New York: a Many-Sided Market

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COMING—HOW TO REACH GERMANY'S BIG BUYERS, OCTOBER 6 ISSUE

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New York: a Many-Sided Market

Eight counties in New Jersey, four in New York, five boroughs in New York City—together they make up a market almost as big as all Canada. Is your company ready to cultivate customers there? This article presents the sales possibilities in this booming area and tells how exporters can go about capitalizing on them.

R. DOUGLAS SIRRS,
Consul and Assistant Trade Commissioner, New York.

MANY Canadians are generally familiar with the New York-northeast New Jersey metropolitan area but they may not realize its enormous economic importance. It offers a vast yet highly concentrated market, equalling and sometimes surpassing the over-all Canadian market for certain products; in many ways, selling there is like selling in Canada. Its doors are open to traders from every part of the world whose products compete there successfully in spite of the varying U.S. tariffs on imported goods.

These girls are packing Canadian-made quartz crystals to go into navigational aid equipment made by a U.S. firm. The crystals must be selected carefully because of frequencies.

In 1784, George Washington referred prophetically to New York as the "seat of Empire". Today it is still known as the Empire State, and has certainly more than earned its title—although perhaps in a way that the first President of the United States did not quite foresee.

Over the years, New York State's wealth—and, to a significant extent, that of New Jersey and the United States in general—has been funnelled into an area of 3,900 square miles, less than twice the size of Prince Edward Island. Yet this compact zone with well over 14 million people has a population almost 80 per cent as large as the whole of Canada. The area to which we refer, with New York City as its core, takes in eight counties in New Jersey—Bergen, Essex, Hudson, Middlesex, Morris, Passaic, Somerset and Union—and four in New York—Westchester, Suffolk, Nassau and Rockland—and the five boroughs of New York City.

Geography Plus People

Undoubtedly, geography played a major rôle in the transformation of the 1626 fur trading settlement of New Amsterdam into a bustling metropolis. The settlement's proximity to the Hudson-Mohawk depression and its accessibility to overseas markets made it a natural trading and manufacturing centre. However, the vitality of this area owes much to an energetic and enterprising people, and this is perhaps the one characteristic most apparent to the millions of outsiders—tourists or businessmen—who visit New York in the course of a year. It is also the one factor which offers Canadian exporters their biggest opportunity because local buyers, whether they are purchasing for foreign markets, local industry, wholesalers or retailers, are most receptive to an offer that makes economic good sense. After all, New York would not be where it is today if it were not for its businessmen's awareness and consideration of goods from a wide range of sources. However, by the same token, these competitively minded buyers must be wooed with an aggressive sales approach, a quality product and a carefully tailored price.

Canadian businessmen can tackle this market in a number of ways. In order to make these clear and to grasp their significance, let us consider a few of its salient features. Although I am emphasizing the area as a whole, it is important to note the overwhelming contribution made by New York City alone, in an area of only 359 square miles.

I—OUTLET FOR INDUSTRIAL EQUIPMENT

This area has not only the largest but the most diversified manufacturing operations in the United States. Approximately 50,538 firms account for well over $15 billion a year in "Value Added by Manufacture". New York City alone, with over 40,000 of these firms compressed into less than one-tenth of the total area (and with $8 billion VABM), has established itself as the nation's leading industrial centre.

Although New York City possesses the largest number of individual firms, it is important to note its substantially different makeup from the rest of the area. Outside of New York City, we find some of the larger corporations (including aircraft, electronic and chemical manufacturers) whereas the city has mainly relatively small-scale producers (average of 20 employees per firm) which specialize in clothing, publishing, light metal products, small electronic components, and so on. Our sales scope outside the city is particularly encouraging and has been often confirmed by Canadian shipments of a variety of industrial products (including sophisticated components). Among them are specialty antennas, quartz crystals, aluminum forgings, cable, valves, and even slag. Some of these products are sold under the Canada-United States Defence Production Sharing Program and thus enter the U.S. market duty-free; under this program, Canadian firms can compete on a virtually even footing with U.S. industry. Canadian firms were thus able to sell to the U.S. $142 million in defence equipment in 1961. (See article "Getting Business through Defence Production Sharing" in the August 11, 1962, issue of *Foreign Trade.*)

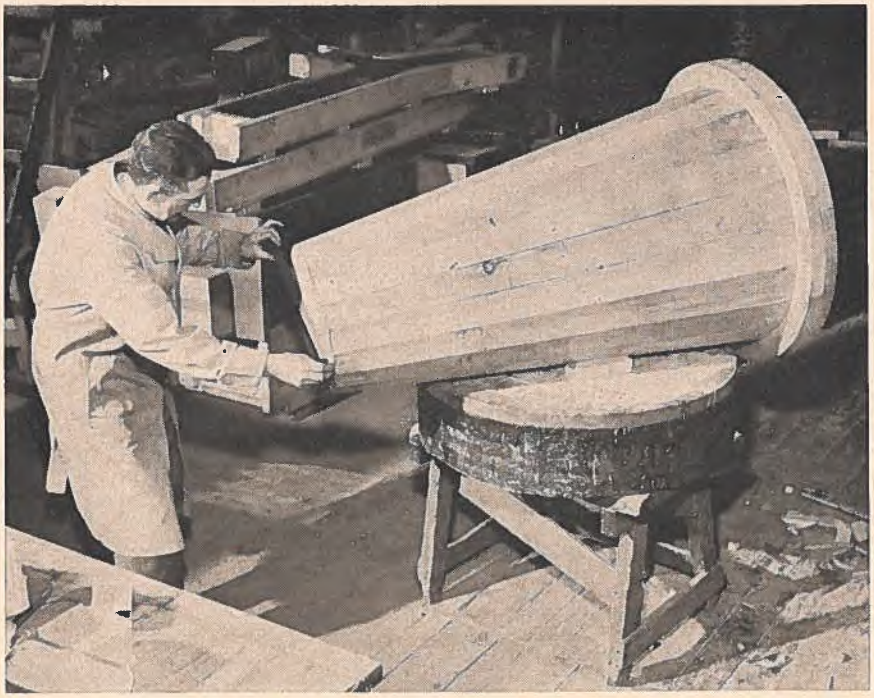
New York City's municipal government constitutes the largest U.S. government operation outside of Washington. Its annual budget of over $2.52 billion (1961-62) is at least partially allotted to areas of procurement that we might look into more closely. The budget for the Department of Sanitation, for instance, amounts to roughly

TABLE I

VARIETY AND CONCENTRATION OF MAIN INDUSTRY

(1958 Census of Manufactures for this Area)

	Value Added by Manufacture	Number of Establishments
	(millions of U.S.$)	
All industry	15,400	50,538
Lumber and wood products	67.5	761
Furniture	233.0	1,739
Pulp, paper and products	466.1	1,042
Chemicals	1,800	1,968
Leather goods	249.0	1,341
Machinery (non-electric)	815.5	3,155
Electrical machinery	1,400	1,495
Transportation equipment	1,000	441
Instruments	486.1	859
Fabricated metal products	854.3	3,888



Among the Canadian products finding a market in the New York-New Jersey area is lumber. Much of it is used for making foundry patterns, as this photograph shows.

$153.4 million. Here we might find ourselves in a position to sell a variety of products, such as street-cleaning and snow-removal equipment, sewage treatment devices, etc., particularly if we have something new or superior to offer.

The Transit Authority, a separate and self-supporting municipal government operation, could also offer sales scope (for example, electrical equipment). These are merely random suggestions and others will undoubtedly arise as inquiries progress.

II—AVENUE TO FOREIGN MARKETS

This area undoubtedly provides a unique and most important single link with world markets. In fact, in 1957 it was reported that 75 per cent of all U.S. foreign trade was financed by banks through this centre. Five Canadian banks, incidentally, maintain major agencies here. New York City's port handles the highest value of cargo a year—150 million tons worth $9.6 billion, or 43 per cent in value of all U.S. waterborne foreign trade. Among other things, the port handles one-half of total U.S. exports of industrial equipment, electrical machinery, vehicles and machine tools. A similar proportion of air and waterborne passengers use this port each year. The area is also served by 41 airlines and 160 shipping companies and receives 25,000 ships per year. In addition, there are a number of aggressive sales outlets with well-beaten paths to virtually all world trading centres.

New York has perhaps 750 firms strictly devoted to the purchase and sale of goods to overseas markets. Some specialize in certain commodities, others concentrate on specified areas of the world, still others specialize in both commodities and areas. Included in this group are over thirty foreign government purchasing offices, mainly concerned with obtaining capital equipment (see report by F. Ian Wood—"Why Not Sell to Foreign Government Purchasing Missions in the U.S." in the January 13, 1962, issue of *Foreign Trade*). This office has access to the names of these enterprises as well as those noted in the next paragraph and would be pleased to send to exporters on request the names of appropriate outlets. Virtually all Canadian products can be considered for sale through these firms.

An estimated half (1,500) of important U.S. manufacturers involved in export maintain their principal export sales offices in New York City.

Headquarters and purchasing offices of prominent U.S. corporations constitute still another potential sales outlet in view of the manifold requirements of their overseas subsidiaries.

The United Nations administrative office in New York offers opportunities of particular interest to Canadians. The UN Special Fund, for example, provides an outlet for qualified engineering and

If You Want to Sell in the New York Market . . .

(1) Start off by looking at this market as a positive and potentially lucrative prospect.

(2) Determine the lowest or most expedient price (in U.S. dollars) at which your product can be landed in New York. This should of course include duty, insurance and freight.

(3) Obtain advice on duty rates, if you need it, from the International Trade Relations Branch, Department of Trade and Commerce, Ottawa, Ontario, or through a specially designated U.S. customs appraiser (appointment can be made through the CMA offices in Toronto or Montreal). This office can also supply general information on rates of duty. Our Embassy in Washington will be happy to secure firm rulings where needed.

(4) Send this information, with available literature and supplementary data (including samples, where possible), to the New York office for a preliminary survey. We will then give you a general idea of your prospects and advise you how best to tackle local competition. Where feasible, we will supply appropriate contacts and arrange interviews to support your effort.

(5) Visit New York at this stage; a personal sales trip is of the utmost importance. Should you be close to the area (i.e., in Toronto or Montreal) you might undertake a first-hand investigation even earlier.

(6) Call on us, once your place in this market has been tentatively determined, to assist in the planning of effective promotion through local trade shows and other facilities.

technical firms who seek assignments in resource studies and development feasibility projects. These crop up in various underdeveloped areas where they are currently being financed by the UN and several of its agencies. Supplies for the UN Forces in the Congo and Gaza (with particular emphasis on foodstuffs) are the subject of calls for tenders at periodic intervals. Canadian firms have been competitive in a number of instances, and any reliable supplier can bid. As a general assist for overseas sales through New York, the city offers the services of 900 foreign freight forwarders and 250 customs brokers, together with a warehouse area of 18.4 million square feet.

III—CHANNEL TO THE OVER-ALL U.S. MARKET

There are two prime means of selling to the continental United States via New York.

1. *Resident Buyers*—Over 500 purchasing outlets located in New York City are solely concerned with buying for retail stores across the country. Approximately 250 of these buyers concentrate on department store purchases and account for several billion dollars of business each year. They are all important contributors to the area's $50 billion per year in wholesale business. This spectacular amount (which is actually spread out among 35,622 wholesalers) is well in excess of Canada's gross national product. New York City also boasts of 28 department stores which buy for their own account and which should also be approached by the Canadian manufacturer. Their total sales in 1958 equalled $799 million. Canadians have already succeeded in selling them a number of products, some of which are mentioned toward the end of this report. Other possibilities may be suggested by Table II. It is well to bear in mind that 4½ million families (including between 12-16 per cent of the nation's total, earning in excess of $5,000 a year) have contributed to a brisk retail sales pace—$16 billion a year, $9 billion in New York City alone.

TABLE II

VARIETY AND IMPACT OF KEY MERCHANT WHOLESALERS

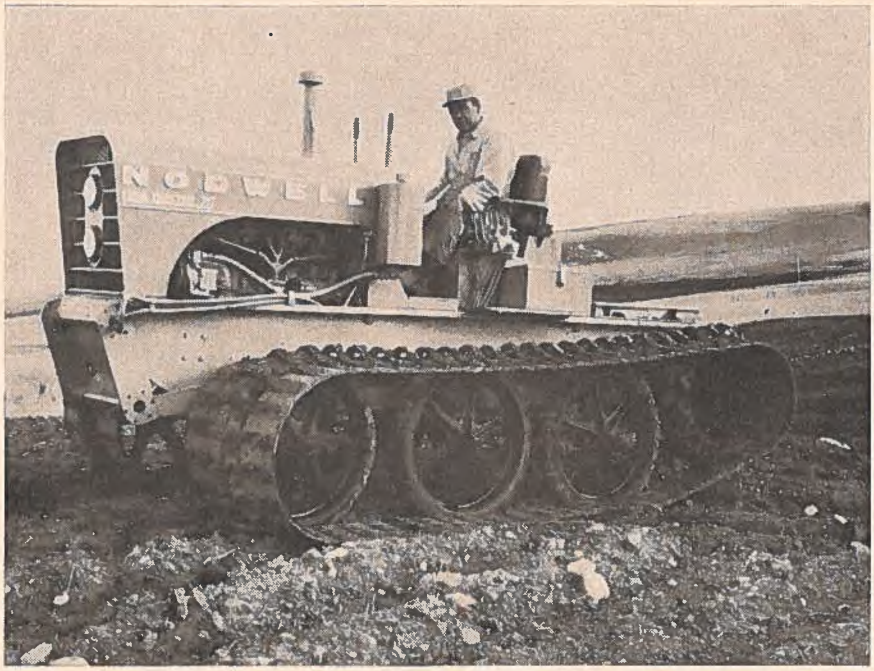
	Value of Sales (millions of U.S.$)	Number of Establishments
Total merchant wholesalers	18,400	23,045
Grocery, confectionery	3,100	2,313
Furniture	589.8	1,295
Lumber, construction materials	340.6	508
Auto products	252.9	609
Electrical appliances	585.0	807
Hardware	302.0	685
Machinery, equipment	1,000	2,730
Paper, allied products	756.6	1,088

Source: New York State Department of Commerce 1954 Fact Book.

2. *Corporate Buyers*—New York City is headquarters for 200 of the nation's top 650 manufacturing companies. Another 316 of these firms maintain important offices there and they all provide a potential avenue of industrial sales.

IV—SERVICE INDUSTRIES

I have touched on several of the most important marketing channels in New York. However, at least one other specialized area might be worth investigation. The service industries (with 60,764 firms that account for over $5.3 billion in sales each year) are headed by the advertising group with 1,164 establishments and more than $1.5 billion in annual gross receipts—45 per cent of the national total (1954). The third largest group consists of the hotels (626, over



This farm tractor manufactured by a Calgary firm does heavy duty on an American farm. Highly specialized Canadian industrial and agricultural equipment moves regularly across the border to fill orders from United States customers.

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90 per cent of which are located in New York City, with gross receipts of $350 million). These hotels have spent millions of dollars in refurbishing and expanding their facilities. Several large new hotels are also being built and opportunities in this area should not be overlooked— for example, for institutional products, such as bulk foodstuffs, furnishings, etc.

Just a Beginning

This article tells only part of the story. The area is much too vast and diversified to be covered briefly. What we have tried to do is to concentrate clearly but emphatically on the highlights. They should, we feel, present a challenge to Canadian firms. It is particularly important to realize that this area, and more specifically New York City, provides a good nutshell market—one that affords an ideal opportunity to test a product not only in terms of its acceptability to the U.S. market, but also to world markets as a whole.

This office will be happy to help fill in the gaps as specific questions arise. We can assist in assessing local sales possibilities and in recommending effective marketing methods, such as trade fairs, desirable representation arrangements, and so on. We have already worked on Canadian products ranging from the lowly garden worm to sophisticated electronic equipment. It is estimated that 120,000 buyers visit the city every year, there are 1,000 exhibits staged, and 2.5 million delegates attend conventions here.

We have recently assisted and witnessed substantial Canadian sales of baby carriages, office furniture, lumber, veneers, electronic components, quartz crystals, outboard motors, specialty food items, handbags, wire and cable, sealskins, slag, and so on.

You too can profit from an enterprising approach to this market. Write to us or call personally at the Canadian Consulate General, 680 Fifth Avenue, New York 19, or telephone JUdson 6-2400. ●

What you should know about

Participating in India's Industry

India is eagerly seeking foreign collaboration in joint industrial ventures. For a Canadian company considering such a step, this article is required reading. It describes the types of industry most likely to receive government approval and points out the problems that industrial ventures face in India today.

G. A. NEWMAN, *Commercial Counsellor, New Delhi.*

SPEAK to an Indian businessman and you will find an enthusiast for India's industrial development. Its ups and downs continue to be prime copy in the daily papers. With the close of the Second Five Year Plan and the beginning of the Third Plan last year, reviews of the country's industrial progress during the past ten years reveal much that is encouraging, as the production figures for certain major products show. Table I gives comparative figures for 1951 and 1960.

Since 1951, for example, India's two original steel plants have doubled their capacity. Three new plants of one million tons each have been added in the public sector and they are also due for expansion. Coal production has increased from 34 to 52 million tons, and the value of machine tool output from Rs.20 million to Rs.240 million.

Plants have been completed or are being built to produce machinery for the cotton textile, sugar, tea, paper, cement and chemical industries. Two are being built at the great steel centre of Ranchi: one will produce enough machinery to equip at least one steel mill a year (about 80,000 tons of machinery), the other castings as heavy as 100 tons and forgings as heavy as 30 tons. As well, there are now plants turning out heavy electrical equipment, such as water and steam turbines, generators, motors and switchgear. Similar progress has been made in the metal and chemical fields. It is evident that India is in the midst of an impressive industrial revolution when one observes the rapidly expanding industrial areas around every major city—Calcutta, Bombay, Madras, and New Delhi—and in a host of lesser centres. The foundation is being laid for industrial independence and private business is enthusiastic about the opportunities.

Facts You Should Consider

Firms all over the world, including those in Canada, are receiving numerous proposals for collaboration in joint ventures in Indian industry. It is desirable therefore to examine the conditions that confront any would-be Canadian entrepreneur.

Two factors are immediately apparent. The first is that already India is being forced to reappraise its industrial objectives under the Third Five Year Plan that began just last year. The impetus of outside assistance in the form of aid and long-term loans has induced industrial expansion on such a scale that the demand for materials and technical skills is outreaching an economy not yet able to support it. The result is that the foreign exchange reserves have dwindled to a point where the current needs of industry (apart from projects which are fairly well financed by loans and aid) must be covered by some form of aid or be drastically curtailed. At present an effort is being made to increase the aid and, at the same time, reduce the drain on foreign exchange by a further curtailment of imports (already subject to drastic restrictions), by limiting travel, and similar measures. For Canadians, the point is that any venture that depends on imported materials may find itself in difficulties, unless it has a high priority in the Five Year Plan.

Moreover, the industrial expansion is making extreme demands on the railways, principal means of transport, and there are serious shortages of coal and power. These problems are now being tackled and may therefore be temporary, but there is no escaping the fact that they do exist and are likely to continue during the course of the Third Five Year Plan. This means development will fall short of the target planned, and certain industrial operations will be curtailed for the present.

In addition, there is an increasing need for skilled personnel to operate the modern machines and equipment to the best advantage. This too is probably a short-term problem, but now it is a pressing one.

Government Control in Industry

The second factor of significance to a Canadian businessman, and one to which he must adjust his thinking, is that India's industrial development is evolving under a system in which large segments of basic industry are under government control.

Power, iron and steel, heavy industry, mining, industrial chemicals, transport (rail and air), and communications all fall within this category. At the end of the fiscal year 1961-62, there were 154 government companies at work, of which 51 were controlled by the central government and 103 by state governments. Under the Industries (Development and Regulation) Act 1951, the expansion of any plant in significant proportion or the introduction of a new one in any industry is subject to government licence. The Government has the authority to examine the workings of any industrial undertaking and to issue such directives as it considers necessary.

Types of Industry Approved

Plans for a joint venture must be submitted to the government departments concerned before any commitment is made by the interested parties. The basis for judging a scheme is given in the following quote from the *Annual Report, 1960-61* of the Ministry of Commerce and Industry, Development Wing.

"The schemes submitted by entrepreneurs under the Act are carefully examined, taking into consideration not only the technical feasibility of the schemes but also certain other factors, such as the present and future demand vis-à-vis the Plan targets, availability of suitable raw materials, appropriate location, choice of manufacturing process, economic size of the operations and the importance of the item itself in the light of the priorities fixed in the Plan. The schemes involving foreign collaboration and foreign exchange commitments are scrutinized to ensure that the terms and conditions of foreign agreements are not contracted disadvantageously and that the country's holdings are not unduly dissipated. With the decline in the country's external reserves continuing, only those schemes where the value of the plant and equipment to be imported is covered by foreign long-term equity or investment or other forms of finance not requiring expenditure of foreign exchange in large values or projects considered important as earners or savers of foreign exchange are given priority."

Considerable time may elapse as the application for a licence is

TABLE I

INDIA'S INDUSTRIAL PRODUCTION IN 1951 AND 1960

Item	Unit	1951	1960
Finished steel	million tons	1.1	2.2
Industrial machinery and machine tools	rs. crores*	less than 10	120-130
Nitrogenous fertilizers	thousand tons	10.5	76.2
Cement	million tons	3	8.5
Soda ash	thousand tons	48	142
Caustic soda	thousand tons	15	96
Sulphuric acid	thousand tons	107	356
Dyestuffs	million tons	neg.	68
Drugs and pharmaceuticals	rs. crores	10	60-70
Cotton textiles	million yards	5,000	7,250
Sugar	lakh** tons	11	26
Paper	lakh tons	1.3	3.5
Electric motors	lakh h.p.	1.5	7
Diesel engines	thousand	7	51
Bicycles	lakh	1	10
Sewing machines	thousand	44	300
Radios	thousand	83	268
Automobiles	thousand	22	52

*One crore=ten million rupees.

**One lakh=100,000.

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passed from government offices or committees to government committee and ministerial review, especially if any particular problems have to be ironed out. Canadian businessmen (even if theirs is a first-class project) may need to exercise both tenacity and patience.

Apart from the reservations already indicated, there are other areas that are not open to foreign collaboration. Foreign capital is not needed in banking, insurance, trading, commercial activities and plantations. It is sought only where there is a need to find foreign exchange to cover the cost of importing equipment and knowhow, and where the project rates approval as supporting the Five Year Plan.

Foreign Investment Growing

In spite of these limitations, foreign participation in India's industrial development, both in the public and private sectors, is increasing every year. Joint company ventures with foreign collaboration or the expansion of companies with foreign assistance totalled 405 in 1961, 388 in 1960, and 162 in 1959. In 1961, Britain led with 126 participants, United States 83, West Germany 71, Japan 31, Switzerland 20, and other countries 73.

A glance at foreign investment in 1959 compared with 1955 shows an increase of Rs.118.9 crores ($261.58 million) in manufacturing industries in the following order: foods Rs.2.3 crores ($5.06 million), machinery and tools 6.3 ($13.86), transport and equipment 9.0 ($19.80), chemicals and products 10.5 ($23.10), metals and products 73.6 ($161.92), others 17.2 ($37.84).

The 1,117 foreign collaboration proposals approved from 1958 to the end of 1961 include other engineering 352, electrical engineering 268, chemicals 146, automobile ancillary industry 100, textiles 38, paper 21, glass 14, food processing industry 9, cement 7, sugar 6, nonferrous metals 6, shipping 3, others 147.

The emphasis in the present Five Year Plan on engineering, machine-building and chemical industries is reflected in the 405 foreign collaboration proposals approved in 1961: two-thirds of them were related to the engineering and metal-working industries.

The Ministry of Commerce and Industry gives top priority to industries producing the following products:

1. Alloy and special tool steels
2. Steel castings
3. Steel forgings
4. Heavy structural steel, including steel cranes
5. Railway cars and other railway equipment
6. Machine tools of a specialized type
7. Industrial machinery for the following: textiles, jute, tea, mining, washeries, cement making, and paper
8. Pig iron
9. Shovels and earthmoving equipment
10. Fertilizers
11. Rayon-grade pulp
12. Special refractories
13. Industrial explosives
14. Ferro-chrome
15. Ferro-molybdenum
16. Ferro-silicon
17. Moulding steel for the manufacture of wire rod and special steel sections
18. Cotton textile machinery for short- and medium-staple cotton
19. Non-ferrous metals—zinc/aluminum
20. Trucks and truck components
21. Caustic soda

Spokesmen of the Ministry of Commerce and Industry explain that their primary concern is to introduce operations that will strengthen the foreign exchange position either by making India independent of imports or by increasing its export capacity. The list above is suggestive rather than restrictive. Any proposal that conforms with the Ministry's requirements will be considered, especially if it does not appear to involve a further drain on foreign exchange or increase the strain on materials in short supply.

What Attracts Investors?

In the light of these conditions it is fair to ask just what it is that is attracting increasing numbers of foreign companies into joint ventures with Indian firms. The most obvious attraction is the desire of an established exporter to India to maintain his market under increasing restrictions on imports—on the theory that half a loaf is better than no bread.

There is also the attraction of getting in on the ground floor of an industrial expansion when government controls in the form of import restrictions and licensed domestic expansion make any reasonably run business a sure thing. The justification for this point of view is found in reports of firms which are increasing their production objectives even before they begin

TABLE II

PROFIT RATIOS IN INDUSTRY, 1960

	Gross profits as per cent of sales	Gross profits as per cent of total capital employed	Profits after tax as per cent of net worth	Dividends as per cent of net worth	Dividends as per cent of paid-up capital
Total, All Industry	**10.2**	**10.1**	**10.8**	**6.7**	**11.6**
Selected Industries					
Iron and steel	12.9	7.0	10.5	6.4	12.6
Transport equipment	8.7	10.7	12.8	8.1	10.4
Electrical machinery	14.0	14.0	15.6	9.1	16.1
Machinery (other than electric)	11.9	10.3	11.8	6.4	11.4
Non-ferrous metals	14.8	17.1	19.0	5.1	6.7
Basic industrial chemicals	19.2	11.3	13.4	6.1	8.0
Paper and paper products	12.5	9.5	9.4	5.9	10.6
Electricity generation and supply	22.7	7.4	8.8	5.4	8.0

manufacturing, and in the success stories of companies that have expanded during the first year of operation. The general opinion is that once the hurdles of establishing a plant are cleared, and provided that the collaboration is satisfactory and the business well managed, progress is almost inevitable under the impetus of the growing demand.

Foreign firms are often encouraged to participate by the desire for immediate sale of equipment and knowhow. When this includes capital participation, the prospects are for capital growth rather than quick profits. The general feeling is that, because of India's difficult foreign exchange position, there should be no capital repatriation in the first ten years, although there is no restriction on payment of dividends.

The Federal Reserve Bank reports in its June 1962 Bulletin the profit ratios in 1960 for 1,001 companies engaged in a wide range of industries (see Table II).

The number and variety of proposals that Canadian firms may receive for collaboration in joint company ventures in India suggest that they should take advantage of information available through the Department of Trade and Commerce, Ottawa, on (1) the general status of applicant, (2) whether or not a licence has been granted, (3) what prospects the project has of securing approval, and (4) general information about collaboration procedures. •

ECUADOR: its economy, trade and industrial development are described by JOHN H. BAILEY, Commercial Secretary and Consul in Bogotá, Colombia. He points out that the Government is interested in bringing new industries into the country and offers them protection.

ECUADOR, a country with the same area as Italy, has a population of only four million persons. It is crossed by the Equator, as its name implies, and is bordered by Colombia on the north, by Peru on the south and east, and by the Pacific Ocean on the west. Geographically and as a market the country is divided into three distinct sections: the coastal area, the mountainous area known as the sierras, and the mass of land lying east of the mountains known as the oriente.

The coastal area is a steaming, jungle-covered alluvial plain between the mountains and the Pacific and varies in width from one hundred to a mere twelve miles. This area accounts for about one quarter of the land surface of the country and provides nearly all the export products, such as bananas, cocoa, rice, sugar, coffee, handwoven straw hats and petroleum. The principal marketing centre is Guayaquil, located fifty miles up the mighty Guayas River from the Pacific Ocean. In this port city of half a million inhabitants are found the major import and export houses, and trade flows inwards and outwards by sea and by truck, rail, and burro.

Running more or less parallel to the coast are two Andean mountain ranges and valleys known as the sierras. At the 9,300 foot level lies Quito (population 300,000), the capital of the country, and farther south towards the Peruvian border is the growing industrial centre of Cuenca (population 70,000). The sierra region accounts for another quarter of the country's terrain and, in contrast to the coastal area, has a temperate climate. There are more than a dozen peaks in this area over 16,000 feet high and two of the mountains, Chimborazo and Cotopaxi, are over 20,000 feet. Surprising as it may seem, eight permanently snow-covered peaks can be seen on a clear day from Quito which is only a half-hour drive from the Equator. This mountainous area makes air travel very interesting—to say the least—as one can often glance out the window and see farms and villages going by at eye-level as the plane meanders down valleys at the ten to twelve thousand-foot altitude between Quito and Guayaquil. However, the changes in climate, terrain and oxygen supply do not seem to prevent American, European and Japanese businessmen from making regular rounds of calls on customers and potential clients in Guayaquil, Quito and Cuenca.

The gently descending slopes of the eastern side of the Andes, covered by dense tropical forests and stretching into the upper reaches of the Amazon, are known as the oriente. Although this area represents the remaining 50 per cent of the land surface of the country, it remains under-developed and has an estimated population of only 60,000. At the present time the oriente cannot be considered a market for Canadian products but eventually it may become more important.

Agriculture and Industry

Fifty per cent of the total working population in Ecuador is still engaged in agriculture, the mainstay of the economy. Manufacturing industries, including straw-hat weaving which employs over 100,000 persons alone, account for only 25 per cent of the working force. The balance is made up of those engaged in commercial fields, construction, transportation and other activities.

Because of the low wages in agriculture, the average per capita income in the country was calculated by the Central Bank in 1958 to be $164 (with a higher average in the coastal region), and this figure probably has not increased significantly since.

Cocoa—Cocoa production and export were the main agricultural industry up to the end of the first world war. But disease which attacked the plantations and falling world prices led to a steady decline, and now exports have dropped back to about the same level as in 1900. The value of exports in 1960, for example, amounted to $21.7 million.

Coffee—Production and exports remain relatively steady and in 1960 were valued at $21.8 million.

Bananas—Exports have increased steadily, from 9,000 metric tons in 1925 to 90,500 in 1960. By 1953 Ecuador had become the largest banana exporting country in the world and has maintained that position ever since. Exports in 1960 earned $45.1 million; 52 per cent was shipped to the United States. Canada was the second largest importer, taking 23 per cent worth $10.4 million.

Oil—The petroleum industry is important to the economy, although hopes of finding large deposits in the oriente have not been fulfilled in spite of an investment of over $44 million in the search during the postwar period by several of the world's leading oil companies. The fields that now produce half a million tons a year are located in the coastal plain. The Anglo-Ecuadorian Oilfield Co. supplies about 85 per cent of the country's total oil output.

ECUADOR'S FOREIGN TRADE, 1960

Country	Exports to	Imports from
	(millions U.S.$)	
United States	54.8*	56.9
West Germany	10.9	18.8
Canada	10.7*	6.4
Belgium	4.1	4.7
Italy	3.1	2.8
Venezuela	2.9	....
Netherlands	2.8	4.9
Colombia	2.6	0.6
France	2.5	2.9
Chile	2.1	0.9
Japan	1.3	3.5
Sweden	0.7	4.3
Switzerland	0.7	3.9
Others	3.5	16.4
Total	**102.7**	**127.0**

*Amended to show $10.4 million in bananas transhipped to Canada via United States

Textiles—The textile industry is the most important manufacturing business in the country from the point of view of capital employed, value of production ($20 million), and number of employees (8,000).

Straw Hats—Next in importance is the manufacture of straw hats. As mentioned earlier, over 100,000 persons (often families working on a piece-rate basis at home) are employed in this industry. The Ecuadorians resent just a little the fact that these hats, produced in such large quantities in their country, are known throughout the world by the name of another country, Panama, where the hats were first sold in sizable quantities.

Other important industries include cement plants; breweries; pharmaceutical laboratories; oilseed, rice, sugar, and flour mills (Canada supplies about $3 million worth of wheat a year to Ecuadorian mills); sawmills, and cigarette factories. In addition, there are a number of small plants producing soap, shoes, rubber goods, food products, soft drinks and furniture.

Foreign Trade and Investment

Although the United States is Ecuador's largest trading partner, accounting for 45 per cent of its imports and 54 per cent of its exports, a number of other countries, including Canada, have a substantial share of the trade (see table).

The Government Planning Board in Ecuador is interested in seeing new industries established in the country and has drawn up a list of priority industrial projects that offer good opportunities for foreign investors. The Government's policy of protection for investors is similar to that in Colombia where local plants have a virtual monopoly once they have sufficient production to supply the market. The main difference is that in Colombia the protective restrictions are imposed almost entirely through a system of licensing, whereas in Ecuador they result from a combination of extremely high duties and, in a more limited way, import licensing procedures. It would be worthwhile for Canadian manufacturers to watch the development of opportunities for establishing licensing arrangements and branch plants in Ecuador, or for supplying raw materials to the industries set up by other entrepreneurs.

Improving Port of Bombay

IMPROVEMENTS at the Port of Bombay will be financed in part by a development credit of $18 million from the International Development Association. The port, which serves Bombay with a population of four million and a large commercial and business community, plus a hinterland of well over 50 million, has recently suffered from congestion because of limited facilities for handling deep draft cargo vessels. Ships lost 1,825 days awaiting berths in 1960-61 and the new $57 million scheme is designed to expand the number of berths and supply more equipment to service the increased traffic. It is estimated that the dock expansion program will take five years to complete.

FAIRS AND EXHIBITIONS

Institution and Hotel Market

NEW YORK'S annual National Hotel Exposition (November 12-16, 1962) has no peer; for an approach to the enormous hotel and institution market it is the outstanding show in the field. Buyers, about 60,000 each year, come from Europe and all parts of the Western Hemisphere. Well-known brand names and products of domestic and foreign manufacture are much in evidence, as are displays of innovations and new techniques. This year the Exposition will occupy all four main floors of the Coliseum (301,000 square feet) and the organizers expect about 650 exhibitors. Manufacturers of any product used or potentially usable in hotels or institutions should find opportunities for new or increased sales.

This year a Department-sponsored exhibit of Canadian products will cover 3,200 square feet of the third floor. It will be completely enclosed by backdrops and walls and visitors will mount two steps into the area and will then walk around viewing the carefully arranged displays. Graphics will decorate any empty wall spaces. The Canadian-made products include office work stations, office chairs, hi-fi sets, intercom equipment and sound systems, furniture of different types, desks, cabinets, walk-in freezers, a refrigerated display case, deodorizers, alcoholic beverages, foods, custom fabrics and drapes, plastic coatings, hat and luggage racks, a barbecue, potato peeler, mailboxes, mattresses, pictures and frames, and cleaning compounds.

Canada at Poznan

THE 31st Poznan International Fair (June 10-24) gave proof of the economic progress of Poland. Just under 60 countries participated, of which 39 entered official exhibits. Largest participation came, once again, from West Germany, the United States, Britain, the U.S.S.R., Czechoslovakia and Italy.

Canada's entry included about 120 products from 40 manufacturers, displayed under the slogan *Better Design for Better Living*—a theme approved by all visitors to our pavilion. Trade and Commerce officials manning the exhibit received visits from engineers interested in pressure pipe, steel and aluminum wire for electric power transmission, anti-corrosion paints and coatings, measuring instruments for transmission lines, and circuit breakers. Building materials also attracted interest and our display of food-irradiation equipment received special attention.

Foreign exhibits of machine tools and machines, capital equipment, electro-technical and electronic instruments and apparatus, chemicals and durable consumer goods dominated the show (all the agricultural machinery exhibited was sold, it is said). Next largest group covered agricultural products, then textiles.

Large crowds visited the fair from the start, despite the doubled admission fee. There was, reports our Trade Commissioner, a noticeable difference in the attitude of onlookers compared with last year; they were more alert and inquisitive and seemed to have more money to spend, judging from their inquiries about consumer goods.

Design Engineering, Chicago

CANADIAN products appeared again this year in the Design Engineering Show, Chicago, April 30-May 3, in a unified exhibit sponsored by the Trade and Commerce Department. This specialized fair shows products of new or original design and is of primary interest to design engineers anxious to obtain new products and ideas. About 19,000 businessmen attended.

What results did the Canadian exhibitors achieve? One company received an order for six times its present total production. Another whose product became a 'show-stopper' could have sold 'thousands' of units had it taken orders on the spot. Said one manufacturer, "We will be following up on inquiries received for a long time." Several firms had inquiries about manufacturing in Canada under licence. A representative conceded he had "learned a lot of new uses for his machine and picked up about twenty new ideas." Another considered the trip worthwhile if gauged only by the tips obtained for improving his product. A Toronto firm exhausted its supply of literature early in the show and Trade Commissioners had

Polish visitors milling about the Canadian exhibit at the Poznan International Fair last June show how much interest our display, based on the motif "Better Design for Better Living", aroused.

to pitch in and mimeograph 1,000 more leaflets. Canadians received altogether 510 official inquiries, and many more that went unrecorded.

What sort of impression did the Canadian exhibit make? Our Chicago trade office reports: "It was one of the smartest and cleanest-looking in the show; the extremely attractive and useful design of the booth made it one of the finest we have ever had in Chicago. Pliofilm backdrops describing the products created a bright, rich effect; backlighting was particularly effective. Businessmen, government officials and armed forces officers were interested in what we had to show. Many expressed surprise at the sophistication of Canadian manufactures."

■ Leather in London

TWENTY-FOUR Canadian leather manufacturers participated in the government-sponsored exhibit at the Leather Importers, Factors and Merchants' Association Fair, Rubens Hotel, London, May 22-24. This is one of the most useful shows the Department enters, judging by the returns from time and effort expended. Canadian leather sides were set up in racks and the Government Exhibition Commission decorated the display rooms with flowers, maps, posters, etc.; "the effect was one of good taste and dignity." Our London trade office held a reception for about 85 guests, including British agents of Canadian tanners, LIFMA executives, shoe manufacturers, British Government officials, and the press.

About 900 businessmen visited the exhibition and our trade promotion will therefore help keep Canadian leather in the minds of the trade in Britain and on the Continent (approximately 150 visitors came from overseas). Canadians received 80 inquiries.

Next year the show will move to the Alexandra Palace. Better publicity, more prestige and larger attendance, particularly from the Continent, are expected.

■ Metals in New York

CANADA will again enter the World Metal Show and National Metal Congress in New York, October 29-November 2. The American Society for Metals sponsors this annual show, which presents the best and most advanced techniques in materials technology to domestic and overseas buyers. Its various sections include testing, inspection, control and research; nonferrous metals; cleaning and finishing; ferrous metals; welding and joining; parts, forms and shapes; nuclear materials; metals production and casting; tool materials, cutting off and forming; industrial heating; related engineering materials. In addition, there will be over 200 technical sessions.

This year 19 Canadian companies will enter exhibits, a third more than last year. The Department has reserved 1,962 square feet of space and designed an attractive display of high-purity metals, such as primary aluminum, magnesium ingots and castings, uranium and uranium alloys, nickel, primary copper and zinc, and precious metals; specialty steel products; impact extrusions of aluminum; tubes, sheet and strip; wire and cable; triodetic joints and connectors; semi-fabricated cobalt and nickel products; vinyl-covered steel fences; powders of iron, cobalt, nickel and other non-ferrous metals.

Metal Show organizers expect attendance will fall into the following categories: general managers and company officials 14 per cent, production managers 27 per cent, engineers and designers 24 per cent, metals engineers 11 per cent, purchasing and sales agents 24 per cent. Over 22,000 businessmen visited the show last year.

■ Nigeria International, Lagos

TROPICAL Africa's first major fair will take place in Lagos, Nigeria, October 27-November 18, 1962. About 750,000 visitors are expected to attend the Nigeria International Trade Fair to see the products of over 3,000 manufacturers. Official exhibits will come from every part of the world, in keeping with the fair's theme, *Nigeria Trades with the World.* At special technical sessions in Lagos, specialists from many African countries will explain the problems encountered in agricultural, electrical and construction programs.

Canada will enter the exhibition as a follow-up to the successful solo Canadian Trade Fair in Lagos in January. This fair introduced many products of Canada's secondary industries to the rapidly growing Nigerian market and we will renew the excellent business contacts made then. Forty firms will show washers, wringers, freezers, refrigerators, stoves, a prefab building, electrical equipment, greases, oils, a boiler, chain saws, household hardware, plastic toys, shoes, body-building apparatus, pharmaceuticals, hospital equipment, paper products, clothing, cheese, spirits, food-processing equipment, and other products.

■ If You're Going to Britain . . .

AGRICULTURE—*The Royal Smithfield and Agricultural Machinery Show,* Earls Court, London, December 3-7, 1962. For information, write: Smithfield Show Joint Committee, S.M.M.T., Forbes House, Halkin Street, London, S.W.1.

BUILDING—*Building Trades Exhibition,* City Hall, Manchester, October 9-20, 1962. Write: Provincial Exhibitions Ltd., City Hall, Deansgate, Manchester.

ENGINEERING—*15th Engineering Exhibition,* Royal Horticultural Society's New Hall, London, October 16-18, 1962. Write: Engineering Industries Association, 9 Seymour Street, London, W.1.

OFFICE EQUIPMENT—*50th Business Efficiency Exhibition,* Olympia, London, October 1-10, 1962. Write: Business Equipment Trade Association, 64 Cannon Street, London, E.C.4.

PACKAGING—*The Food Packaging Exhibition,* Alexandra Palace, London, October 16-19, 1962. Write: B.P.S. Exhibitions Ltd., 6 London Street, Paddington, London, W.2.

The Businessman Abroad

Visit it yourself—that's the best way to get the feel of a foreign market and succeed in selling there. Your business trip will run more smoothly, bring better results if you rely on the Trade Commissioner Service to help you with your plans. In this series of articles Trade Commissioners in many countries will tell you, drawing on their experience, how to line up and carry out a productive business visit.

AUSTRALIA

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

E. E. PRICE, *Assistant Commercial Secretary, Sydney.*

ALMOST every day, letters arriving at Canada's three trade offices in Sydney, Melbourne and Canberra bring word of proposed visits by Canadian businessmen. Working from the information these letters provide, it is usually easy to arrange schedules of calls that will make these trips a success. Sometimes, however, because of short notice or lack of essential information, the job becomes needlessly difficult. Limitations of time too make it almost impossible for us to reply to the prospective visitors in as much detail as we would like—not only on the purely business side, but also on the more personal level affecting the Canadian visitors' contacts with Australian businessmen.

Your business trip to Australia represents a substantial outlay in time and money—and we, as well as you, want to ensure the maximum return from this investment. If you pay attention to the following fundamental information and travel tips the visit can run more smoothly for you and, incidentally, for us too!

When and How Long?

In the first place—and especially if this is your initial visit—plan to be away from your desk for at least fifteen days. This will allow you nine or ten working days in Australia, plus five or six days to cover travel to and from Canada, travel within Australia (Sydney to Perth is a full day each way) and one weekend. With few exceptions, you can make the trip at any time of the year with the assurance that the weather will be kind. October to March are the hot months, but winter temperatures between April and October are no lower than in an Eastern Canadian October. However, you should try to avoid certain national holidays and local events, which disrupt business and strain hotel accommodation. Among these are:

(1) The middle of December until the end of January, when many businesses close down completely to incorporate Christmas, New Year and post-Christmas into a long summer holiday to end on or about Australia Day (akin to Dominion Day) on January 26.

(2) "Cup Week" in Melbourne, centering around the Melbourne Cup horse race (traditionally the first Tuesday in November) and equal in significance to Canada's Grey Cup.

(3) The Easter Show week in Sydney, an agricultural exhibition similar in scope to the Calgary Stampede, that runs for a week before and after Easter.

In addition to these major breaks, other statutory holidays peculiar to the Australian state you are visiting can affect your plans. The main ones are Show Day in Melbourne (late September), when many businesses close down to let their employees visit the agricultural show, and Labour Day, the date of which varies from state to state. Finally, Australians celebrate the Queen's Birthday about mid-June, Easter, and Anzac Day (April 25) which commemorates Australia's war dead. Keeping in mind these holidays, the best time to visit Australia from the point of view of weather is from September to November and February to April. The semi-tropical to temperate climate will provide a welcome respite from the rigours of a Canadian winter.

Arranging Appointments

Once you have chosen a time for your visit, there will be many details to take care of in advance. Chief among these is to let us know the exact date of your arrival, what arrangements for accommodation you have made, and the intended length of your visit. For best results, give us advance notice of a month to six weeks so that we will have ample time to arrange suitable appointments for you. When you write, let us have as

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much information as possible and pay special attention to the following:

Purpose of your visit—Are you coming to look the market over? To appoint an agent? To check your present agent? To sell direct? All of these factors weigh heavily in the type and variety of contacts we can make for you.

Product information—What are you offering for export? How much does it cost? Have you sold it here or in other overseas markets before? What is its Canadian content for customs classification purposes? These factors are vital in lining up the right contacts and it is important that you let us have this information—catalogues, brochures, c.i.f. or f.o.b. price lists (several copies of each) and samples if possible—well in advance of your visit. Australian businessmen, who are extremely price conscious, will want to know who you are and what they can expect when you call on them. If yours is a new or highly sophisticated product you will also have to direct us by providing a list of typical customers or end-users.

Australian contacts—Is this your first visit? Do you have an Australian agent or buying connection? Have you corresponded with Australian businessmen or government officials before? Any contacts from past experience in Australia could be a great help in lining up your itinerary with a minimum of difficulty.

Where to Go

The answers you give to these questions will help us to advise you on your travel plans within Australia. Normally, we would suggest four days in Sydney (your first port of call coming directly from North America by plane), and four in Melbourne, for together these two well-concentrated industrial centres contain more than one-third of Australia's population and a great preponderance of its secondary industry. In addition, a day or two in one or more of the smaller state capitals—Adelaide, Brisbane, Perth, Hobart, or the Australian national capital, Canberra—may be necessary. This will depend on your particular interest, the number of and types of contacts to be made, and the complexity of any problems to be solved during your visit. If you are a drilling contractor, for instance, you may want to spend extra time in Queensland—the heart of the present search for oil. Similarly, if telephone and communications equipment is your specialty, you will want to spend more time in Melbourne, where the head office of the Postmaster-General's Department is located, and possibly also in Canberra where other purchasing agencies of the Federal Government have their headquarters.

Canadian visitors coming to Australia by plane get this view of the docks and the Harbour Bridge as they touch down at Sydney, N.S.W., their first port of call.

In general, you can count on Sydney and Melbourne as the focal points if commercial sales or distribution arrangements are your main objectives. If negotiations essential to the success of local projects—such as the establishment of a plant requiring the import of equipment, or complicated customs problems that cannot be dealt with in state capitals—loom large, a visit to the Canadian Commercial Counsellor in Canberra is usually advisable. Unlike the Sydney and Melbourne offices, which work mainly in the field of trade promotion, his office is geared to deal with trade policy and tariff matters and can be particularly helpful in this area. But these are matters which, with sufficient notice, we can arrange when you write in detail and we can then make suggestions to aid you and your travel agent in preparing your itinerary.

Preparing an Itinerary

Excellent travel facilities and close liaison between Canadian and Australian transportation companies make the preparation of your travel itinerary from the Canadian end (both to and within Australia) a relatively easy task. From Vancouver you can fly via Canadian Pacific Airlines and Qantas, or make connections with other international carriers that will set you down in Sydney in not more than 25 hours' flying time, with optional stopover in Hawaii. Remember, however, that you lose a calendar day when you cross the International Date Line west of Hawaii, although you make it up on your return.

Your Canadian travel agent can also book flights on Australia's excellent domestic inter-state services, operated by Trans-Australia Airlines and Ansett-ANA. Domestic connections are usually easy to make; between Sydney and Melbourne, for example, there are 14 options daily for a two-hour flight. Even though air travel is preferable in Australia because convenient airports save valuable time, you may want to get a closer look at the countryside. If so, Australian railways offer good diesel electric service between all major points in well-appointed air-conditioned trains. There is modern overnight sleeper accommodation for the weary visitor between Sydney and Melbourne. You can also make arrangements from Canada for a U-Drive to be awaiting you on your arrival. For transport in the major centres, however, taxis or hired cars with driver are preferable, because both are less expensive and obviate the necessity of learning to drive on the left, which can be a harrowing experience for the uninitiated. Many firms frequently provide company cars for visitors, particularly during rush hours when taxis are often difficult to obtain.

Your travel agent will also be able to make hotel reservations for you and generally speaking you will find the better class Australian hotels comparable with their Canadian counterparts. However, because good central accommodation is usually heavily committed, you should book your reservations well in advance. Away from the state capitals, air-conditioned accommodation is scarce and advance reservations are essential. Incidentally, the best type of electric shaver to bring is the "Universal" variety, because Australian electrical supply is 230 volt, 50 cycle. All outlets require special three-pronged plugs, which most large modern hotels will lend you.

Canadian Trade Offices in Australia

**Commercial Counsellor for Canada,
Box 3952, G.P.O.,
Sydney, New South Wales.
Telephone—27.7565
Cables—Canadian Sydney**

**Commercial Counsellor for Canada,
Mobil Centre, 2 City Road,
South Melbourne, Victoria.
Telephone—61.3473
Cables—Canadian Melbourne**

**Commercial Counsellor for Canada,
State Circle,
Canberra, A.C.T.
Telephone—U.1304
Cables—Domcan Canberra**

Entering the Country

Apart from making arrangements for travel, you must also comply with certain Australian Government regulations affecting your entry into the country. The most important of these, of course, are your passport and vaccination certificate. If you are a Canadian citizen (or British subject, for Australian purposes), you require only a valid Canadian or British passport, together with a doctor's smallpox vaccination certificate endorsed by a Canadian Provincial Department of Health. Visitors using a company doctor's certificate must make sure that the official endorsement is added. If you are diverted through any South East Asian countries en route from Canada or the United States, a suitably endorsed cholera vaccination certificate will also be required. If you are neither a Canadian citizen nor British subject, circumstances affecting your entry can vary. Your best course is to get in touch with one of the Australian Government offices in Vancouver, Montreal or Ottawa before departure.

If you bring samples of your products with you (highly recommended), the Australian customs law covering entry for business purposes is straightforward. One or two of each type of sample, if they are of "negligible value" (arbitrarily fixed by customs) or samples that have been defaced to make them unfit for use enter duty free. More valuable samples may be entered as goods for display purposes, and they are then subject to entry registration and payment of a deposit equivalent to the duty normally assessed. Subject to inspection of the goods, this deposit is refunded if the samples are re-exported within twelve months after entry and it is possible for the twelve-month period to be extended on application. The refund is paid at the port of export, even though it may be in a state other than that in which import took place.

The alternative, of course, is simply to pay the duty on entry but the procedure for obtaining drawback is fairly complex and may require the assistance of a customs agent. The latter are most valuable in assisting visitors who arrive over a weekend when the Federal Customs offices at all ports of entry into Australia are closed. Not to be overlooked is the sometimes more convenient method of shipping the samples rather than carrying them with you. Should you decide to do this, let us know and we can make arrangements to facilitate their entry, but we must be informed well in advance of your trip. Air freight or parcel post will usually take no more than 10 or 12 days, but surface carriage takes two months and you do not want to find yourself in the position of some salesmen who arrive here with nothing to display.

Currency and Clothing

Currency is no problem, because all Australian banks honour travellers cheques in Canadian or U.S. dollars. Our experience is that the wise visitor acquires some Australian currency before arrival to meet any emergency. You will find the Australian banking system and practice almost identical with the Canadian and your bank in Can-

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ada is certain to have a correspondent here. A letter from your Canadian bank manager to his Australian correspondent can be very useful and is good insurance against unexpected money problems. You will find after arrival that the Overseas Divisions of Australian banks can assist you by providing general or specific information about the economy or about a particular industry and they are co-operative about helping you to make new contacts. In Sydney, banking hours are normally from 10 a.m. to 3 p.m. Mondays to Thursdays, and 10 a.m. to 5 p.m. on Fridays, but in Melbourne banks are also open on Saturdays from 9 a.m. to 11 a.m.

What should the visitor pack in the way of clothing? We suggest light-weight summer suits for November to April, plus a spring- or autumn-weight suit as insurance against a chilly spell. In the Australian winter, temperatures get down to freezing in Melbourne and Canberra, so come prepared with the topcoat or gabardine you would wear in a Canadian autumn. As protection against the dampness of homes not centrally heated, a thermal cotton or woollen under T-shirt is a welcome addition. Air baggage allowance for domestic travel is 35 pounds. One suitcase, plus a good-sized briefcase, usually fills the bill. Don't forget a bathing suit and camera.

All the proprietary medicines and toiletries, films and sundries which are familiar in Canada can be obtained in Australian shops, often under the same brand names, although you will find the drugstores ("chemists' shops" here) don't carry the variety found in their Canadian counterparts. Shopping for gifts and souvenirs must usually be done during the week as stores close at noon on Saturdays.

Meeting Australians

When you have settled on a firm itinerary and can give us an arrival date, we will be in a position to schedule appointments here. On the average, you should count on a maximum of four calls a day, exclusive of business lunches. Most executives, by the way, lunch between 12:30 and 2:30 p.m., and normal business hours are 9 a.m. to 5 p.m., Monday to Friday. Friday afternoons are sometimes a problem, however, (especially in the summer months) because many Australians make an early start for a weekend at the beach or in the country at a "weekender" (summer cottage).

You will find the Australian businessman easy to meet, frank in conversation and informal to entertain. You can certainly invite him to lunch or dine with you at a restaurant but it is more likely that he will insist on entertaining you, usually at his private club or, if you have a spare evening, at his home. Entertainment is relaxed and after hours consists mainly of a drink or two, rather than a night on the town. Local wines and beers are up to world standards and are widely consumed. Public lounges are open in most centres from 10 a.m. to 10 p.m. and although beverages are cheaper than in Canada, prices for meals and accommodation are in most cases on a par with those in Canada. Reasonably small tips are expected by waiters, hotel porters and bellboys, but are not encouraged for taxis and similar services.

Following contact with the Australian businessman, you will learn that he is well informed on the domestic aspects of his industry and quite conversant with the world picture, because on the average he makes an extensive overseas trip at least every two years. Do not be afraid to ask him questions about his business; if he doesn't want to answer, he will tell you so without hesitation—but without embarrassment either. He will listen to any proposal you have to make and will give a straightforward answer. If he isn't the right man to talk to, he will probably refer you to someone who can help—sometimes even to his competitors. In short, he will go out of his way to help you do business in Australia; the rest is up to you.

In the hectic activity that is part of any overseas business trip, it is not always easy to attend to the normal business courtesies. Once you are home again, however, it is a nice touch (and makes good business sense), to write a letter of thanks and confirmation to the Australian contacts you made. This practice is observed on a larger scale here than in some other countries. Naturally, copies of this correspondence are valuable to us as Trade Commissioners, especially if we have any follow-up to do on your behalf. If during the course of your visit you have made a new agency or selling connection, we like to be advised of this for our confidential office records. Here we would like to remind you of the importance of checking postage on mail to Australia. The airmail rate is 25 cents per half ounce and any amount short of this will result in surface carriage, with delays of up to eight weeks in delivery. And finally, do not forget the value of a return visit in the near future; Australian businessmen like to keep in close touch with their overseas principals. Correspondingly, no opportunity should be lost to encourage Australians visiting overseas to include a trip to Canada, either direct or en route to or from other areas. Your expression of interest in their welfare can make all the difference between an active selling connection and a product that gathers dust on the back shelf.

There is a fund of goodwill toward Canadians in Australia. First-hand contacts will improve your immediate prospects and, equally important, be a valuable tool in shaping your future approach to the market. We hope that these suggestions will help you in planning your trip and will encourage you to make one soon. By giving us time and the details with which to work, we think you can increase your effectiveness as a salesman. Let us hear from you soon. ●

What's current in commodities?

Pharmaceuticals

Iran—New plans for manufacturing drugs in Iran may affect foreign suppliers; drug imports totalled $19 million in 1960.

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

DEMAND for pharmaceuticals in Iran, a country of some twenty million persons, has grown tremendously in the past twenty years. Over 400 foreign pharmaceutical firms of varying sizes are exporting to this country and in 1960 the value of these imports reached almost $19 million. In the fall of 1960, in fact, the market for certain products was saturated and stocks were being sold at sacrifice prices.

Current imports of pharmaceuticals continue to be large but it is now evident that the registration of foreign pharmaceutical products that are similar to brands currently sold in this country will in future be seriously restricted. The trend is to reduce imports and place more emphasis on locally manufactured drug products. At present, a handful of small Iranian laboratories compound a wide range of basic medicines. The most important of these plants is the Don Baxter Laboratories Inc. of Iran, (now in its fourth year of operation) which prepares intravenous solutions. The Pahlavi Foundation (set up to invest income from the Iranian royal estates), in partnership with Zazman Khadamat Ejtema'i Shahinshahi (Imperial Social Service Organization), is now building a $6 million plant on the outskirts of Tehran. It will be one of the largest in the Middle East and an important British pharmaceutical group will operate it.

Apart from normal sales through wholesale and retail pharmacies, there are four important purchasing groups in Iran; they account for about 50 per cent of total pharmaceutical sales. They are:

1. The Imperial Iranian Pharmaceutical Institute (Bongah Daru'i Kul Kashvar), a buying agent for hospitals that come under the supervision of the Ministry of Health, the universities and the Armed Forces. The government-run hospitals must obtain all their drug requirements through this agency.

2. The Daru Pakhsh Organization, which comes under the Pahlavi Foundation. Its function is to import drugs for resale to pharmacists at reasonable prices. On completion of the Pahlavi Foundation plant mentioned above, the Daru Pakhsh Organization will probably depend on this factory for the major share of its supplies of drugs.

3. The Red Lion and Sun Society, a national Red Cross organization, which imports its medical supplies using its own budget.

4. The Workers' Social Insurance Organization, which operates clinics and hospitals in the built-up areas of the country. Its purchases of drugs in any one year are large.

Market Prospects

The outlook for foreign suppliers of pharmaceuticals to Iran is still somewhat cloudy. How much exports will be affected by output from the new government-sponsored factory is difficult to say. It is believed in some quarters of the trade that there will be a sharp fall in Iran's drug imports; the larger international firms may have their exports cut by as much as 30 to 50 per cent. Smaller firms may find business reduced considerably. Much will depend on the range of products that the new plant will eventually manufacture and how long it will be before it can meet the demands of the people. ●

Venezuela—Expansion of domestic industry is narrowing import opportunities, but medicinal chemicals, some other preparations may continue to sell, or licensing agreements be possible.

W. D. WALLACE, *Commercial Counsellor, Caracas.*

THE pharmaceutical industry in Venezuela has expanded rapidly in the last few years, and there are now more than 60 producing laboratories in operation and four more under construction. Seven other firms are expected to build plants in the near future. By the end of 1963 it is estimated that investment of capital in this industry will be close to bolivars 230 million. In 1949, there were only 28 laboratories, representing an investment of about bolivars 15 million. Now, as a result of expansion, the industry has the capacity to produce in Venezuela almost all types of medicinal preparations with the exception of the delicate hormones, Until recently this development was achieved with little government encouragement. The Pharmacy Division of the Ministry of Health in Venezuela must approve every medicine before authorizing its sale in Venezuela. It analyzes and passes on each new product. The Ministry of Development has encouraged the expansion of the industry without resorting to subsidies, official edicts or artificial restraints on imports to force growth. However, during the past few months a number of finished pharmaceuticals, such as multiple and single vitamins, antihistaminic, pectoral, antianemic, antidiarrheal, analgesic and antipyretic medicaments, have been placed under compulsory import licensing. The pharmaceutical industry has co-operated closely with the Government and has met the latter's desire to industrialize as far as possible. The plans of the industry have been designed to replace all but 5 per cent of the imported products by the end of 1962. Though there is considerable doubt about whether their target will be reached, they have succeeded to some degree; from 1950 through 1960 some 80 per cent of the drugs consumed in Venezuela were imported and only 20 per cent produced locally.

Nevertheless, compared with other industries, the pharmaceutical industry faces an unusual and special market situation. Prices of pharmaceuticals have been frozen since October 1958 and since then severe restrictions on prices (particularly for antibiotics and vitamins) have been ordered by the authorities. Price controls have created a difficult situation for the industry which, at the same time, was obliged to absorb cost increases for labour, raw materials and maintenance that they have not been able to pass on to the trade. It has resulted in a squeeze on profits for the producers, which has been further aggravated this year because they must pay for imported raw materials at the free market rate of bolivars 4.54 to the United States dollar.

From statistical data available, it is estimated that sales by manufacturers and importers were close to bolivars 180 million in 1961, of which one-third was for government account. For the 1950-60 period, consumption expanded at a rate of 15 per cent a year. In 1961 there was little change in sales but in 1962 they may decline by 10 per cent, reflecting a drop chiefly in government purchases and smaller consumer purchasing power. Some 70 per cent of the demand is for anti-infective drugs including antibiotics, sulphas, and so on.

Competition Keen

It is reported that drugs of United States origin account for 55 per cent of the Venezuelan market, German 10 per cent and Swiss 10 per cent. Canada has gained only a small share of this market; in 1961 our exports amounted to Can.$209,494 including biological products for human consumption ($28,117), antibiotics for human use ($34,300), vitamins ($11,343), proprietary medicines registered ($19,488), medicinal chemicals ($33,755), veterinary medicines ($2,231), medicines and pharmaceutical preparations, n.e.s., ($78,260). With the expansion of the pharmaceutical industry in Venezuela, the prospects of our obtaining a larger share of this market are not promising. Nevertheless, Canadian drugs are granted equal tariff and exchange treatment with drugs from the U.S., West Germany and other countries on the basis of the trade agreement between Canada and Venezuela. Sales opportunities, particularly for medicinal chemicals and possibly some of the other products in the above group, should continue. Canadian pharmaceutical producers interested in developing sales in Venezuela may find it to their advantage to associate themselves with Venezuelan manufacturers to have their products made and sold in this market under a licensing agreement or royalties. Interested firms should communicate with the Commercial Counsellor, Canadian Embassy, Caracas, Venezuela. ●

Switzerland—There is a large and well known pharmaceutical industry here but market is open to most imports of this type and duties are low. Canadians are already selling (mostly glands and other organs) but might widen range of their exports.

M. MEISTER, *Commercial Assistant, Berne.*

SWITZERLAND'S important pharmaceutical industry today consists of 130 factories, centered in the Basle region. There the four leading manufacturers—Ciba AG, J. R. Geigy AG, Sandoz AG, and F. Hoffmann-La Roche & Co. AG—have their head offices and plants. Ciba, the largest, has factories in a number of countries and has acquired a leading position in the production of circulatory, vascular and cardiac drugs, steroid hormones, antihistamines, sedatives, hypnotics, antiseptics and hormones. J.R. Geigy AG specializes in preparations for dealing with bacterial infections, rheumatism and arthritis. F. Hoffmann-La Roche & Co. AG is making vitamin preparations and Sandoz AG chiefly conducts research on vegetable remedies for cardiac and circulatory disorders and for derangements of the nervous system.

It is difficult to compile a list of local manufacturers of pharmaceutical products because many of them, like the four above, are basically chemical manufacturers and it is difficult to say where one type of production ends and the other begins.

The variety of pharmaceutical goods and medicines produced locally is also too wide for a list to be drawn up. It is estimated that there are 60,000 to 70,000 different pharmaceutical preparations and products on the Swiss market, of which some 40,000 are patent medicines. About five out of every ten are Swiss-made. Import duties on pharmaceuticals are low and afford little protection to the local industry. Import licences are required for certain goods but they are normally granted without difficulty. There are no quota restrictions or price controls and there is no evidence that any Swiss manufacturer enjoys government subsidies or any other form of support.

The industry carries out extensive research at a yearly cost of about 50 million Swiss francs, in order to find new and improved therapeutic agents. Tremendous difficulties have to be overcome before a medicament is put on the market. Of many thousand substances investigated in the laboratories, only a few can finally be used for pharmacological and clinical purposes.

Export Trade

No production figures are available but because about 90 per cent of output is exported, it is possible to draw some conclusions from the following export figures for 1961.

	(millions of Sw.Fr.)
Barbituric derivatives, hydantoin, urethanes, phenacetin	9.67*
Sulphonamides	18.24
Provitamins and vitamins	94.31
Hormones	5.79
Antibiotics	2.62
Glands and other organs	5.48
Antisera, vaccines	8.57
Medicaments	381.62
Total	**526.30**

*One Swiss franc = Can.$0.2500

These products, and especially those listed under medicaments, are sold all over the world. Canada imported the following:

	(thousands of Sw.Fr.)
Barbituric derivatives, hydantoin, urethanes, phenacetin	384
Sulphonamides	1,458
Provitamins and vitamins	3,413
Hormones	74
Glands and other organs	11
Medicaments	4,249
Total	**9,589**

*One Swiss franc=Can.$0.2500.

Under the same headings, Switzerland imported in 1961 pharmaceuticals valued at Sw.Fr. 94,400,000 of which more than half were medicaments. Canada supplied Sw.Fr.571,000 worth, including some Sw.Fr.463,000 for glands and other organs.

Pharmaceutical Legislation

The various Swiss cantons are sovereign in the field of pharmaceutical legislation. Nevertheless, they have joined an Intercantonal Union for the Control of Medicaments established as a public corporation and located in Berne. The operating unit of the Union is the Office Intercantonal de Controle des Medicaments (OICM).

The OICM analyzes, evaluates and registers therapeutic agents the sale of which is subject to cantonal supervision or authorization. The examination covers the composition, efficiency, effect on health, mode of sale, type of advertising and the price of the product. The application must be submitted by the person or firm responsible for marketing the product and this firm or person must be domiciled in Switzerland. Certain fees are charged for registration.

According to the OICM's regulations, "therapeutic agents" are understood to be pharmaceutical specialties as well as medical apparatus intended for the use of the public. "Pharmaceutical specialties" are all medicaments, simple or compound, which are ready for use and placed on the market under a special name or in a distinctive condition. "Medical apparatus" is apparatus and sanitary articles for use by the public, made in quantity and intended for diagnosis, prevention or treatment of disease or disorders in man or animals.

Any new medical or pharmaceutical specialty, domestic or foreign, must be submitted to the OICM for analysis and evaluation. The OICM prepares a list giving full details of the product, such as trade name, manufacturer, Swiss representative (if the product is foreign), composition, purpose and application, retail selling price, date of registration, and whether or not a doctor's prescription is required.

Another source of information on pharmaceutical specialties is the "Société pour la Reglementation en Suisse de Produits Pharmaceutiques et Hygiéniques Spécialisés par des Marques Déposées", which issues a catalogue of all medicines registered with it. Most Swiss and foreign manufacturers of pharmaceutical products are members. It is recommended that Canadian manufacturers of pharmaceuticals intending to sell their products on this market join this society, which charges only a modest entry fee and an annual subscription.

Poisons legislation is contained in various special cantonal decrees but the general rules laid down in the *Pharmacopea Helvetica* form the basis of practically all the cantonal legislation. A federal law governs the use and administration of narcotics. Firms dealing in narcotics must have cantonal authority to do so and firms importing narcotics need a special import permit from the federal health authority. Druggists may dispense narcotics to the public only against a doctor's or veterinary surgeon's prescription.

Switzerland is a member of the International Patent Union and this permits a foreign holder of a patent to apply for a Swiss patent within 12 months from the time the patent was granted in the first country. The foreign applicant, however, must have an agent domiciled in Switzerland. The registration of trade-marks is freely accepted. Patents and trade-marks are administered by the Swiss Patent Office in Berne.

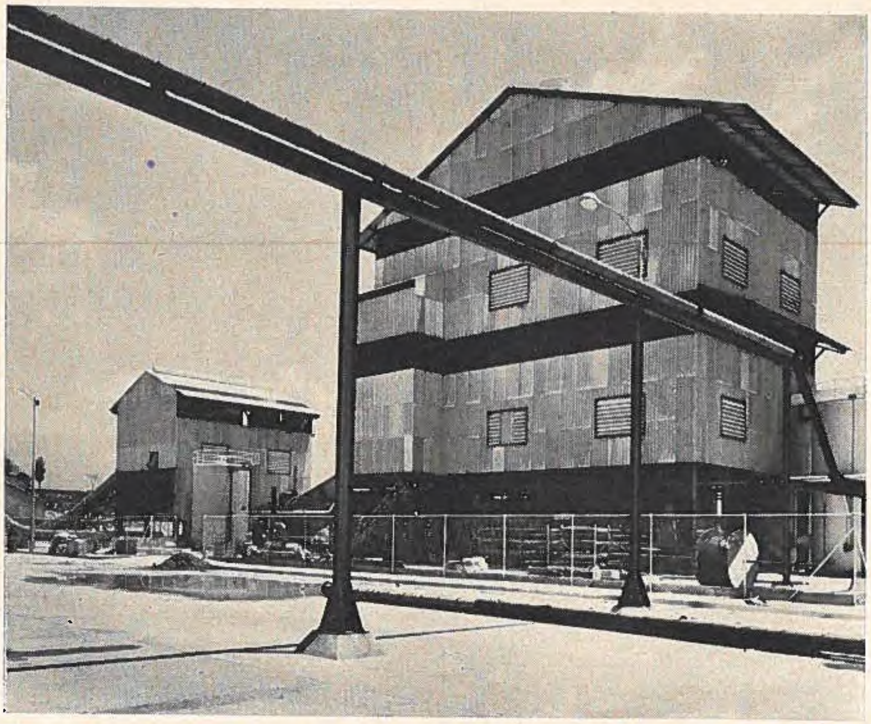
Methods of Trade

The bulk of the business in Swiss and foreign pharmaceutical products is done through wholesalers and importers who must be either reliable merchants or licensed druggists or pharmacists. The OICM maintains a list of importers and distributors authorized to import and sell drugs and chemicals in Switzerland. On the retail level there are two kinds of outlets, the drugstore and the pharmacy (the pharmacy is allowed to make up doctors' prescriptions but the drugstore is not).

Pharmaceutical specialties are almost invariably imported ready packed for sale in original containers. On the other hand there is widespread processing of imported concentrated substances, to which liquids must be added.

The languages employed in commerce in Switzerland are German, French and, to a far lesser extent, Italian. Practically all the large wholesalers and importers can correspond in English, but German and French labels, leaflets and descriptive literature are essential. It is also important that the metric system of weights and fluid measures be quoted on dosage instructions and labels.

From the statistics quoted above, Canada's exports of medicinal and pharmaceutical preparations to Switzerland appear to be negligible, considering the Canadian industry's total output of nearly $200 million. If any Canadian manufacturer is interested in examining sales possibilities in Switzerland more closely, full information on the requirements and the steps to be taken for registration with the OICM may be obtained from the Commercial Counsellor, Canadian Embassy, Berne, who will also assist in establishing contacts with the Swiss pharmaceutical trade. ●



The only raw material for making paper that Venezuela itself can provide is sugar-cane waste. In this plant the waste (bagasse) is converted into pulp, to be used in making multiwall bag paper. This pulp is combined with other imported types.

Venezuela Buys More Pulp and Paper

Sales of Canadian pulp increasing as requirements grow in Venezuela's paper-products industry; our newsprint and fine paper exports are currently expanding also, despite U.S. competition.

D. I. CAMPBELL, *Assistant Commercial Secretary, Caracas.*

VENEZUELA has been a good market for Canadian pulp and paper products and there are prospects of increased sales as industrialization proceeds. Shipments from Canada in 1961 neared Can. $5 million in value, a 20 per cent increase over 1960, caused mainly by greater demand for pulp. Newsprint sales did not regain their 1959 high but improved over 1960. Fine paper shipments rose because of the devaluation of the Canadian dollar.

Paper-Products Industry

A large paper-products industry has grown up in Venezuela (see table), assisted by high duties, government financial aid, preferred exchange rates for raw materials and foreign investment. This growth is remarkable, considering that there are no local raw materials aside from sugar cane waste, and that Venezuela's population totals only 7.5 million. It is estimated that the industry operates at 60 per cent of capacity and expansion continues. The largest paper producer recently increased capacity to 175 tons a day and hopes to reach 200 tons by the end of the year. Another Venezuelan plant opened officially on July 14 with a daily capacity of 100 tons of kraft, bond and wrapping paper. Greyboard, chipboard, toilet and facial tissues, wrapping paper, bag paper, towelling, and cocktail and luncheon napkins are all produced locally. Venezuela is industrializing quickly and manufacturers of paper products are now prepared for any increase in demand for packaging materials, etc., that may occur in the next five years.

Most of the raw material must be imported because little is available locally; one firm uses bagasse blended with longer-fibred wood pulp for bag paper. Clean waste is also difficult to obtain. The Government has attempted to compensate for the high cost of imports by including wood pulp on the list (April 2, 1962) of controlled market imports that are eligible for exchange at the official rate of 3.35 bolivars to the U.S. dollar. In addition, only a nominal duty of Bs.0.04 per gross kilogram is assessed on pulp, with drawback available.

VENEZUELAN PRODUCTION OF PAPER AND CARDBOARD

	Paper	Cardboard
	(metric tons)	
1956	5,082	6,920
1957	6,958	6,790
1958	7,083	8,778
1959	16,547	25,907
1960	26,574	22,227

Imports from Canada

Wood Pulp—As the Venezuelan paper industry has grown, so have sales of Canadian pulp—to $1.6 million in 1961, compared with $600,000 in 1960. Shipments totalled $500,000 for the first quarter of 1962 and may reach $2 million by the end of the year. Our strongest competition, especially in unbleached sulphate pulp, comes from the southeastern United States. Since the imposition of foreign exchange controls, Scandinavian suppliers have been less active because of freight rate and collection problems.

Newsprint—Venezuelan newsprint imports in 1961 totalled about 23,000 metric tons and a moderate increase is expected in 1962. Between 1959 and 1960 they declined by 17 per cent because of the economic recession. However, Canada's share of sales in that period increased from 50 to 62 per cent, worth over $2.3 million. Most Canadian newsprint companies are well represented in the market but, once again, competition from United States shippers is strong as they appear able to offer newsprint at marked-down prices.

Foreign exchange for newsprint is also available on application at the controlled official rate of Bs. 3.35 to the U.S. dollar, but a foreign exchange permit must be secured before shipping. Considerable paperwork is therefore required of the local representative, and agents able to attend to these details with care have been successful in selling. Some credit is offered on a 30-, 60- or 90-day basis and possibly longer.

Caracas is the principal market for newsprint but small quantities go to Maracaibo and other outlying centres. Caracas absorbed over 80 per cent of newsprint imports in 1961; the three major users in that city purchased over 20,000 metric tons.

Fine Papers—Canadian sales of fine paper to this market improved slightly in 1961 over the previous year and it is anticipated that they may reach $1 million this year. Although the United States is the principal supplier, the devaluation of the Canadian dollar may offer further opportunities for Canadian exporters to increase their sales.

New investment in Venezuelan manufacturing industries, encouraged by tariff protection, totalled $214 million in 1961. Since arranging for proper packaging is often a necessary first step in establishing new enterprises, pulp sales are expected to improve, although Canada will experience strong competition from the United States. Our newsprint exports should also improve slowly if Canadian mills support good local agents.

Power Expansion in Yugoslavia

YUGOSLAVIA has obtained a loan of $30 million for a term of 25 years with interest at 5¾ per cent from the World Bank, for power expansion. The loan will help finance a 240,000 kilowatt hydro-electric plant on the Drina River and the installation of 362 miles of transmission lines. Power sales in that country have been increasing by 16 per cent a year but industry uses 70 per cent of the total and receives priority. Only half of the total population now has electricity and mainly in the cities. The present project is part of a larger five-year program to install 1.7 million kilowatts of new generating capacity by 1965-66.

Advertising Abroad

In Denmark, **newspaper, magazine, and point-of-sale advertising are the leading media; factual presentation essential. TV and radio commercials not permitted under government regulations.**

K. NYENHUIS, *Commercial Counsellor, Copenhagen.*

ADVERTISING is a well-developed sales medium in Denmark and it has, on the whole, kept pace with the increase in the country's gross national product. Estimated total advertising expenditure in 1935 amounted to 99.3 million D.Kr. or about 1.8 per cent of the gross national product; in 1958 it reached 613.2 million D.Kr., 1.7 per cent of the gross national product.

Factual presentation is stressed. Exaggerated claims are likely to be ridiculed and will be opposed by the authorities since advertising in Denmark is subject to a number of official regulations and acts, such as those concerning competition, monopolies, pharmaceuticals, and the cinema.

According to the 1958 figures, the latest available, the press and point of sale in retail shops are the principal advertising media and account for 39.8 per cent and 34.2 per cent, respectively, of the total advertising expenditure in the country. Advertising in the form of printed material (direct mail, etc.) accounted for 13.2 per cent; telephone books, directories and annual publications 3 per cent, and the cinema 1.6 per cent. A breakdown of total advertising expenditure is given in Table I.

TABLE I

ADVERTISING EXPENDITURE IN DENMARK, 1958

Media	million D.Kr.	per cent of total
Press	**244.1**	**39.8**
Copenhagen daily newspapers	78.6	12.8
Provincial daily newspapers	68.4	11.2
Weekly magazines	30.0	4.9
Technical magazines and periodicals	32.0	5.3
District papers	16.0	2.6
Telephone books	13.0	2.1
Annual publications	2.0	0.3
Directories	3.8	0.6
Programs and catalogues	**0.3**	....
Point of sale	**210.0**	**34.2**
Printed material	**81.0**	**13.2**
Films and slides	**9.5**	**1.6**
Outdoor	**11.6**	**1.9**
Exhibitions	**7.0**	**1.1**
Other media	**50.0**	**8.2**
TOTAL	**613.2**	**100.0**

Newspapers and Magazines

The daily and weekly press and the technical periodicals are widely used. The daily press and the magazines receive most of the advertisements for consumer products (food, clothing, household articles, motor cars, etc.). Other products are advertised largely in technical and trade papers and periodicals. Newspaper rates vary considerably, from about Can.$1,420 to Can. $1,830 for a full page on weekdays, and from Can.$2,200 to Can. $2,780 on Sundays. The principal daily papers are listed in Table II.

TABLE II

PRINCIPAL DAILY PAPERS

	Circulation Weekdays	Circulation Sundays
Copenhagen morning papers		
Berlingske Tidende	162,956	319,805
Politiken	142,847	257,621
Aktuelt	43,658	63,627
Copenhagen late morning papers		
B.T.	174,108	
Ekstrabladet	77,701	
Copenhagen evening papers		
Information	24,657	
Berlingske Aftenavis	21,652	
Provincial papers		
Jyllands-Posten	63,010	144,622
Fyns Tidende	36,246	66,673
Aarhus Stiftidende	52,078	87,431
Aalborg Stiftidende	43,132	71,310

The daily papers print in black and white only, but up to four colours are not infrequently used in weekly magazine advertisements. The principal weekly magazines and their circulations are: Familie-Jurnalen 351,117, Hjemmet 325,-115, Se og Hor 215,873, Alt for Damer 218,811.

Cinema, Radio, Television

There are about 230 cinemas in Copenhagen and the larger provincial towns, and in recent years the showing of advertising films has gained ground to the extent that the hours announced for the start of each program include the time (seven to ten minutes) it takes to show the ads first. Most of the films take about one minute to run. They are far from cheap; the cost of producing a one-minute film ranges from about Can.$2,800 to Can.$5,600. Showing a one-minute film in 230 cinemas costs for a one-week run twice a year (2.1 weeks), Can.$7,422; for a one-week run every other week of the year (25.5 weeks) on twelve different advertising programs, Can. $89,000.

Advertising is not permitted on television or radio. However, a small ship stationed in international waters off the Danish coast was broadcasting radio advertising until recently. This ended when the Government, which controls all radio and television programs through the Danish State Radio, introduced legislation making it an indictable offence to work for, or in any way contribute to, the floating station, as from August 1, 1962.

Direct Mail

Direct mail advertising is fairly extensive, and distribution is facilitated by the willingness of the Post Office to address such material for a very small fee. In addition, there is a private company that offers this mailing service and claims to have one million addresses geographically grouped according to trade categories.

Outdoor

Posters and billboards are not widely used in Denmark because there are very few advertising pillars in the towns and the use of billboards in the country is severely restricted by the Preservation of Natural Beauty Act and the Road Traffic Act. Neon signs and card advertising in trams, buses and district trains are increasing rapidly.

Exhibitions

The Supervisory Board of Business Exhibitions in Denmark approves an average of fifteen to eighteen exhibitions annually. A few exhibitions are held without the Board's approval, either because they do not meet its standards or because they fall outside its scope (agricultural fairs at which agricultural equipment is often exhibited). Most of the fairs are local in character, but an increasing number are taking on an international aspect. Canadian products have not been much in evidence at any of them. Exporters might well consider future participation in view of the growing market potential here. Information concerning exhibitions approved by the Board can be obtained from the Commercial Counsellor in Copenhagen.

Advertising Agencies

There is only one international advertising agency in Denmark and it is mainly active in the business consultant field. The Danish Association of Advertising Agencies comprises four major and forty-five smaller agencies. In addition, there are eight recognized agencies that are not members of the Association. The larger firms are very well organized; several also carry out market research and five of them produce advertising films. A list of these firms may be obtained from the editor of *Foreign Trade*, Department of Trade and Commerce, Ottawa, or from the Commercial Counsellor, Canadian Embassy, 2 Prinsesse Maries Alle, Copenhagen V. ●

TRANSPORTATION NOTES

Australia

AOTA FREIGHT RATES UP—Freight rates from Australia to Britain and the Continent will be increased by 5 per cent from September 1962 for all goods carried under Australian Overseas Transport Association freight rate agreements. The new rates will apply for two years and cover wool, meat, general cargo, dairy products and fresh fruit—Sydney.

ORE CARRIER PORT—Broken Hill Pty. Ltd. anticipates a capital expenditure of A£7 million in developing the Koolen Island, Western Australia, project. The scheme will provide a deepsea port capable of accommodating 40,000 ton ore carriers when completed in two years. At nearby Cockatoo Island, iron ore production has now reached 1.5 million tons a year, the highest rate yet achieved. Kwinana steel rolling mills are now producing 200,000 tons a year—Melbourne.

Colombia

COLOMBIA-U.S. CABLE—The Ministry of Communications has been discussing with a large United States telecommunications company the installation of a U.S.$30 million intercontinental submarine cable between Colombia and the United States. The cable will run 4,100 miles, and is expected to be in service by October 1963. Colombian contribution to the project is estimated at U.S.$3.8 million. Other countries involved in the arrangements are Panama and Jamaica —Bogotá.

Denmark

SHIPPING TOTALS—The mercantile marine—cargo and passenger ships of 10,000 cu. ft. and over—increased from 679 ships of 3.13 million deadweight tons in 1960 to 740 ships of 3.23 million tons in 1961. Freight earnings abroad in 1961 totalled 1,615 million kroner, compared with 1,596 million in 1960. Deducting operating expenses, net earnings of foreign currency reached 915 million kroner and covered 40 per cent of the adverse commodity-trade balance—Copenhagen.

Dominican Republic

HIGHWAY CONSTRUCTION—U.S. AID has signed an agreement with the Dominican Government covering reconstruction of the highway between Santiago and the northern port of Puerto Plata, costing RD$1 million, and a bridge estimated to cost RD$500,000 halfway between Santo Domingo and Santiago—Santo Domingo.

France

RAILWAYS MODERNIZED—The Société Nationale des Chemins de Fer Français (French National Railways) has announced a $280 million investment and modernization program. About $26 million will go this year into the purchase of electric locomotives and $34 million into diesels. At present there are 4,711 miles of electric track which carry 65 per cent of French rail traffic; by 1970 it is planned to have 5,600 miles electrified and all other lines dieselized —Paris.

Ghana

TEMA PORT EXTENSION—The Ghana Government and Sir William Halcrow & Partners are discussing the proposed extensions to Tema Harbour, scheduled to start in six months at a cost of about £6 million. They will involve expansion of the fishing harbour to accommodate fishing operations which the Soviet Union proposes to undertake in co-operation with Ghana, and to enable big trawlers to dock. The drydock will be extended so that frigates of the Ghana Navy can receive repairs and service there. Two more cocoa sheds, two berths in addition to those on Quay No. 1, transit sheds at Quays 10 and 11, and roads and rails with ancillary works are also planned—Accra.

Greenland

AIRLINE SHARES—The Royal Greenland Department of Trade has asked the Finance Committee for 250,000 kroner to buy shares in Grønlandsfly A/S, the new Greenland air corporation. The Greenland National Council is also interested in participating in the company and is expected to apply for an equal amount of shares, increasing the company's share capital by 500,000 to one million kroner—Copenhagen.

India

BRIDGE PLAN STUDIED—The World Bank has agreed to finance the foreign exchange requirements of a technical study for the construction of a new bridge across the Hoogly River in Calcutta to reduce traffic on the famous Howrah bridge. Rendel, Palmer & Tritton, the British consulting engineering firm retained by the Calcutta port authority, will do the study and expects to complete it in one year. It is part of a redevelopment program being undertaken by the Calcutta Metropolitan Organization with the assistance of the Ford Foundation—New Delhi.

MADRAS PORT EXPANDED—The expansion of the port of Madras, financed by a $35 million World Bank loan, should be complete by the end of 1962. Capacity will be doubled to a total of 5 million tons a year, and 18 berths will service vessels of draughts up to 35 feet. If needed, space is available for six additional berths, to bring capacity to 8 million tons. Port authorities plan more wharfage and mobile cranes, an offshore petroleum products discharging installation, three more locomotives, and a mechanized ore-handling unit—Madras.

Mexico

PAN-AMERICAN HIGHWAY—Plans are being made for an official motorcade in the spring of 1963 to celebrate the opening of the Pan-American Highway between the United States and the Panama Canal. The highway is scheduled to be ready for traffic over its entire length from Canada to the Canal by the end of 1962—Mexico, D.F.

AIRLINES MERGE—The government-owned Aeronaves de Mexico has purchased Guest Airways, which has been operating international services from Mexico to Miami and Mexico to Bogotá. Merger of Aeronaves with this company, formerly owned by Scandinavian Air Services and latterly by private interests, leaves Mexico with two international airlines—Mexico, D.F.

Portugal

NEW AIRCRAFT FOR MOZAMBIQUE—A Fokker-Friendship passenger airplane has recently passed through Lisbon for delivery to DETA airlines (Divisão de Exploração de Transportes Aereos) of Mozambique, Portuguese East Africa. It is the first of three purchased for the airline's new internal routes—Lisbon.

Sweden

ORE SHIPPING HARBOUR—The LKAB Mining Company, Arctic Sweden, is investing $40 million in its new ore-shipping harbour at Svarton near Luleå on the Gulf of Bothnia. The harbour will have an annual capacity of nearly 12 million tons and will accommodate ships of up to 35,000 deadweight tons, the largest that can enter this part of the gulf.

Equipment will be highly automatic and storage facilities will total 5 million tons. An automatic device will pull ore trains of 65-70 cars through discharging stations and belt conveyors will move the ore from there to storage. Two bridge cranes lifting 24 tons per dipper (2,500 tons an hour) will feed the ore onto belt conveyors leading to the holds. By 1964 the harbour will be ready for shipping, and by the end of 1965 the project will be completed—Stockholm.

The Netherlands Mining Industry

F. W. ZECHNER, *Office of the Commercial Counsellor, The Hague.*

THE NETHERLANDS possesses few of the raw materials that modern industry needs, with the exception of coal, salt, oil and natural gas. Imports of mineral products are substantial and totalled over $600 million in 1961, or approximately 12 per cent of all imports.

Coal and Coke

Coal is produced in the province of Limburg in the south, is mined at depths varying from 800 to 2,800 feet, and is used mainly as domestic fuel, in steam-raising plants, in the chemical industry and for other industrial purposes. Some four million metric tons a year go into coke-making; coke output totals roughly three million tons a year and the gas liberated in the coking process is put to industrial and domestic use and also in the chemical industry.

There are twelve coal mines in the Netherlands, four of them state-operated. Output is climbing and totalled 13.7 million tons in 1961, well up from the 1960 figure (see table). Domestic production supplies about 88 per cent of Dutch requirements, the rest is made up by imports, chiefly from West Germany, the United States, Britain and Belgium. With production rising each year and consumption remaining fairly stable, Dutch exports of coal and coke have increased steadily. The main customer is France, followed by Belgium, West Germany and Sweden.

Mining operations have reached a fairly high degree of mechanization and research into more efficient techniques goes on continuously.

NETHERLANDS COAL INDUSTRY

	Production	Imports	Exports
	(million metric tons)		
1957	11.4	9.5	3.4
1958	11.9	7.6	3.3
1959	12.0	7.1	4.3
1960	12.5	7.6	5.0
1961	13.7	7.5	5.4

Petroleum, Natural Gas

The discovery of significant oil reserves in the northeastern part of the country came during the war and led to the founding of Nederlandse Aardolie Maatschappij (NAM) affiliated with Anglo-Dutch Shell and Standard Oil of New Jersey. Exploratory drilling in other parts of the Netherlands soon located other deposits capable of exploitation. Producing wells now number about 480. The number of workers employed by the NAM is 1,200, including labour engaged in natural gas production.

Output of crude reached 17.2 million barrels in 1961, the highest total on record and exceeding the 1960 figure by 1.05 million. Domestic production meets roughly 25 per cent of annual requirements of 70 million barrels. In course of time, the Netherlands has become Europe's most important refiner, processing far more than it consumes. There are three refineries with a total capacity of 189 million barrels a year, almost equal to annual crude-oil output in Canada. One of the plants has a capacity of some 126 million barrels a year and is the largest in Europe. A U.S. firm is now planning a new $25 million refinery in the Europort area near Rotterdam with a capacity exceeding 12.5 million barrels a year. In addition to products such as petrol, kerosene, oil for fuel and gas, lubricating oils and greases, the refineries produce synthetic detergents, polyvinyl chloride, synthetic resins, synthetic glycerine, insecticides, herbicides, synthetic rubber, and many other chemicals.

Netherlands imports of crude petroleum are substantial and reached $405 million in value in 1961. Most of it comes from the Middle East—the Syrian Arab Republic, Kuwait, Lebanon, Saudi Arabia and Iran. Venezuela is also a large supplier.

NAM began commercial production of natural gas in 1951 in the northeast. The gas consists of methane (80 to 90 per cent), nitrogen, carbon dioxide, ethane and heavy hydrocarbons and calorific value is more than twice that of coal gas. The pipeline system carries the gas to public gas works in northern, central and eastern Holland. Exact production figures are not available but deliveries in 1961 totalled 29,200 million cubic feet, compared with total coal-gas output of 145,832 million cubic feet.

The recent discovery of large recoverable natural gas reserves in the far northeast is particularly significant. These are estimated to total 5,300 billion cubic feet and production will start soon; both private and industrial consumers will benefit from this large addition to the limited sources of energy.

Salt

The sole producer of salt in Holland is Koninklijke Nederlandse Zoutindustrie (Royal Netherlands Salt Industry), which started mining operations in the eastern part of the country in 1917. Leaching is the most commonly used extraction technique. The brine obtained in the leaching process is subjected to evaporation or electrolysis and made into such products as table salt, caustic soda solution, sodium chlorite, liquified chlorine, hydrochloric acid, soda, and various other chemicals. Salt output has increased gradually from 626,000 tons in 1956 to 1.1 million tons in 1961. Reserves are considered large enough to meet world demand for the next 100 years. ●

COMMODITY NOTES

Aluminum Barge

UNITED STATES—Ingalls Shipbuilding Corporation at Pascagoula, Mississippi, has completed the first aluminum barge built in this country. Designed to carry sensitive liquid chemicals, the barge is part of a testing program initiated by Reynolds Metals Company to demonstrate the advantages aluminum vessels and components offer shippers, waterway operators and shipbuilders—New Orleans.

Ammonium Sulphate

JAPAN—Export contracts for ammonium sulphate for the 1961 fertilizer year (August 1961-July 1962) concluded by the end of June totalled 867,303 tons, according to the Japan Ammonium Sulphate Export Company. This compares with exports in the previous year (August 1960-July 1961) of 837,366 tons. Principal markets were Taiwan (284,519 tons); South Korea (234,737); Philippines (79,728); Indonesia (67,700); India (44,802); North Viet Nam (35,000); Ryukyu Islands (34,980); Pakistan (25,964); Burma (14,815); Fiji (11,604); Thailand (11,180); Malaya (10,190), and Hong Kong (8,670 tons)—Tokyo.

Automobiles

ITALY—In the first six months of 1962 Italy produced 465,225 motor vehicles (432,407 automobiles) an increase of 23.7 per cent over the same period in 1961. Exports increased 33.7 per cent to 163,398 motor vehicles, of which 91,085 (56 per cent) went to Common Market countries—Rome.

Canned Fruit

SOUTH AFRICA—In 1961 South Africa was the largest supplier of canned fruit to Britain, with sales totalling $37 million, or about one-third of Britain's imports—Johannesburg.

Cattle

DENMARK—According to Danish press reports, the U.S.S.R. has purchased 350 head of cattle of the Red Danish Milk breed, 200 head of which are in quarantine at Kolding in Jutland awaiting shipment, principally to the Baltic countries. The U.S.S.R. is expected to purchase 200 head of Jersey cattle at a later date —Copenhagen.

Cement

ITALY—Cement production increased 13.8 per cent during 1961 to over 18 million tons, compared with 15.8 million in 1960. Per capita consumption rose from 319 to 360 kilos (12.9 per cent). Italy now has 113 cement factories. Investment estimated at 22 billion lire raised capacity to 19.5 million tons last year and it is estimated that in 1963, when development programs now under way are completed, the figure will reach 25 million—Rome.

Cheese

AUSTRALIA—The Warwick Co-operative Dairy Association Limited of Queensland is preparing its second order of cheese for Port-of-Spain, Trinidad. The order is for 150 rectangular cheeses weighing 40 pounds each and follows a trial shipment in April. Warwick cheese is being exported to New Guinea, Japan, Malaya, Britain and the Mediterranean—Sydney.

Coal

AUSTRALIA—New South Wales Joint Coal Board preliminary figures reveal that 17.9 million tons of washed and unwashed coal was sold in 1961-62, compared with 16.9 million tons in 1960-61. Overseas sales totalled 3.2 million (excluding bunkers), an increase of 73 per cent which is attributed in part to opportunities for additional sales to Japan. Consumption within New South Wales itself totalled 13.4 million tons, slightly less than in 1960-61. Interstate sales fell by 20 per cent to 1.3 million tons—Sydney.

Ferro-Silicon

NORWAY—The mining and metallurgical concern, Orkla Grube A/B, produced 296,756 tons of pyrites last year, a decline of 57,000 tons (or 16 per cent) compared with 1960. Nearly 105,000 tons were exported, mostly to Sweden and West Germany, and about 197,000 tons went to the Orkla smelter, which produced some 62,000 tons of sulphur and copper matte containing 3,200 tons of copper. The company has now decided to convert its smelter to the production of ferro-silicon. To meet contracts already concluded, the smelter will continue to produce sulphur and copper matte until the end of this year. Ferro-silicon production will start in the autumn of 1963 at a rate of some 25,000 tons a year (45 per cent silicon). The conversion, it is estimated, will cost Norwegian kroner 15 million—Oslo.

Gasoline

EL SALVADOR—The $10 million oil refinery at the new port of Acajutla will begin production in November with a capacity of 14,000 barrels of gasoline a day. Petroleum will be imported from Venezuela—Guatemala City.

Oil-Refining Equipment

GERMANY—Ten new oil refineries are planned by the German petroleum industry in the next four years. Despite its progressive industry, Germany does not produce all the equipment needed in refineries and there are considerable export opportunities here for Canadian manufacturers.

These new developments, together with planned additions to existing plants, will raise refining capacity in Germany from 46.8 million tons in 1962 to 79.5 million in 1966. All ten refineries are to be built in the area of Frankfurt and Karlsruhe and will obtain their crude petroleum from the pipeline just completed between Marseilles and Karlsruhe. They will be the first in southern Germany, which up to now has obtained its refined oil from Hamburg, the Ruhr, and foreign sources.

Interested firms can obtain information concerning the size, location, and builders of the refineries from the Chief, Engineering and Equipment Division, Department of Trade and Commerce, Ottawa—Duesseldorf.

Pipeline

AUSTRALIA—An Australian company, Humes Limited, has won an A£2.17 million contract, against keen competition from tenderers throughout the world, for work on the Snowy Mountains Scheme. The contract is for the design and erection of the Murray I pipeline. Australian Iron and Steel Pty. Ltd., Port Kembla, N.S.W., will supply the pipe, made of a new high-tensile steel, and Sulzer Brothers Limited of Switzerland will manufacture the intricate branch pieces—Sydney.

Pulp

SWEDEN—Two new pulp mills will begin operation at the end of September in the southern provinces of Blekinge and Scania. Their combined output when fully operative will total 225,000 tons.

The first to open will be Mörrums Bruk, owned by SSSF, the forest owners' association of southeast Sweden. It has involved an investment of about $30 million and will have a capacity of 140,000 tons of bleached sulphate, intended mainly for fine-quality printing paper. It will use both softwood and hardwood.

The second, Nymölla, is owned by the Papyrus-Hylte group which claims that this is the world's first mill to operate under the American magnefite method, said to combine the properties of conventional sulphite and sulphate pulps. Capacity will total 85,000 tons of bleached pulp; investment amounted to about $20 million—Stockholm.

Rail Maintenance Machinery

SOUTH AFRICA—Roadbed and rail maintenance equipment is now made in South Africa under licence from an Austrian firm. The South African Railways has placed orders for 17 such machines worth $2.5 million—Johannesburg.

Railway Wheels

SOUTH AFRICA—One of South Africa's largest engineering firms is now manufacturing railway wheels at the rate of 30,000 a year under licence from a United States company—Johannesburg.

Silicon Carbide

NORWAY—Kommandittselskapet Orkla Exolon A/S & Co., owned jointly by Orkla Grube A/B and Christiania Spigerverk (both Norwegian) and the Exolon Company of Tonawanda (American), is building a silicon carbide factory at Orkdal in the county of Sør-Trøndelag. The Exolon Company is said to be the third largest silicon carbide producer in the world. The new plant will go up in two stages: the first is scheduled for completion at the end of 1963 at a cost of some Norwegian kroner 25 million. Annual capacity will total about 4,000 tons. The second stage will involve only a small additional investment—Oslo.

Steel

SOUTH AFRICA—In 1961, ISCOR, the state-owned basic steel producer, exported $75 million worth of pig iron, steel sheets and coils, and railway rails—Johannesburg.

Titanium Dioxide

AUSTRALIA—Associated Minerals Consolidated Ltd., a subsidiary of Consolidated Goldfields (Aust.) Pty. Ltd., has contracted to supply up to 210,000 tons of titanium dioxide (worth A£7 million at current prices), from Queensland, to American Potash and Chemical Corporation of Los Angeles, over a period of ten years—Sydney.

Tobacco

MEXICO—Mexico recently made its first shipment of tobacco to Europe when a consignment of 550 tons left for Italy. The Mexican product is competitive in quality and price with similar types of tobacco from other sources and will be mixed with high-quality leaf for cigarettes. Mexico is also promoting sales to other European countries—Mexico, D.F.

Index to *Foreign Trade*

The index to Volume 117 of Foreign Trade, *covering the issues from January 13 to June 30, 1962, has now been printed. Readers who wish to have copies should write to the Editor.*

FOREIGN TARIFFS AND TRADE REGULATIONS

Iraq

IMPORT PROGRAM FOR 1962—The Ministry of Commerce of the Iraqi Government announced recently that the granting of import licences for the current year, 1962, will be governed by certain considerations, including the protection and encouragement of local or national industries, the reduction of imports of non-essential luxury goods, the unrestricted import of capital goods for local industry, and the need to protect foreign exchange resources.

With the announcement of the import trade control policy, the Directorate General of Imports and Exports of the Iraqi Government published a list of goods whose import into Iraq from all sources is prohibited in order to protect the local industries. Some 62 numbered commodities are affected by this prohibition. All other goods not included in this schedule are subject to quota allocations, but these allocations are not publicized by the import authorities in Baghdad.

The complete list of prohibited commodities may be obtained from the Asia and Middle East Division, International Trade Relations Branch, Department of Trade and Commerce, Ottawa.

Norway

EFTA DUTY REDUCTION—The Norwegian Storting (Parliament) has agreed to a government proposal to reduce customs duties on goods from EFTA countries by a further 10 per cent, as of September 1 this year, bringing them to 60 per cent of their original level. All the other EFTA countries except Austria made this 10 per cent reduction on March 1; Austria did so on July 1—Oslo.

FURTHER IMPORT LIBERALIZATION—Some of the few remaining Norwegian import restrictions have been abolished, effective July 1, 1962. Principal goods freed are: crude and refined soya oil, cottonseed oil, peanut oil and coconut oil, wafers, crispbread, soap powder, doors and door frames, all furniture not previously freed, and boxes containing envelopes, writing paper and cards. These can now be imported freely from all except Eastern European countries, Japan, Communist China, Taiwan, North Korea, South Korea and North Viet Nam.

A number of other goods will be liberalized January 1, 1963. These include hardened animal and vegetable oils and fats, television receivers and combined radio and television receivers, electric refrigerators and deep freezers, chipboard and bathtubs.

After January 1, 1963, only a few commodities will be subject to quantitative import restrictions, among them coffee, charcoal, wood tar, wood creosote, oakum made of hemp or jute, and certain types of ships—Oslo.

Philippines

CUSTOMS IMPORT DUTIES AMENDED—By means of an executive order dated June 28, 1962, the President of the Philippines issued a decree amending the rates of import duties on several items in the schedule of dutiable commodities under the Tariff and Customs Code of the Philippines. The commodities affected include: milk and cream; sulphates and persulphates; woven fabrics of cotton; hoop and strip of iron or steel; optical appliances and instruments; gas, liquid and electricity supply or production meters, and calibrating meters.

Items on which the rate of duty is reduced include: milk and cream, preserved, concentrated or sweetened, in liquid or semi-solid form from 10 to 5 per cent, in solid form from 15 to 8 per cent; hoop and strip of iron or steel from 15 to 7½ per cent; operating lamps from 40 to 20 per cent.

Items on which the rate of duty is increased include: aluminum sulphate from 10 to 20 per cent, remnants of clothing from 15 to 30 per cent, totalizing water meters of small sizes from 10 to 60 per cent. The tariff items for woven fabrics are condensed and simplified.

This reduction in import duties is authorized under a section of the Tariff and Customs Code of the Philippines which provides that upon investigation by the Tariff Commission and recommendation of the National Economic Council, the President is empowered to reduce by not more than 50 per cent or to increase by not more than five times the rates of import duty expressly fixed by statute, when in his judgment such changes are necessary in the interest of the national economy, general welfare, and/or national defence.

Details of the amendment affecting any particular commodity may be obtained from the Asia and Middle East Division, International Trade Relations Branch, Department of Trade and Commerce, Ottawa.

Thailand

IMPORT CONTROL REGULATIONS CONSOLIDATED—In a notification dated March 28, 1962, the Ministry of Economic Affairs of the Thailand Government revised the schedule of goods which may not be imported unless an import permit has been obtained. No import permit is required for goods not included in this notification.

Because of the many revisions to the list of goods under import control, the Ministry has consolidated the list for the benefit of the trade and industry.

According to the notification, some 75 numbered items are affected by this restrictive measure. Those that may be of interest to Canadian exporters include matches; veneer splints; plywood; toothpicks; printing and writing paper, wrapping paper; carbonated beverages.

The complete schedule of goods requiring an import permit may be obtained from the Asia and Middle East Division, International Trade Relations Branch, Department of Trade and Commerce, Ottawa.

TRADE COMMISSIONERS ON TOUR

G. E. Blackstock

R. M. Dawson

C. R. Gallow

W. B. McCullough

K. F. Osmond

In Canada

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

Vancouver—Sept. 17-25
Calgary—Sept. 27
Edmonton—Sept. 28

When he completes his tour, Mr. Blackstock will return to New Orleans.

R. M. DAWSON, Consul and Assistant Trade Commissioner in Manila, Philippines:

Ottawa—Sept. 20-Oct. 3

When he completes his tour, Mr. Dawson will be posted to Madrid, Spain, as Assistant Commercial Secretary.

C. R. GALLOW, Trade Commissioner in Johannesburg, South Africa:

Hamilton—Sept. 24-25
London—Sept. 26
Windsor—Sept. 27
Sarnia—Sept. 28
Toronto—Oct. 1-6

When he completes his tour, Mr. Gallow will return to Johannesburg.

W. B. McCULLOUGH, Commercial Counsellor in Santo Domingo, Dominican Republic:

Vancouver—Sept. 26-28

When he completes his tour, Mr. McCullough will be transferred to Wellington, New Zealand, as Commercial Counsellor.

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

Montreal—Sept. 17-28

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

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

In Territory

L. A. CAMPEAU, Commercial Counsellor in Beirut, Lebanon, will visit Baghdad, Iraq, in September.

F. B. CLARK, Commercial Counsellor in Mexico City, will visit Morelia, Michoacan and Guadalajara October 1-4.

W. B. WALTON, Assistant Trade Commissioner in Manila, Philippines, will visit Taiwan October 5-11.

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. Campeau at Beirut, Mr. Clark at Mexico City, and Mr. Walton at Manila.

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. Ward Assistant Commercial Secretary (Timber)		*Cable:* TIMCOM, LONDON, W.1
	W. M. Miner Assistant Commercial Secretary (Agriculture)		
	Geo. Hazen Assistant Commercial Secretary		
	S. G. Harris Assistant Commercial Secretary		
	E. L. Bobinski Assistant Commercial Secretary		
	Miss M. A. Armstrong Attaché (Exhibitions)		
	H. G. Garland Attaché (Fisheries)		
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

Territory	Officer	City Address	Mail and Cables, Office Telephone & Telex
Denmark Greenland, Poland	K. Nyenhuis Commercial Counsellor	Canadian Embassy Prinsesse Maries Allé 2 COPENHAGEN V	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* Hilda 3306
Dominican Republic Puerto Rico	J. C. Leith Acting Commercial Secretary and Vice Consul	Canadian Embassy Edificio Copello 408 Calle El Conde SANTO DOMINGO	*Mail:* Apartado 1393 *Cable:* CANADIAN *Phone:* 2-8138
France Algeria; Cameroon Republic, Dahomey, Guinea, Ivory Coast, Mali Republic, Mauretania, Morocco, Niger, Senegal, Togoland, Upper Volta	A. G. Kniewasser Commercial Counsellor R. G. Woolham Assistant Commercial Secretary Y. C. Jauron Assistant Commercial Secretary G. P. Morin Assistant Commercial Secretary	Canadian Embassy 35 Avenue Montaigne PARIS 8e	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* BALzac 99-55 *Telex:* 2-0600 (DOMCAN PARIS)
Germany Federal Republic	J. A. Stiles Commercial Counsellor W. F. Hillhouse Commercial Counsellor (Agriculture) C. Renaud Assistant Commercial Secretary	Canadian Embassy Zitelmannstrasse 22 BONN	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* 21971 *Telex:* 886421 OR 886422 (DOMCAN BONN)
Germany	H. E. Campbell Consul Louis de Salaberry Vice Consul	Canadian Consulate Bismarckstrasse 95 4 DUESSELDORF 1	*Mail:* P.O. Box 2102 *Cable:* CANADIAN *Phone:* 2-05-25
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
Greece Cyprus, Turkey	B. A. Macdonald Commercial Counsellor F. I. Wood Assistant Commercial Secretary	Canadian Embassy 31 Vassilissis Sophias Ave. ATHENS	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* 74044
Guatemala Costa Rica, El Salvador, Honduras, Nicaragua, Panama and Canal Zone	H. E. Lemieux Commercial Secretary K. D. Taylor Assistant Commercial Secretary	Canadian Embassy 5a Avenida 11-70, Zone I GUATEMALA CITY, C.A.	*Airmail:* P.O. Box 400 *Surface Mail:* P.O. Box 444 *Cable:* CANADIAN *Phone:* 28448
Haiti	Chargé d'Affaires, a.i. and Consul	Canadian Embassy Route du Canape Vert St. Louis de Turgeau PORT AU PRINCE	*Mail:* P.O. Box 826

Territory	Officer	City Address	Mail and Cables, Office Telephone & Telex
Hong Kong Cambodia, Communist China, Laos, Vietnam, Macao	R. K. Thomson Canadian Government Trade Commissioner J. M. T. Thomas Assistant Trade Commissioner N. R. Gish 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
India (except States of Gujerat, Maharashtra, Andhra Pradesh, Mysore, Madras, Kerala) Bhutan, Nepal, Sikkim	G. A. Newman Commercial Counsellor for Canada J. H. Suggitt Assistant Commercial Secretary	13 Golf Links Road NEW DELHI 1	*Mail:* P.O. Box 11 *Cable:* CANADIAN *Phone:* 74261
India (States of Gujerat, Maharashtra, Andhra Pradesh, Mysore, Madras, Kerala)	B. Horth Acting Canadian Government Trade Commissioner	Gresham Assurance House Mint Road BOMBAY	*Mail:* P.O. Box 886 *Cable:* CANADIAN *Phone:* 255154
Indonesia	Commercial Division	Canadian Embassy Djl. Budi Kemuliaan No. 6 DJAKARTA	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* Gambir 1313
Iran	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	J. H. Stone Commercial Counsellor 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)

Territory	Officer	City Address	Mail and Cables, Office Telephone & Telex
Lebanon Iraq, Jordan, Persian Gulf area, Syria	L. A. Campeau Commercial Counsellor C. E. Rufelds Assistant Commercial Secretary	Canadian Embassy Alpha Building Rue Clemenceau BEIRUT	*Mail:* Boîte Postale 2300 *Cable:* CANADIAN *Phone:* 50955
Mexico	F. B. Clark Commercial Counsellor H. S. Hay Assistant Commercial Secretary	Canadian Embassy Melchor Ocampo 463, 7th Floor MEXICO 5, D.F.	*Mail:* Apartado 25364 *Cable:* CANADIAN *Phone:* 25-15-60
Netherlands	J. C. Britton Commercial Counsellor J. E. Montgomery Assistant Commercial Secretary J. R. Caux Assistant Commercial Secretary	Canadian Embassy Sophialaan 5-7 THE HAGUE	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* 61-41-11 *Telex:* 31270 (DOMCAN HAGUE)
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 M. R. Bell 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 W. B. Walton Vice Consul and Assistant Trade Commissioner	Canadian Consulate General L & S Building, 3rd Floor 1414 Dewey Boulevard MANILA	*Mail:* P.O. Box 1825 *Cable:* CANADIAN *Phone:* 5-85-97

Territory	Officer	City Address	Mail and Cables, Office Telephone & Telex
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., 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 D. S. McCracken Assistant Trade Commissioner	American International Building Robinson Road and Telegraph St. SINGAPORE	*Mail:* P.O. Box 845 *Cable:* CANADIAN *Phone:* 74260
South Africa (Natal, Orange Free State, Transvaal) Malagasy, Mauritius, Mozambique, Reunion	C. R. Gallow Canadian Government Trade Commissioner (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 R. G. Godson Assistant Trade Commissioner	13th Floor African Life Centre St. George's St., CAPE TOWN	*Mail:* P.O. Box 683 *Cable:* CANADIAN *Phone:* 2-5134/5
Spain Balearic Islands, Canary Islands, Gibraltar, Rio Muni, Rio de Oro	M. T. Stewart Commercial Counsellor	Canadian Embassy Edificio Espana Avenida de Jose Antonio 88 MADRID	*Mail:* Apartado 117 *Cable:* CANADIAN *Phone:* 47-54-00
Sweden Finland	G. A. Browne Commercial Counsellor	Canadian Embassy Strandvagen, 7-C STOCKHOLM	*Mail:* P.O. Box 14042 *Cable:* CANADIAN *Phone:* 67-92-15
Switzerland Tunisia	S. G. MacDonald Commercial Counsellor J. H. Nelson Assistant Commercial Secretary	Canadian Embassy Kirchenfeldstrasse 88 BERNE	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* 44-63-81 *Telex:* 2-2386 (DOMCAN GENEVE)
Union of Soviet Socialist Republics	R. V. N. Gordon Commercial Counsellor	Canadian Embassy 23 Starokonyushenny Pereulok MOSCOW	*Mail:* (City Address) *Cable:* 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

Territory	Officer	City Address	Mail and Cables, Office Telephone & Telex
United States	M. Schwarzmann Minister (Economic) W. J. Van Vliet Commercial Counsellor (Agriculture) R. R. Parlour Commercial Counsellor N. W. Boyd Assistant Commercial Secretary 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 *Telex:* 0-094-567
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 J. M. Knowles Vice Consul and Assistant Trade Commissioner	Canadian Consulate General 111 North Wabash Ave. CHICAGO	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* RAndolph 6-6033 *Telex:* 0-025-571

Territory	Officer	City Address	Mail and Cables, Office Telephone & Telex
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 R. C. Anderson Consul and Assistant 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 333 Montgomery St. SAN FRANCISCO 4	*Mail:* (City Address) *Phone:* YUkon 1-2670
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 *Telex:* 0-032-462
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 C. J. St. Pierre Assistant Commercial Secretary	Office of the Commissioner for Canada Colonial Building 72 South Quay PORT-OF-SPAIN	*Mail:* P.O. Box 125 *Cable:* CANADIAN *Phone:* 34787
West Indies (Jamaica) Bahamas, British Honduras	R. W. Blake Canadian Government Trade Commissioner R. H. M. Cathcart Assistant Commercial Secretary	Barclays Bank Building King St. KINGSTON	*Mail:* P.O. Box 225 *Cable:* CANADIAN *Phone:* 26948

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

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

Except when buying and selling rates are specified, the mid rates only are quoted. The buying rate is that at which 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 .928613.

Foreign Exchange Rates

Country	Unit	Type of Exchange	Can. dollar equivalent Sept. 10	Units per Canadian dollar	Notes (See below)
Argentina	Peso		.008547	117.00	
Austria	Schilling		.04174	23.96	
Australia	Pound		2.4132	.4144	
Bahamas	Pound		3.0165	.3315	
Belgium and Luxembourg	Franc		.02165	46.19	
Bermuda	Pound		3.0165	.3315	
Bolivia	Potosi	Free	‡	‡	
Brazil	Cruzeiro	Free	.002243	445.83	
		Special Category	†	†	
Britain	Pound		3.0165	.3315	
British Guiana	Dollar		.6284	1.59	
British Honduras	Dollar		.7541	1.33	
Burma	Kyat		.2261	4.42	
Ceylon	Rupee		.2262	4.42	
Chile	Escudo	Bank rate	1.0236	.9769	
		Free	.5384	1.86	
Colombia	Peso	Certificate	.1607	6.22	
Congo, Republic of	Franc		.02165	46.19	
Costa Rica	Colon		.1625	6.15	
Cuba	Peso		‡	‡	
Czechoslovakia	Koruna		.1496	6.68	
Denmark	Krone		.1556	6.43	
Dominican Republic	Peso		1.0769	.9286	
Ecuador	Sucre	Official	.05983	16.71	
		Free	.04765	20.99	
El Salvador	Colon		.4308	2.32	
Fiji	Pound		2.7176	.3680	
Finland	Markka		.003365	297.18	
France, Monaco, etc.	New Franc		.2198	4.55	(1)
Franco-African Republics, etc.	Franc		.004396	227.48	(2)
French Pacific	Franc		.01209	82.71	(3)
Germany	D Mark		.2694	3.71	
Ghana	Pound		3.0165	.3315	
Greece	Drachma		.03589	27.88	
Guatemala	Quetzal		1.0769	.9286	
Haiti	Gourde		.2154	4.64	
Honduras	Lempira		.5384	1.86	
Hong Kong	Dollar	Free*	.1876	5.33	*Aug. 31
		Official	.1885	5.30	
Iceland	Krona	Official	.02504	39.94	(4)
India	Rupee		.2262	4.42	
Indonesia	Rupiah	Official	.02393	41.79	(4)
Iran	Rial		.01422	70.34	
Iraq	Dinar		3.0153	.3316	

‡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 Sept. 10	Units per Canadian dollar	Notes (See below)
Ireland	Pound		3.0165	.3315	
Israel	Pound		.3590	2.78	
Italy	Lira		.001735	576.37	
Japan	Yen		.002992	334.22	
Lebanon	Pound	Free	.3534	2.83	
Mexico	Peso		.08615	11.61	
Morocco	Dirham		.2154	4.64	
Netherlands	Florin		.2989	3.34	
Netherlands Antilles	Florin		.5710	1.75	
New Zealand	Pound		2.9959	.3338	
Nicaragua	Cordoba	Effective buying	.1538	6.50	
		Official selling	.1527	6.55	
Nigeria	Pound		3.0165	.3315	
Norway	Krone		.1506	6.54	
Pakistan	Rupee		.2262	4.42	
Panama	Balboa		1.0769	.9286	
Paraguay	Guarani	Official	.008513	117.47	
Peru	Sol		.04014	24.91	
Philippines	Peso	Free	.2773	3.61	
Portugal & Colonies	Escudo		.03746	26.69	(5)
Republic of South Africa	Rand		1.5083	.6630	
Singapore and Malaya	Straits Dollar		.3518	2.84	
Spain and Dependencies	Peseta		.01795	55.72	
Sweden	Krona		.2090	4.78	
Switzerland	Franc		.2492	4.01	
Syria	Pound	Free	.3012	3.32	
Thailand	Baht	Free	.05067	19.73	(4)
Tunisia	Dinar		2.5953	.3853	
Turkey	Lira		.1197	8.35	(4)
United Arab Republic	Pound	Official	2.4768	.4037	
United States	Dollar		1.076875	.928613	
Uruguay	Peso	Free	.09821	10.18	
Venezuela	Bolivar	Free	.2368	4.22	
		Official	.3215	3.11	
West Indies	Dollar		.6284	1.59	(6)
	Pound		3.0165	.3315	(7)
Yugoslavia	Dinar	Official	.001436	696.38	

‡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.

Markets in Brief CZECHOSLOVAKIA

Area: 49,367 square miles.

Population: 13.7 million (1960).

Climate: moderate.

Topography: mainly mountainous.

Language: Czech; sales literature preferably in German, but also in French or English.

Currency: koruna; one koruna = Can.$0.1496.

Weights and measures: metric system.

Capital: Prague.

Chief ports: none; Canadian exports to Czechoslovakia are normally routed through Northern European ports (Rotterdam, Hamburg, Gdynia), then down the Elbe.

Marketing centres: Prague (population) 1,000,000; Brno 306,000.

Economy: the State owns all production and trading facilities and operates them through various ministries on the basis of general five-year and more detailed one-year plans. Foreign trade is conducted by some twenty foreign trade corporations under the supervision of the Foreign Trade Ministry and the State Bank. The economy is based on metallurgical, engineering and chemical production, but light industry and agriculture are important.

Total Czech imports: 1961—U.S.$2,024 million; 1960—U.S. $1,816 million.

Chief imports: (per cent) 1960—fuels and raw materials 53.0, food 22.0, machinery and equipment 21.7, consumer goods 3.3.

Chief suppliers: U.S.S.R., West Germany, Austria, Britain, Italy, France. Soviet Bloc supplies 70 per cent of all imports.

Value of imports from Canada: 1961—Can.$20.6 million; 1960 —Can.$6.8 million. (DBS figures).

Chief imports from Canada: (Can.$'000) 1961—wheat 11,210.3, aluminum 5,582.6, plastics and synthetic rubber 2,135.8, nickel 754, cattle hides 448, asbestos 140, chemical and radioactive elements 76.1, calfskins 58.4. (DBS figures).

Total Czech exports: 1961—U.S.$2,120 million; 1960—U.S. $1,994 million.

Chief exports: (per cent) 1960—machinery and equipment 45.1, fuels and raw materials 29.2, consumer goods 20.4, foods 5.3.

Chief markets: U.S.S.R., West Germany, Britain, Italy, Belgium, Netherlands, Austria, Switzerland. Soviet Bloc takes 70 per cent of all exports.

Value of Canadian purchases: 1961—Can.$8.4 million; 1960—Can.$6.7 million. (DBS figures).

Chief Canadian purchases: (Can.$'000) 1961—glass tableware, cut glass n.o.p. 801.4; waterproof rubber footwear 643.3; coloured cotton fabrics n.o.p. 511.9; hoods and shapes of fur felt 402.7; rubber-soled canvas shoes 398.1; typewriter parts 308.8.

Prices: quote in Canadian dollars, preferably c.i.f. Northern European or Baltic ports.

Samples: if of commercial value, a bond is required equal to value of sample; bond recoverable on re-export of sample. Those of no commercial value, duty-free.

Visas: need letter explaining purpose of visit and an exit visa.

Correspondence: in English, French and German; airmail only, 15 cents per half ounce.

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

For detailed information on this market write to:

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

or

Canadian Embassy
Commercial Division
Opernringhof, Opernring 1
Vienna 1, Austria

Roger Duhamel
QUEEN'S PRINTER

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