber to Japan in 1961, shipments have slowed down this year.

The drop comes as the result of a number of factors, both economic and technical. After three years of boom, the Japanese economy started to slow down late last year. At the same time, the Government tightened credit within the country and this policy was felt almost immediately in the construction industry.

Imports Pile Up

Within the lumber industry, the record activity in 1961 led to overcommitment by a number of the large importers and inventories reached new highs. At the same time, lumber and logs from North America continued to arrive in Japan until port congestion became so bad that some ships had to lie in stream for over three months awaiting unloading. With the typhoon season approaching, port authorities have been forced to clamp down and importers have been ordered to clear log ponds and to move lumber off open wharfage space. This has meant further pressure on the market. Wholesale prices dropped 15 to 20 per cent in the first quarter of 1962 and recovery has been slower than expected.

The combination of these pressures was felt throughout the industry in the spring months and although the picture for the rest of the year appears brighter, the trade estimates that Canadian lumber imports will be about 10 per cent off their 1961 record levels. Log imports from the northwestern United States (which have in the past run about three to five times as high as lumber imports from Canada) are expected to drop anywhere from 20 to 40 per cent from their 1961 levels.

At the end of March, it was estimated that inventory of North American logs and lumber in Japan was at a record high of 365 million board feet. Monthly demand has been estimated at about 53 million board feet for the second quarter of 1962, increasing to 63 million board feet for the third quarter and to 70 million board feet in the last three months. Imports of Canadian and U.S. logs and lumber have continued to flow into Japan in recent months, mainly because of long-term buying commitments that Japanese import houses made in 1961. The few new contracts signed this year have called for delivery in the last quarter of 1962. The hope is that by the end of 1962 imports will accelerate to about 12-15 million board feet a month as demand picks up and inventories return to normal.

Medium-Term Forecast

But even if the recovery is slower than predicted for the last half of 1962, the medium-range forecast shows bright prospects for Canadian lumber in this growing but competitive market. The sharp expansion in 1961 was responsible for the consolidation and acceptance in the Japanese market of Douglas fir, hemlock and red cedar baby squares and it appears that they will remain competitive with domestically sawn lumber and timbers. The Japanese Forestry Agency last month estimated that by 1965 imports of North American timber would reach 5.3 times their 1960 level. In recent weeks Japanese wholesalers have organized regional associations for the promotion of North American lumber products.

Total demand for forest products is increasing about 12 per cent a year in Japan and the most optimistic prognosis is that not more than one quarter of this can be met from domestic production. In fiscal year 1961, demand for forest products in Japan reached 58,300,000 cubic metres. The Forestry Agency has predicted that with proper forest management, plus expanded transportation facilities, there could be an annual growth yield in Japan of 60 million cubic metres. Today almost a quarter of Japan's timber resources are inaccessible.

By 1970 it is estimated that total demand will be close to 80 million cubic metres of logs and lumber a year and to supply this need, 16.6 million cubic metres will have to be imported. About half of this will be in the form of hardwood logs for plywood.

At present, Japan is importing its softwood requirements from four main sources: the United States, Canada, the Soviet Union and New Zealand. With over 30,000 sawmills in Japan, importers much prefer to deal in logs and there have been reports in the trade that one or two of the larger importers have taken out leases on stumpage in the northwestern United States to obtain long-term sources of supply.

Main Competitors

New Zealand at present supplies approximately 125 million board feet a year of pine. It is used in the construction industry and because of its similarity to domestic pines it has remained in steady and firm demand.

The Soviet has signed an agreement with the Japanese to supply in 1962 some 820 million board feet of softwood. Of this amount, 230 million will be in the form of pulpwood and only 21 million board feet will be exported as lumber. In past years the demand in the lumber market has been strong enough to divert pulp logs to the sawmills for use as lumber.

The tightening of the domestic market has also affected the sale of Soviet logs and lumber in Japan. Japanese importers have contracted for delivery of almost all of the logs covered by the trade agreement but to date only about 15 per cent of the amount negotiated has been shipped. At present market prices the Russian logs are priced 20 to 30 per cent higher than current quotations on similar species imported from North America. In addition to higher prices, the Russian logs also face the problem of crowded port conditions in northern Honshu and Hokkaido and high domestic inventories. Japanese importers are hoping that within the next few weeks the trade agreement can be renegotiated and have asked the Soviet Trade Representative whether part of the volume contracted could be carried over into 1963.

Except for baby squares, almost all lumber imported from North America is resawn once it arrives in Japan. Up until late 1960, the demand for Douglas fir and hemlock baby squares was minimal, but rising domestic prices coupled with market acceptance of the higher quality imported lumber have changed the pattern appreciably.

Besides Douglas fir and hemlock, appreciable amounts of Port Oxford cedar from the United States and western red cedar from Canada were sold in Japan over the past six months. Up to now there have not been any appreciable shipments of western white spruce to Japan. According to one importer, what has been received has arrived in mixed specie shipments, a few of which were sold during the rapid market expansion late in 1961.

Trading Companies Active

Almost all North American logs and lumber shipped to Japan are being imported by large trading companies. These companies in turn distribute lumber to wholesalers or sell logs to the sawmills. With the present squeeze in the market, these importers are finding themselves in the position of involuntary bankers for some of their customers who are still holding large stocks of North American lumber sold to them on credit last fall. The importing houses, looking forward to a brighter market later this year, are carrying their customers at this time for fear that a disruption in the distribution system will only benefit their competitors once the picture brightens.

With this tight market, the Canadian exporter not already doing business in Japan would be well advised to make his first contacts through the established trading houses. A general agent in the lumber business here is only as useful as his contacts with the trading companies' lumber departments and (with almost no exception) the trading company prefers to deal directly with the seller.

The opening of the market in 1961 has made the Japanese buyer much more knowledgeable about Canadian species, lumber inspection and wood qualities and although the market will remain highly competitive, the Canadian softwood exporter appears to be in this market to stay. ●

BUSINESSMAN'S BOOKSHELF

Europa Year Book, 1962

Europa Publications. 1,262 pages (Vol. I) and 1,380 pages (Vol. II). $25.00 each ($44 a set).

THE 1962 edition of this indispensable reference work has been strengthened and expanded. Its objective remains the same—to "provide essential and comprehensive information about every country in the world, including economic and statistical data, as well as details of the constitution, government, political parties, legal system, religion and education. There is also a directory section for each country, giving names, addresses and other useful facts about newspapers and periodicals, publishers, radio and television, banks, insurance companies, chambers of commerce, trade associations, trade unions, airlines, railway and shipping companies, learned societies, research institutes, libraries, museums and universities."

The various associations and international organizations with headquarters in Europe are covered in the initial 250 pages of Volume I. A study of the section on the various European Communities should give businessmen a firmer understanding of economic developments on the Continent. International trade unionism is dealt with in three new chapters. The remainder of the first volume deals in systematic and comprehensive fashion with 38 European countries (including the U.S.S.R. and Turkey).

Volume II deals with Africa, the Americas, Asia and Australasia. There are new chapters on Jamaica, Kuwait, Syria, Tanganyika, Tonga, and Western Samoa. International organizations from the United Nations to the Arab League are covered.

These two volumes, published by the firm which also puts out *International Who's Who,* contain a wealth of information. Explanatory notes are brief and easy to understand. To the businessman with an active interest in the international market, *Europa Year Book* should be extremely useful.

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

The Swedish Market

Contimart AG, Zurich. 62 pages (mimeographed). $10.00.

CANADIAN exporters who are willing to offer products of the best quality and well designed should not overlook one of Europe's richest but possibly most discriminating markets, Sweden. That is the impression that this market study gives.

Statistics cover projected consumption by Swedish households (by commodity), expenditures per household in several wage groups (by commodity), population (by age and sex), chief marketing centres, appliance ownership, etc. Statistics on imports into the "Norden" countries—Sweden (the wealthiest), Norway, Denmark, Finland and Iceland—are grouped for comparison and may suggest marketing opportunities to readers.

Informative discussions of Swedish life and temperament, government, and the social structure will probably correct misconceptions in the minds of some; the effect, however, is usually to stir up enthusiasm over sales possibilities. The section on advertising and marketing is detailed and expert, as befits a publication put out by this organization.

Order from: Crawfords Advertising Service, 154 University Avenue, Toronto, Ontario.

Trade Winds

The Board of Trade of Metropolitan Toronto. About 16 pages (mimeographed). Free.

LAST January, the International Trade Department of the Toronto Board of Trade began to publish this useful monthly bulletin for those engaged in foreign trade.

It devotes the first few pages to brief items on trading conditions and developments in various countries, including Canada. Succeeding sections cover investment opportunities in foreign countries, inquiries about licensing agreements, notices about books of interest to exporters, and listings of international trade fairs. A good deal of space is given to export and import opportunities and inquiries for agents. Canadian agencies seeking new lines or distribution arrangements are also covered.

Order from: International Trade Department, The Board of Trade of Metropolitan Toronto, 11 Adelaide Street W., Toronto, Ontario.

Canadian Ports and Shipping Directory, 1962

National Business Publications Limited. 346 pages. $10.00.

THE eighteenth edition of this annual publication has come off the press and ships' masters, shipping companies, agents and all others who need information on Canadian (and U.S. Great Lakes) ports that service Canadian trade will find it a worthy successor to previous editions. Its alphabetically arranged directory of ports provides a useful guide to the accommodation facilities, towing services, port authorities, necessary formalities, approaches, available pilotage, chandlers, customs agents' offices, etc., that characterize each port.

In addition, there are over one hundred pages of useful supplementary information, including data on general dues and charges in the national and public harbours, on services of various government departments, maps showing where the ports are located, tables of sailing distances from North American to world ports, lists of Lloyd's agents and sub-agents, etc. Canada's Trade Commissioner offices overseas and the territory each covers are listed. An interesting description of the St. Lawrence Seaway, supported by maps and photographs, appears in this year's edition; the article includes schedules of tolls, running times, expenses and other details.

Order from: National Business Publications Limited, Gardenvale, Quebec.

Sales Tax—Canada, 10th Edition

Canadian Manufacturers' Association. 500 pages. $15.00.

THE CMA's enlarged and revised manual on federal sales and excise taxes (the 9th edition appeared in 1957) incorporates the many changes in application of the tax that have occurred in the past five years. The seventeen sections of this reference book include an introduction to the general principles of the tax, alphabetical listings of taxable and tax-exempt products, tax computation, Minister's powers, offences and penalties, appeals, refunds, etc. Many important terms are defined, though the authors warn that the administrative and judicial interpretations of these may change.

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

Fruit

Commonwealth Economic Committee. 209 pages. $2.00.

EXPANSION remains the keynote of world fruit production, although in some sectors growth in output has been slower than expected. The quantities of fruit entering international trade also continue to increase. The Commonwealth Economic Committee's review—*Fruit 1961*, also reveals a noteworthy rise in world output of deciduous fruit. World exports of fresh, canned and frozen fruits and fruit juices in 1960 were equivalent to 13.6 million tons of fresh fruit.

This study reviews, country by country, production of and trade in all fresh, canned and dried fruit, fruit juices and wine. Important appendices provide details on fruit consumption, fruit utilization, tariffs and import licences. One covers fruit and wine in the European Economic Community.

This review is a "must" for all engaged in the fruit business.

Order from: Queen's Printer, Government Printing Bureau, Ottawa, Ontario.

Trade Commissioners on Tour

In Canada:

K. F. OSMOND, Commercial Counsellor in Accra, Ghana:

Ottawa—Aug. 20-31
Toronto—Sept. 4-11
Montreal—Sept. 17-28

When he completes his tour, Mr. Osmond will return to Accra.

Businessmen who would like to see Mr. Osmond should get in touch with him at the Department of Trade and Commerce in Ottawa, the Canadian Manufacturers Association in Toronto, or the Board of Trade in Montreal.

In Territory

R. A. BULL, Commercial Secretary in Bogotá, Colombia, will visit Quito and Guayaquil, Ecuador, August 13-24.

L. S. GLASS, Trade Commissioner in Salisbury, Southern Rhodesia, will visit Tanganyika and Kenya August 25-September 7.

K. O. HILLYER, Acting Trade Commissioner in Singapore, will visit Kuala Lumpur, Federation of Malaya, August 15-16.

J. R. MIDWINTER, Commercial Secretary in Santiago, Chile, will visit Coquimbo, Antofagasta, Chuquicamata, Arica and Iquique August 13-25.

K. D. TAYLOR, Assistant Commercial Secretary in Guatemala City, will visit Panama August 13-18, and Nicaragua August 19-24.

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. Bull at Bogotá, Mr. Glass at Salisbury, Mr. Hillyer at Singapore, Mr. Midwinter at Santiago, and Mr. Taylor at Guatemala City.

Mexico's Forest Products Industry

Previous devastation and new reforestation programs have brought restrictions on lumbering in Mexico; imports of lumber and byproducts increased 71.2 per cent in volume, 32.7 per cent in value in 1960.

F. B. CLARK, *Commercial Counsellor, Mexico, D.F.*

PRODUCTION in Mexico's forest industries now exceeds $70 million a year in value and there are signs that the long-neglected forests will be restored and scientifically exploited in the immediate future.

Lumbering has been restricted for some years and reforestation programs are proceeding slowly. Under the new (December 1960) Forestry Law, Forestry Commissions are being created in the majority of the states to supervise production, arrange reforestation, and solve the many forestry problems. Concessions to exploit national forests, which range in type from tropical to coniferous, will go to the ejidos which, like the agricultural ejidos (communally owned, individually worked units) will receive financial and technical assistance.

Application of the Forestry Law and official plans for the forest industries still depend largely on the results of a forest inventory undertaken with the collaboration of the Food and Agriculture Organization. Meanwhile, Mexico imports more forest products than it exports. Export permits are not granted for mere logs or poles; orders must be classified as sawn lumber at least. Present endeavours to protect the forests and to rehabilitate exhausted areas limit possibilities for local lumbering. Lumbering concessions in the coniferous forests of the states of Durango and Chihuahua are the easiest to obtain at present. Foreign participation is not discouraged although, under Mexican law, any operating company must permit Mexican citizens to hold a majority interest in it.

Forest Inventory

Forests cover about 17 per cent of Mexico's land area of 33.4 million hectares.* This, the latest and most widely accepted estimate of the nation's forested area, includes 2.4 million hectares of mangrove forest, 14.5 million of tropical and subtropical forest, 6.0 million of temperate-zone forests, and 10.5 million of coniferous forest.

Mangrove forests exist on all the Mexican coasts except those of Baja California. Estimates of their size are only approximate but they probably could produce an annual:

15.7 million cubic metres† of common tropical woods

134,640 cubic metres of fine woods

8.5 million cubic metres of temperate-zone woods

20.6 million cubic metres of coniferous woods

*One hectare=2.471 acres.

†One million cubic metres=221,000 million board feet.

Tropical and subtropical forests exist in the southern states of Campeche, Tabasco, Veracruz and Chiapas, and parts of Tamaulipas, Oaxaca, Guerrero, Colima and Nayarit. They produce chiefly mahogany, cedar, primavera, habillo, Jamaica dogwood (chijol), ear tree (guanacaste), ebony (zapote), terminalia (pueti), amapola (Tabebuia Pentaphylla), and huapaque.

Of the estimated 14.5 million hectares of tropical forests, 5.8 million are regenerating and 8.5 million are workable. One hectare of the ordinary tropical forest would yield an estimated 1.803 cubic metres, so that total production could reach 15.7 million cubic metres a year. The fine woods such as mahogany, cedar and primavera occupy 6.8 million hectares. Of this 3.5 million hectares are recuperating and 3.3 million are workable and would yield 134,640 cubic metres a year.

Temperate-zone forests divide the tropical and subtropical zone from the coniferous areas and

FOREST PRODUCTION OTHER THAN LUMBER, 1960

	('000 kilograms)*	('000 pesos)†
Oil of turpentine (pine)	1,095	2,064
Pitch (pine)	3,959	6,753
Vegetable wax (candelilla)	4,320	39,449
Chicle gum (chicozapote)	1,559	27,488
Gums (chilte)	182	184
Rubber (tumbala)	10	42
Turpentine (pine)	45,796	34,476
Fruits and seeds	6,472	7,443
Hard fibres	25,805	52,596
Roots, rhizomes	8,988	13,274
Leaves, herbs	2,431	915
Tanning extracts	830	335
Other plants	116	16

*Thousand kilograms=2,205 lb.
†Thousand pesos=$83.98.

Mexico's tropical and sub-tropical forests produce a number of woods in demand, including fine ones like mahogany, cedar, ebony and primavera. These mahogany logs are being hauled out of the forest in Yucatan.

appear in the central states of Mexico, Jalisco, Guerrero, Guanajuato, Michoacán, Oaxaca, Hidalgo and San Luis Potosi. They produce woods such as beech (haya), ash (Fresno), alder (aile), oak (encino), sweet gum (liquidambar), walnut (nogal), laurel and elm (alamo) and occupy some 6 million hectares, of which 1.5 million are exhausted and 2.5 million workable, not virgin, and capable of yielding about 2.5 million cubic metres a year. There are 2.0 million hectares of virgin forest from which six million cubic metres could be taken annually.

The coniferous forests, covering 10.5 million hectares, are considered to be exhausted over an area of 4 million hectares; workable, not virgin, over 3.5 million, with a potential yield of 5.6 million cubic metres a year; and virgin, over 3 million hectares, capable of producing 15 million cubic metres each year.

MEXICAN TRADE IN FOREST PRODUCTS

	1959 (metric tons)	1959 ($'000,000)	1960 (metric tons)	1960 ($'000,000)
Imports				
Lumber and primary products	31,028	1.8	53,117	2.4
Cork	4,959	1.2	5,395	1.1
Gums and resins	1,128	0.5	1,183	0.7
Tanning extracts	7,234	1.4	6,391	1.1
Exports				
Lumber and primary products	4,733	1.8	4,325	1.2
Materials for papermaking	4,191	0.8	5,687	1.1
Hard fibres	9,654	3.2	11,960	3.4
Chicle gum	1,812	3.2	1,366	2.5
Pitch	17,884	1.6	26,669	4.6
Zacaton root	2,243	0.9	2,065	0.8
Candelilla wax	2,408	2.7	2,320	2.5
Gums	119	0.06	189	0.07

Source: Secretariat of Industry and Commerce.

Lumbering Potential

The National Institute of Forestry Investigation, using five-year-old production figures, puts Mexico's lumber potential at:

PRODUCTION 1956

	Production 1956	Potential
	(in million cubic metres)	
Conifers	5.3	20.6
Common woods	1.2	24.2
Fine woods	.1	1.1

Only since 1954 has the export of lumber in any form less than sawn been prohibited. Meanwhile progress in industrialization has brought the value of lumber production up to U.S.$80 million by 1956, exclusive of wood used in three-ply boxes, flooring, doors, moulding, etc. The latter group accounted for another $16 million and put forestry into fourth place among the nation's industries.

Pending the results of the forest resources inventory now under way (available in 1964-65), it is estimated that Mexico has

Forest area, trees	31.2	million hectares
Forest area, vegetation	13.8	" "
Cultivated, arable land	23.4	" "
Range, plain, rolling country	65.5	" "
Range, mountainous areas	30.0	" "
Non-productive desert	31.5	" "

Logging has increased considerably in the past four years, chiefly because of expansion in the paper industry. The output of round wood in 1960 totalled 1.7 million cubic metres, of which 628,019 was used for pulp. Charcoal accounted for 482,251 cubic metres and firewood for 128,475. Mine timbers (36,403), transmission line and other poles (46,113), and sawmill logs (221,298) were the other major production items.

Mexican lumber production in 1960 comprised 2.9 million cubic metres of pine (valued at $46 million), other conifers 162,905 cubic metres ($1.5 million), common woods 902,766 ($5.4 million), and fine woods 99,445 ($3.7 million), for a total of 4.1 million cubic metres ($56.6 million).

Pine represented 71.3 per cent of national production by volume and 81.4 per cent by value; other conifers 4 and 2.6 per cent, common woods 22.3 and 9.4 per cent, and fine woods 2.4 and 6.5 per cent.

Byproducts Output

Lumbering has been under strict control ever since the devastation of many forests and the lack of any consistent reforestation program became apparent. Except to satisfy domestic requirements, production has not been permitted to increase greatly since 1940, although industrialization in forestry byproducts has expanded, with the active encouragement of successive administrations. It now represents about one-fifth of all forest production in value, or $14.7 million of the nation's forest products total of $71.3 million. Candelilla wax output in 1960 recovered from the 1958-59 slump and at 4,320 metric tons exceeded the previous record set in 1957. Turpentine extraction did not reach commercial proportions until after 1945, but increased to 20,000 metric tons in 1957 and to 45,796 tons in 1960. Production of hard fibres, chiefly lechugilla, rose 45 per cent in 1960 after two poor years.

Ever since the prohibition on exports of logs, Mexico has experienced an unfavourable balance of trade in forest products. Imports of lumber and byproducts were up 71.2 per cent by volume and 32.7 per cent by value in 1960, compared with the preceding year. Imports of cork, gums and resins also rose. Of the principal imports, only tanning materials declined.

Among the leading exports, pitch improved 50 per cent in volume and almost 300 per cent in value. Sales of lechugilla hard fibre rose 24 per cent, although prices declined. Chicle gum was down 24.6 per cent by volume and 21.8 per cent by value and candelilla wax also declined slightly. •

FOREIGN TARIFFS AND TRADE REGULATIONS

New United States Tariff Schedules

AN article in the June 16 issue of *Foreign Trade* reported on the United States Tariff Classification Act, a measure designed to bring up to date and simplify the classification of imported items for U.S. tariff purposes.

The United States recently announced its intention of bringing the new tariff classification into effect on January 1, 1963. Canadian exporters to the United States should therefore familiarize themselves with the new classification as it applies to their products before that date. This may be done by consulting the United States Division (International Trade Relations Branch) of the Department in Ottawa; the Department's regional offices in St. John's, Halifax, Winnipeg and Vancouver; the offices of the Canadian Exporters Association in Montreal, or the offices of the Canadian Manufacturers' Association in Toronto. At each of these points relevant material is available for study, as described in the article of June 16. Any problems with the new classification, or requests for detailed clarification, should be referred to the U.S. Division of the Department.

Since the last article on this subject, the 13th volume of the U.S. Tariff Classification Study has been issued in the form of the *Second Supplemental Report,* which in effect amends certain items in the new schedules. All 13 volumes are available for study if required in the U.S. Division. The other offices mentioned above will have at least the key volumes, which are adequate to serve the purposes of nearly all inquirers.

Chile

NEW PRIOR DEPOSIT REQUIREMENTS—The Commercial Secretary in Santiago reports that, effective June 18, 1962, Chile has revised its system of deposits required for import operations. Under the new requirements, permitted imports are divided into four categories with prior deposits of 10, 100, 200, and 1,000 per cent respectively. The deposits must be made by importers in Chilean government bonds at time of import registration and will be held by the Chilean Central Bank for a period of 90 days.

These deposits are in lieu of the old cash guarantee deposits which were equivalent in amount to the surcharge percentage, and which are no longer required. The surcharges themselves, however, remain payable along with the regular duties at time of customs clearance.

COMMODITY NOTES

Cattle

GUATEMALA—A meat-freezing plant in southern Guatemala was recently opened and plans to export cattle products to the United States. Guatemala's cattle industry is being developed to diversify exports. Since 1954, the number of cattle has increased from 800,000 to about 1 million—Guatemala City.

Cement

CEYLON—The government-sponsored Cement Corporation has drawn up plans to treble its output starting next year and hopes by 1964 to meet at least 90 per cent of the country's needs. Present output is about 90,000 tons and once the expansion scheme is completed in 1963 will increase to about 300,000. Work on the expansion of the cement plants at Kankesanturai and Galle has already begun.

Chief suppliers of cement to Ceylon are Japan, India, Britain, Poland, the U.S.S.R., Communist China, Rumania and Egypt. Ceylon imported 18,832 tons of cement valued at Can.$3.6 million in 1960 and 20,915 tons valued at Can.$4.2 million in the first eleven months of 1961—Colombo.

Electrical Appliances

NEW ZEALAND—In 1960-61, output of television sets increased from 1,215 to 9,329 valued at £845,000. Other items which showed changes were as follows (1959/60 figures given in parentheses): portable radios 86,057 (35,824); electric irons 58,920 (34,774); electric radiators 85,981 (47,245); elements for appliances 870,000 (583,000); electric toasters 52,365 (31,591); floor polishers 31,939 (14,745)—Wellington.

Helicopters

AUSTRALIA—De Havilland Aircraft Company of Britain has won a five-year government contract for servicing helicopters for the armed forces. The contract also covers servicing and modification work on helicopter air-frames, engines, transmissions, and flight-control systems. It will enable de Havilland to establish the first large-scale helicopter servicing facility in Australia—Sydney.

Mink

SPAIN—Mink breeding is expanding in Spain though the skins must be sent to Italy for curing, because this sector of the industry has not yet been developed. There are now four large mink-breeding centers, two in Madrid province (one of which is the largest in Spain, with 1,500 females), one in Galicia and another in Bilbao. Some 2 million pesetas have been invested in the Bilbao ranch; live mink are brought in by air from Scandinavia and the first year's production is expected to total 1,200 skins—Madrid.

Plywood

JAPAN—Exports of plywood from Japan during 1961 totalled 928,134,000 square feet, a decrease of 23,496,000 from 1960, according to the Japan Plywood Industry Association. Plywood made from lauan accounted for 728,889,000 square feet and the remainder was made from domestic woods. The major export market for Japan's plywood was the United States, with 653,038,524 square feet (70.3 per cent of the total), followed by Britain with 96,665,780 square feet (10.4 per cent), Canada 50,580,293 square feet (5.4 per cent), and the Netherlands 23,881,059 square feet (2.5 per cent). Exports to North America totalled 703,820,374 square feet, or 75.8 per cent of Japan's total exports of plywood, as against 71.5 per cent in the preceding year—Tokyo.

Rubber Products

ITALY—Italian production of rubber goods totalled 235,000 tons in 1961, an increase of 16 per cent over 1960. It is expected that this trend will continue as the per capita consumption of most rubber products is still low compared with other countries. Increases in production were: automobile tires 17 per cent, bicycle tires 22 per cent, technical goods and sundries 13 per cent, sanitary goods 1.4 per cent, footwear 7 per cent, footwear parts (heels, soles, etc.) 13 per cent. In 1960 Italy's production represented 14.9 per cent of the EEC's total output of products; in 1961 its share rose to 16.6 per cent—Rome.

Steel

GHANA—A British firm is to finance and erect Ghana's first steel mill at Tema. The plant will have an initial annual output of between 30,000 and 40,000 tons, and will process scrap obtained in Ghana. It is hoped that the mill will expand to use local iron ore. This may be economic when the Volta Lake provides inland transport—Accra.

Woodworking

UNITED STATES—One of the world's largest producers of woodworking machinery, the Danckaert Company of Brussels, will establish a plant in Atlanta. Although the company has maintained a sales and service office in Atlanta since 1959, this will be its first U.S. plant. Imported parts will be shipped through the port of Savannah—New Orleans.

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	21st Floor A.M.P. Building Circular Quay SYDNEY	*Mail:* P.O. Box 3952 G.P.O. *Cable:* CANADIAN *Phone:* 27-7565
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	Commercial Counsellor for Canada (absent) P. A. Freyseng Acting 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 (absent) R. H. Gayner Consul and Acting 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 J. M. Rochon Commercial Counsellor (Metals and Minerals)	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	D. B. Laughton Commercial Counsellor (Agriculture)		
	E. J. White Commercial Secretary (Timber) (absent)		*Cable:* TIMCOM, LONDON, W.1
	E. J. Ward Assistant Commercial Secretary (Agriculture)		
	W. M. Miner Assistant Commercial Secretary (Agriculture)		
	Geo. Hazen Assistant Commercial Secretary		
	S. G. Harris Assistant Commercial Secretary		
	Miss M. A. Armstrong Attaché (Exhibitions)		
Britain (Midlands, North England)	W. R. Van Canadian Government Trade Commissioner	Martins Bank Building Water St. LIVERPOOL	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* MARitime 2177
Britain (Scotland)	Finlay Sim Canadian Government Trade Commissioner	Cornhill House 144 West George St. GLASGOW C.2	*Mail:* (City Address) *Cable:* CANTRACOM *Phone:* Douglas 6751
Britain (Northern Ireland)	Finlay Sim Canadian Government Trade Commissioner	15-17 Chichester St. BELFAST 1	*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
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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 Zitelmannstrasse 22 BONN	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* 21971 *Telex:* 886421 OR 886422 (DOMCAN BONN)
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Germany	R. E. Gravel Consul General Richard Turcotte Vice Consul	Canadian Consulate General Ferdinandstrasse 69 HAMBURG	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* 326149
Ghana Gambia, Liberia, Sierra Leone	K. F. Osmond Commercial Counsellor (absent) P. A. Thébèrge Acting Commercial Secretary	Office of the High Commissioner for Canada E 115/3 Independence Ave. ACCRA	*Mail:* P.O. Box 1639 *Cable:* CANADIAN *Phone:* 4824
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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
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Hong Kong Cambodia, Communist China, Laos, Vietnam, Macao	R. K. Thomson Canadian Government Trade Commissioner J. M. T. Thomas Assistant Trade Commissioner D. J. McEachran Assistant Trade Commissioner D. Molgat Assistant Trade Commissioner	Hong Kong and Shanghai Banking Corporation Bldg. HONG KONG	*Mail:* P.O. Box 126 *Cable:* CANADIAN *Phone:* 27743

Territory	Officer	City Address	Mail and Cables, Office Telephone & Telex
India (except States of Gujerat and Maharashtra) Bhutan, Nepal, Sikkim	G. A. Newman Commercial Counsellor for Canada B. Horth Assistant Commercial Secretary	13 Golf Links Road NEW DELHI 1	*Mail:* P.O. Box 11 *Cable:* CANADIAN *Phone:* 74261
India (States of Gujerat and Maharashtra)	Canadian Government Trade Commissioner (absent)	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	Commercial Counsellor (absent)	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	Commercial Counsellor (absent) M. S. Strong Commercial Secretary W. J. Jenkins Assistant 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 16, Omote-Machi 3-chome, Akasaka, Minato-ku TOKYO	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* 408-2101/8 *Telex:* TK 2218 (DOMCAN TK 2218)
Lebanon Iraq, Jordan, Persian Gulf area, Syria	L. A. Campeau Commercial Counsellor	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 (absent) 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
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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 Road 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	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 Ave. 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 (absent) K. O. Hillyer Acting 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 (absent) L. J. Taylor Acting Trade Commissioner	Mobil House 17th Floor, Corner Rissik and De Villiers Sts. 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	13th Floor African Life Centre St. George's St., CAPE TOWN	*Mail:* P.O. Box 683 *Cable:* CANADIAN *Phone:* 2-5134/5

Territory	Officer	City Address	Mail and Cables, Office Telephone & Telex
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Sweden Finland	Commercial Counsellor (absent)	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 (absent)	Canadian Embassy 23 Starokonyushenny Pereulok Moscow	*Mail:* (City Address) *Cable:* CANAD *Phone:* 415142
United Arab Republic Aden, Sudan, Ethiopia, Saudi Arabia, Yemen	Commercial Counsellor (absent)	Canadian Embassy 6 Sharia Rouston Pasha Garden City CAIRO	*Mail:* Kasr el Doubara Post Office *Cable:* CANADIAN *Phone:* 23110
United States	M. Schwarzmann Minister (Economic) W. J. Van Vliet Commercial Counsellor (Agriculture) R. R. Parlour Commercial Counsellor J. MacNaught Assistant Commercial Secretary (Agriculture)	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 W. G. Huxtable 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 St. 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 Senior Trade Commissioner B. V. Chew Consul and Trade Commissioner (Timber) N. L. Currie Consul and Assistant Trade Commissioner	Canadian Consulate General 111 North Wabash Ave. CHICAGO	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* RAndolph 6-6033

Territory	Officer	City Address	Mail and Cables, Office Telephone & Telex
New Zealand Fiji, Samoa, Tahiti, Tonga	Commercial Counsellor (absent) W. J. Collett Acting 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 Road 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	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 Ave. 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 (absent) K. O. Hillyer Acting 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 (absent) L. J. Taylor Acting Trade Commissioner	Mobil House 17th Floor, Corner Rissik and De Villiers Sts. 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	13th Floor African Life Centre St. George's St., CAPE TOWN	*Mail:* P.O. Box 683 *Cable:* CANADIAN *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	Commercial Counsellor (absent)	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 (absent)	Canadian Embassy 23 Starokonyushenny Pereulok MOSCOW	*Mail:* (City Address) *Cable:* CANAD *Phone:* 415142
United Arab Republic Aden, Sudan, Ethiopia, Saudi Arabia, Yemen	Commercial Counsellor (absent)	Canadian Embassy 6 Sharia Rouston Pasha Garden City CAIRO	*Mail:* Kasr el Doubara Post Office *Cable:* CANADIAN *Phone:* 23110
United States	M. Schwarzmann Minister (Economic) W. J. Van Vliet Commercial Counsellor (Agriculture) R. R. Parlour Commercial Counsellor J. MacNaught Assistant Commercial Secretary (Agriculture)	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 W. G. Huxtable 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 St. 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 Senior Trade Commissioner B. V. Chew Consul and Trade Commissioner (Timber) N. L. Currie Consul and Assistant Trade Commissioner	Canadian Consulate General 111 North Wabash Ave. CHICAGO	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* RAndolph 6-6033

Territory	Officer	City Address	Mail and Cables, Office Telephone & Telex
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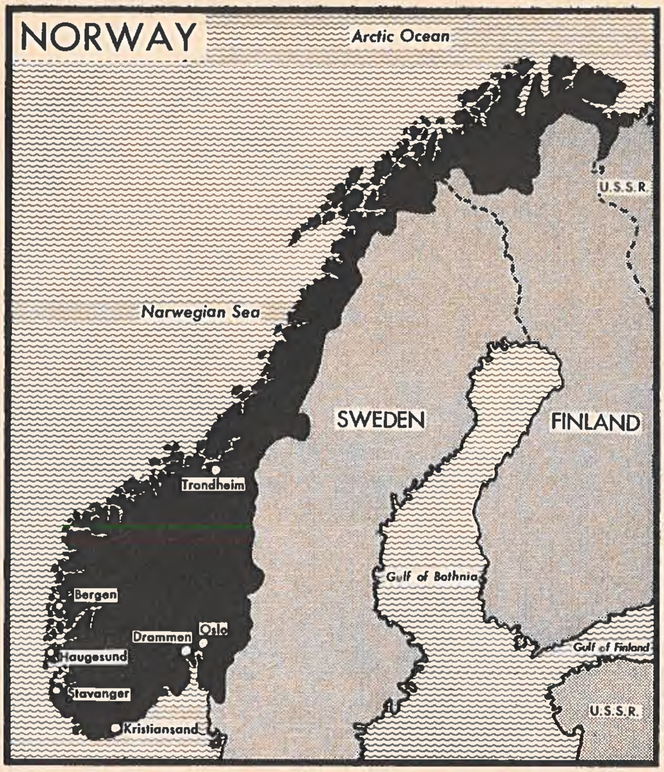
United States (Michigan, Ohio)	Blair Birkett Consul and Trade Commissioner I. V. Macdonald Consul and Trade Commissioner	Canadian Consulate 1139 Penobscot Building DETROIT 26	*Mail:* (City Address) *Phone:* WOodward 5-2811 *Telex:* 0-023-445
United States California (the ten southern counties), Clark County in Nevada, Arizona, New Mexico	G. F. J. Osbaldeston Consul and Trade Commissioner (absent) R. C. Anderson Consul and Acting Trade Commissioner	Canadian Consulate General 510 West Sixth St. 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 Consul and Assistant Trade Commissioner (absent)	Canadian Consulate General Suite 1710 225 Baronne St. 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 St. 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	Barclays Bank Building King St. KINGSTON	*Mail:* P.O. Box 225 *Cable:* CANADIAN *Phone:* 26948



Markets in Brief

NORWAY

Area: 125,096 square miles.

Population: approximately 3.6 million.

Climate: fairly moderate, because of Gulf Stream.

Topography: long, deeply indented coastline, mountainous and forest-clad; only 3 per cent arable land.

Language: Norwegian; correspondence and sales literature can be in English.

Currency: krone; one krone equals Can.$0.1529.

Weights and measures: metric system.

Capital: Oslo.

Chief ports: Oslo, Bergen, Stavanger, Trondheim, Kristiansand S.

Marketing centres: Oslo (population) 482,000, Bergen 116,000, Trondheim 59,000, Stavanger 53,000, Drammen 30,959, Kristiansand S. 27,748, Haugesund 27,101.

Economy: shipping, mining, fisheries and forestry; well developed primary and secondary industries.

Total Norwegian imports: 1961—N. kroner 11,528 million; 1960—N. kroner 10,446 million; per capita imports in 1961, N. kroner 3,179.26.

Chief imports: (per cent) 1961—ships 18.3; machinery 15.0; yarn, textiles, clothing and footwear 7.9; metals 7.9; grain, fruit, vegetables and groceries 7.4; mineral oils, motor vehicles and other transportation equipment 5.8; ores 5.1.

Chief suppliers: (per cent) 1961—West Germany 19.7, Sweden 16.3, Britain 15.7, United States 6.9, Netherlands 5.2, Denmark 4.6, Canada 4.6.

Value of imports from Canada: 1961—Can.$74.4 million; 1960—Can.$70.1 million. (DBS statistics.)

Chief imports from Canada: (per cent) 1961—nickel matte or speiss 63.9; copper in ore, concentrated matte 12.3; wheat 7.9; platinum in ore, concentrated 1.3.

Total Norwegian exports: 1961—N. kroner 6,639 million; 1960—N. kroner 6,291 million.

Chief exports: (per cent) 1961—metals 24.9; wood pulp and paper industry products 18.5; fish products, including feedingstuffs 12.8; artificial fertilizers 4.9; fats and oils 4.0.

Chief markets: (per cent) 1961—Britain 20.7, West Germany 13.5, Sweden 12.2, United States 8.2, Denmark 7.9 (Canada 0.5.)

Value of Canadian purchases: 1961—Can.$8.9 million; 1960—Can.$4.2 million. (DBS statistics).

Chief Canadian purchases: (per cent) 1961—nickel bars, rods, strips and sheets 47; canned anchovies and sardines 11; the remainder consisted of a wide range of semi-manufactured and manufactured products.

Dollar exchange: freely available for most commercial transactions.

Prices: quote in Canadian dollars, preferably c.i.f. Norwegian port.

Samples: dutiable only if of commercial value; drawback paid for travellers' samples on re-export.

Trade agreements: as a member of the EFTA, Norway grants a reduction of 40 per cent on her customs tariff rates on goods imported from other EFTA countries. Application for full membership in the European Common Market has been submitted.

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:

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

or

Commercial Counsellor
Canadian Embassy
P.O. Box 1379—Vika
Oslo, Norway

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 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 .9270.

Foreign Exchange Rates

Country	Unit	Type of Exchange	Can. dollar equivalent July 17	Units per Canadian dollar	Notes (See below)
Argentina	Peso		.009204	108.65	
Austria	Schilling		.04180	23.92	
Australia	Pound		2.4231	.4127	
Bahamas	Pound		3.0289	.3301	
Belgium and Luxembourg	Franc		.02174	46.00	
Bermuda	Pound		3.0289	.3301	
Bolivia	Potosi	Free	♯	♯	
Brazil	Cruzeiro	Free	.002997	333.67	
		Special Category	†	†	
Britain	Pound		3.0289	.3301	
British Guiana	Dollar		.6310	1.58	
British Honduras	Dollar		.7572	1.32	
Burma	Kyat		.2265	4.41	
Ceylon	Rupee		.2272	4.40	
Chile	Escudo	Bank rate	1.0254	.9752	
		Free	.5935	1.68	
Colombia	Peso	Certificate	.1610	6.21	
Congo, Republic of	Franc		.02174	46.00	
Costa Rica	Colon		.1624	6.16	
Cuba	Peso		‡	‡	
Czechoslovakia	Koruna		.1498	6.67	
Denmark	Krone		.1563	6.40	
Dominican Republic	Peso		1.0788	.9269	
Ecuador	Sucre	Official	.05993	19.61	
		Free	.04773	20.95	
El Salvador	Colon		.4315	2.32	
Fiji	Pound		2.7287	.3665	
Finland	Markka		.003371	296.65	
France, Monaco, etc.	New Franc		.2201	4.54	(1)
Franco-African Republics, etc.	Franc		.004402	227.17	(2)
French Pacific	Franc		.01211	82.58	(3)
Germany	D Mark		.2708	3.69	
Ghana	Pound		3.0289	.3301	
Greece	Drachma		.03595	27.82	
Guatemala	Quetzal		1.0788	.9269	
Haiti	Gourde		.2158	4.63	
Honduras	Lempira		.5394	1.85	
Hong Kong	Dollar	Free*	.1880	5.32	*July 6
		Official	.1893	5.28	
Iceland	Krona	Official	.02509	39.86	(4)
India	Rupee		.2272	4.40	
Indonesia	Rupiah	Official	.02397	41.71	(4)
Iran	Rial		.01424	70.22	
Iraq	Dinar		3.0205	.3311	

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

Country	Unit	Type of Exchange	Can. dollar equivalent July 17	Units per Canadian dollar	Notes (See below)
Ireland	Pound		3.0289	.3301	
Israel	Pound		.3506	2.85	
Italy	Lira		.001738	575.37	
Japan	Yen		.002997	333.67	
Lebanon	Pound	Free	.3540	2.82	
Mexico	Peso		.08630	11.59	
Morocco	Dirham		.2158	4.63	
Netherlands	Florin		.3003	3.33	
Netherlands Antilles	Florin		.5720	1.75	
New Zealand	Pound		3.0082	.3324	
Nicaragua	Cordoba	Effective buying	.1541	6.49	
		Official selling	.1531	6.53	
Nigeria	Pound		3.0289	.3301	
Norway	Krone		.1511	6.62	
Pakistan	Rupee		.2272	4.40	
Panama	Balboa		1.0788	.9269	
Paraguay	Guarani	Official	.008528	117.26	
Peru	Sol		.04021	24.87	
Philippines	Peso	Free	.2778	3.60	
Portugal & Colonies	Escudo		.03572	27.99	(5)
Republic of South Africa	Rand		1.5145	.6603	
Singapore and Malaya	Straits Dollar		.3534	2.83	
Spain and Dependencies	Peseta		.01798	55.62	
Sweden	Krona		.2097	4.77	
Switzerland	Franc		.2500	4.00	
Syria	Pound	Free	.3012	3.32	
Thailand	Baht	Free	.05102	19.60	(4)
Tunisia	Dinar		2.5998	.3846	
Turkey	Lira		.1199	8.34	(4)
United Arab Republic	Pound	Official	‡	‡	
United States	Dollar		1.07875	.9270	
Uruguay	Peso	Free	.09838	10.16	
Venezuela	Bolivar	Free	.2378	4.20	
		Official	.3226	3.10	
West Indies	Dollar		.6310	1.58	(6)
	Pound		3.0289	.3301	(7)
Yugoslavia	Dinar	Official	.001438	695.41	

‡No quotation available.

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.

Index to Articles in "Foreign Trade"

January-June 1962 Issues

Roger Duhamel
QUEEN'S PRINTER

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

Can I sell electronic products in West Germany...?

CANADIAN CONSULATE
CONSULAT DU CANADA

Bismarckstrasse 95
(P.O. Box 2102)
4 DUESSELDORF 1

June 26, 1962.

Mr. A. Lert,
President,
Canadian Electronics Company,
Montreal, Canada.

Dear Mr. Lert:

I was interested to learn from your letter of June 12th of the success your company has had in developing electronically operated labour-saving devices for Canadian industries and of your desire to expand the sale of your products to Continental Europe.

You couldn't have picked a better time to tackle the German market. For the past few years there has been a shortage of labour here and industrialists have been obliged to install automatic equipment wherever possible. They are constantly looking for electronic measuring, testing and counting devices that can save labour--and I gather from your letter that these are things you can supply.

Your idea of first writing to prospective distributors and then following up with a personal visit to those interested is the best possible approach to this market. To help you get started, I am enclosing a list of five of the larger and more experienced electronic distributors in Germany to whom you may wish to send prices (preferably c.i.f. German ports) and descriptive literature. All of them can provide the servicing your products will need.

A favourite means of bringing buyers and sellers together in Germany is the trade fair and once you have decided on an agent you should plan to participate in the Hannover Fair which has a very large section devoted to electronics. The first three firms on the attached list had stands at the last Hannover Fair and if you should conclude an agency agreement with one of them they might be willing to display your products in their booths.

It was good to hear from you and I hope you will keep me informed of your progress so that I can follow up if necessary. I know that my colleagues in other Trade Commissioner posts in Europe will be glad to help if you are interested in their territory.

Yours faithfully,

Howard E. Campbell

Howard E. Campbell
Consul

Trade and Commerce Can Help You