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**Foreign Trade Service Abroad (page 26)**

# FOREIGN TRADE

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# FOREIGN TRADE

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*As Nigeria slowly builds up industry, its purchases abroad will change; as more Nigerians go into importing, trading practices too may alter. These developments and their implications for Canadian exporters are discussed here.*

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*From Hamburg comes this study of retailing in present-day Germany and the growth of group buying in many fields. The Canadian who wants to sell consumer products there should understand the various types of buying organizations and how they work. This report gives an insight into them.*

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*Just now, these opportunities may be limited to certain fields—but if you want to capitalize on them, fly out and survey the Indian market yourself. Our Commercial Counsellor briefs you on planning and carrying out your trip; will help you further when you arrive at your destination.*

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**COMING—A CANADIAN LOOKS AT LAFTA, JUNE 29 ISSUE**

J. R. CAUX, *Assistant Commercial Secretary, Lagos.*

NIGERIA, with its 42 million people (25 per cent of the total population of Africa) is both a fast growing and a changing market. The gross national product, which stood at £900 million (\$2.7 billion) in 1957, is expected to double by 1975. Per capita income of about

£26 in 1957 will, it is estimated, reach £35 in about ten years. The population by 1975 will total close to 55 million. An ambitious Six Year Development Plan was officially launched at the beginning of this year and covers most segments of the Nigerian economy.

## Selling to the Nigerians

With 25 per cent of Africa's population, expanding industry, and an ambitious development plan, Nigeria was a \$7 million market for Canadian goods last year. And the market will grow—if Canadians offer the right products, using the right trading techniques.



Ibadan, a city of some 500,000, is the capital of the Western Region, where agriculture takes first place. On the left is the Ibadan headquarters of one of the large expatriate trading firms, which still handle about 50 per cent of imports.

### Industry Is Expanding

The changing nature of the market stems partly from the industrial expansion. Nigeria is still primarily an agricultural country; it is the world's leading exporter of peanuts, palm oil and palm kernels, the second leading producer and exporter of cocoa beans, and an important supplier of mahogany and other tropical woods and of crude rubber. But in recent years industrialization has gone ahead quickly and the country now has 700 industrial plants with ten or more full-time employees turning out products ranging from processed foods to metal products. Among the larger plants opened recently are an aluminum rolling mill (Canadian), a flour mill (Greek-American), a cement plant (British), and plywood and paint factories. The oil industry is booming, following discoveries of oil and gas, and plans are well advanced for an oil refinery that is expected to be in operation by the end of 1964. The setting-up of an iron and steel industry in the next decade is under study.

In April 1962 the Government authorized a Six Year Development Plan to cost an estimated £700 million (\$2.1 billion). Included in it is expansion of electric power, primary production, trade and industry, transportation and communications, and irrigation, and the objective is to maintain and if possible exceed the present average rate of growth of the gross national product of 4 per cent a year. Financing a plan of this size is not easy. The Government hopes to obtain about half of the £700 million outside the country, through the World Bank,

the UN Special Fund, foreign aid from individual countries, and private investment. The remainder it will have to raise through taxation and national savings.

### Problems to Be Solved

Although Nigeria is fast moving out of the category of under-developed countries, it still has some of the problems of less developed nations to contend with. Among them are:

- The low purchasing power of the average Nigerian, who has a per capita income of about  $\frac{1}{25}$  that of the average Canadian. Most of the goods that Canadians consider essential are luxuries in Nigeria, to be bought only rarely. In fact, for most products the demand comes from only about 2 to 5 per cent of the population.

- The lack of capital among the emerging African entrepreneurs. This problem is, of course, not confined to Nigeria but is common to most countries where the poverty of many of the people makes saving impossible. The small upper class often owns 60 to 80 per cent of the wealth and sometimes invests it in less productive ways, such as buying land.

- Shortage of well-trained persons to take over administrative jobs. Since attaining independence in 1960, Nigeria has been replacing the expatriate officials and employees of Ministries and government-controlled agencies with Nigerians. This changeover has caused some confusion in certain spheres of administration.

- Inland transportation, which is not yet up to North American and European standards, despite the fact that Nigeria has one of the best networks of roads and railroads in black Africa. This causes real problems in prompt distribution of goods, (especially perishables) both imported and produced locally. The Six Year Plan provides for the expenditure of over £100 million

### Exporting to Nigeria?

- *Quotations*—All quotations should be both c.i.f. Lagos and f.a.s. Canadian port, in pounds sterling or U.S. dollars. Local importers usually discard quotations f.o.b. Canadian factory because they do not want to go to the trouble of converting Canadian dollars into Nigerian pounds and calculating freight and insurance costs.

- *Terms of Payment*—These terms vary with the type of firm with which the Canadian is dealing. There is not much risk in giving normal credit terms up to 90 days to the long-established and reliable firms with good bank references. But before dealing with unknown firms, the Canadian should seek information on them from the Trade Commissioner's office or the local banks. Because drafts are frequently not paid or not accepted, small firms throughout West Africa should be requested to establish an irrevocable letter of credit or to send cash for 40 to 50 per cent of the value of the order when the latter is placed.

- *Advertising*—Samples and descriptive literature, accompanied by c.i.f. prices, are most important. Advertisements on the radio or in the newspapers are used to promote relatively well-established products. Television does not yet reach enough consumers to be worth the cost.

- *Packing and Labelling*—Products should be packed with special care to withstand rough handling and the tropical climate. About 90 per cent humidity is normal, so humidity-proof packing should be used where possible. Food products should be packed in various sizes (some very small) for easy retailing in the marketplace. Contrary to general belief, Nigeria is a rather conservative country and startling labels will not be popular. Nigerians prefer deep rich colours to pastels. Stamped or lithographed labels stand up to the climate better than paper labels glued on.

- *Samples, Price Lists*—The exporter should always provide samples and price lists, and should carry these with him in making a personal tour.

to improve internal transport, including inland waterways.

As a market, Nigeria is expanding rapidly; imports (mainly of manufactured goods) have risen

from £85 million in 1951 to £222 million in 1961; in the first nine months of 1962, they reached £144 million. Britain, Japan and West Germany are the main suppliers.

**TABLE I**  
**NIGERIA'S OVERSEAS TRADE**

Year	Imports	Exports
	(£'000)	
1958	166,451	132,791
1959	178,405	160,505
1960	215,891	165,619
1961	222,013	170,073

Exports, chiefly of agricultural produce, are normally much smaller in value than imports (£170 million in 1961) and the balance of trade is nearly always adverse. (See Table I.) The principal markets for Nigerian produce are Britain, the Netherlands and the United States.

### Trade with Canada

Canada's exports to Nigeria have increased rapidly since a Trade Commissioner post was established at Lagos in 1960. From only \$938,000 in 1959, our sales rose to \$3.3 million in 1961 and to nearly \$7 million in 1962. The best seller continues to be wheat flour—\$3.8 million last year—but this will soon change because the duty on flour going into Nigeria went up from 19 per cent to 54 per cent on September 20, 1962. Other leading Canadian exports in the first eleven months of last year, sales of which are increasing rapidly, were wheat (\$1.6 million), aluminum fabricated material (\$260,000), asbestos milled fibres (\$68,000), and automobiles and trailers (\$90,000). From Nigeria we buy mainly cocoa beans, crude rubber, and tropical woods; our purchases totalled \$3.5 million last year.

What else can Canadians sell in Nigeria? A great variety of products; in fact, visitors are usually surprised at the range of articles for sale in department stores and in the technical goods departments of local firms. Among the Canadian products and services we consider most likely to sell well here are:

Wheat

Asbestos fibres

All supermarket food lines, especially low-priced milk powder and dried and canned fish

Food products and other consumer goods

Building materials

Refrigeration and air-conditioning equipment  
Roadbuilding equipment  
Forestry equipment  
Telecommunications equipment  
Railway equipment  
Aircraft  
Engineering and consulting services and contractor services

There are also possibilities for Canadian subsidiaries for processing aluminum, producing dairy products, fish products, etc.

Unlike some other Commonwealth countries, Nigeria has no preferential tariff and all suppliers compete on an equal basis. Foreign exchange is freely available for purchases from all countries, including the Soviet Bloc.

### Arranging for Agents

What representation arrangements can a Canadian exporter to Nigeria make? In general, he has a choice of four types of agencies.

1. The large expatriate firms that operate not only in Nigeria but also in most of West and Central Africa. For many years they dominated the import business and they still handle about 50 per cent of all goods entering the country. These firms are either British or European and most important decisions on purchases are still made in their central buying offices in Britain or occasionally in their buying agencies in the United States. Their share of the import business is somewhat less now that government procurement is growing and government factories expanding.

2. An intermediate class of independent importing and representation firms that is developing slowly. This too is made up largely of expatriates although a few Nigerian firms are importing for their own account. This group is less conservative and more open to new ideas and products. As time goes on, its importance is expected to increase and it will probably handle a greater percentage of Nigerian trade.

3. The thousands of small traders who are distributing local produce and many imported consumer goods that appeal to Africans. They

often retail these goods in minute quantities in the marketplace or on the streets, because of the limited purchasing power of the Nigerian. For example, they may sell single cigarettes out of a tin. These small traders have been and are trying to import goods direct from foreign suppliers. They often have very little capital to operate on and can constitute a problem for foreign producers and exporters in all countries because payment of more than \$100 at one time is usually impossible and legal action against them is rarely successful.

4. The Crown Agents for Overseas Governments and Territories, 4 Millbank, London, S.W. 1, England. These agents still handle imports for the four regional governments of the Federation of Nigeria and for agencies like the Nigerian Railway Corporation. The various Ministries make requisitions and the Crown Agents do the buying at a low rate of commission but apparently at higher prices.

### Two Approaches

The interested Canadian exporter should try selling to Nigeria in two ways. The first is by paying a personal visit to the country, after sounding out sales prospects there with the help of the Trade Commissioner's office in Lagos. This is especially important if you want to sell a technical product. Second, the exporter should also visit the European and United States offices of the large West African trading companies operating in Nigeria, especially if he wants to market consumer goods. If he is producing technical equipment, he should also see the Crown Agents in London. (He should be prepared to do a hard selling job on these companies and agencies, which are often still prejudiced in favour of European designs and specifications.)

The Trade Commissioner at Lagos is ready to help all potential visitors by arranging accommodation, setting up appointments, and even making inquiries about the market for their products. ●

# How the German Retail Trade Buys

Centralized buying, especially of foods, is becoming general in the German retail trade. As this trend increases, so does the importance of an experienced agent, who has contacts with the buying groups.

R. E. GRAVEL, *Consul General and Trade Commissioner, Hamburg.*

RETAIL sales of consumer goods in West Germany in 1962 were estimated at Can.\$27 billion. Over one-sixth of the turnover—some \$4½ billion—represented sales of imported goods. That is where the Canadian exporter of consumer goods and the German agent come into the picture.

In recent years, the German retail trade has experienced major struc-

tural changes. Individual retailers no longer operate alone. They have pooled their purchasing power through the creation of central buying organizations and this has enhanced the importance of the agent. Canadian firms who wish to obtain a share of this lucrative business cannot hope through mere correspondence and few-and-far-between visits even to get near these

buying groups. Competition is incredibly keen and the highly specialized buyers are as busy as beavers. Their natural contacts for imported goods remain the importers and the agents, who have relatively free and frequent access to them and who can keep your product and your prices in the minds and before the eyes of the buying groups.

The major types of central buying organizations in West Germany are the voluntary chains, multiple chain stores, department stores, retailer and consumer-owned buying co-operatives, supermarkets and mail order houses. Naturally, there is much lapping between one buying organization and another. For instance, only 63 per cent of the supermarkets belong to multiple chain-store organizations; another 28 per cent are owned by department stores which may or may not be chain organizations. Consumer co-ops own 7 per cent of the supermarkets and independent retailers only 2 per cent. On the other hand, self-service (food) stores, which increased in number during 1961 alone from 22,619 to 30,680, are 78.5 per cent independently owned. Only 12.4 per cent are multiple chain stores and 9.1 per cent consumer co-ops.

To date, group buying is particularly prominent in the retail food business but is rapidly spreading to other fields, such as household goods and hardware, textiles, footwear, drugs and pharmaceuticals, stationery, electrical goods and many others. If these are the types of goods you produce, make sure your agent is catering to these group buyers.

## Retailing Foods

About 85 per cent of food retailing is now controlled by one or another large organization. The twenty-odd voluntary chains, which consist of some 500 wholesalers and 165,000 retailers, control 42 per cent of the market. The two largest retailer-owned co-ops have about 29 per cent of the business, chain stores 13 per cent, co-ops 10 per



*These German housewives are shopping in the type of supermarket common in North America but introduced into Germany only a few years ago. Growth of self-service stores and of big supermarkets has hastened the development of group buying.*

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cent, and food sections of department stores about 2 per cent.

One fifth of all German grocery stores are self-service. In 1961, the average turnover for each store reached DM.394,900 or approximately Can.\$110,000. Some five years ago, independent food retailers joined together in different voluntary chain organizations to obtain low purchasing prices—a practice followed by department stores, multiple chain stores and co-ops. Members of the voluntary chains are not compelled to make all their purchases under the pool system, but to reap the benefits of collective buying, they undertake to place a substantial part of their orders with special groups of wholesalers. The voluntary chain negotiates with producers, packers or importers and orders according to the members' total demand. In many instances the supplier is a wholesaler member of the chain, performing his normal functions of stockkeeping, financing and repacking.

Grocery retailers are happy under the roof of the large voluntary buying chain organizations; they now buy at the same prices as their big rivals and their average gross profits in 1961 reached 26.5 per cent. In addition to low purchasing prices, they can call for advice on bookkeeping, shop installations and staff training. They share their experience with other members, and benefit from group advertising and credit facilities. In the grocery trade, Germany has the highest percentage (42 per cent) of stores doing group buying of all the European countries. The Netherlands follows with 35 per cent, Austria 30 per cent, Denmark 25 per cent, Belgium 15 per cent, Britain 15 per cent, and France 4 per cent.

Supermarkets are most popular in the Rhine-Ruhr area where wage packets are the fattest. Out of 190 supermarkets with an area of 400 square meters each, 46 per cent are located in North Rhine-Westphalia.

The consumer-owned co-op (GEG) operates 249 plants in 33 different segments of industry, but

mainly in food processing (fruit and vegetable canning, bakery, fish canning and freezing, meat packing, liquors, etc.). Other retailer organizations do not operate or own plants, although they have brands of their own. In many cases, they have arrangements for overseas packing and labelling of products such as dried fruit, canned fruit and vegetables, fish fillets, etc.

Butcher shops also have their buying co-op of 35,000 members. As an interesting innovation they have recently been carrying and promoting the sale of ready-packed food, including deep-frozen meat.

### **Selling Other Consumer Goods**

In addition to food products, almost all food chain organizations are promoting among their members the sale of other types of consumer goods, such as stockings, novelties, gifts, plastic household goods and toys. Voluntary chain associations are prominent in the food sector, but they are also being organized in the other retailing sectors and it is expected that centralized buying will soon become general. In fact, co-operatives in the household goods and hardware trade are not new in Germany and some of these organizations can look back on a half-century of experience. In 1961, the total retail turnover in selected consumer goods was as follows: clothing and footwear DM23.1 billion; household goods, including furniture, DM.11.3 billion; not otherwise specified, DM24.4 billion.

### **Discount Stores Increasing**

The first discount stores appeared in Germany some ten years ago. In 1957, there were only 21 stores but by March 1963 there were 309. Unofficially, however, Germany is said to have several hundred more doing business by selling standard articles of merchandise at less than standard prices. German discount stores seem to concentrate on food, but it is interesting to note that they generally operate in the densely-populated areas of Berlin, the Ruhr, and the larger cities of the northwest. It is

expected that discount stores will soon handle textiles, electrical goods, etc.—if they have not already done so.

According to a local research institute, the annual turnover of the average discount store is between 16,000 and 18,000 DM. per square yard of selling space, or Can.\$57,300 per employee. Figures for the conventional food stores are DM. 5,490 per square yard or Can.\$18,324 per employee. Self-service stores in food chains report a turnover of DM.6,579 per square yard, or Can.\$26,256 per employee.

### **Good Agent Needed**

Canadian companies who wish to sell consumer goods in West Germany will find an alert, well established agent essential. Established importers and the agent play an important rôle in retail buying there, because the progress of goods from the producer to the ultimate consumer follows traditional channels. And the task of the agent, whether he is a sole agent, importer, or commission agent, is fundamental in introducing a product and building up the demand. The German agent's experience in overseas trade and the confidence he enjoys among foreign suppliers as well as in the domestic market is highly valued by the buying groups. The staff in most German agencies is well trained and thoroughly experienced and in Hamburg and Bremen particularly, there is usually no language problem. These two Hanseatic cities handle nearly all the food imports, though for an agent to promote textiles or electronic products, the Canadian exporter might look to Duesseldorf or Frankfurt.

Canadian firms who want to sell consumer goods of all types—or indeed, any products—in West Germany would be well advised to consult the Canadian Trade Commissioners in Bonn, Duesseldorf or Hamburg, who work very closely with each other and often refer specific inquiries to one or another office, depending on its nature. ●

# What's current in commodities?

## Fresh Fruits and Vegetables

**Britain**—Canada's interest in this market has traditionally been focused on fresh apples, but in recent years experimental shipments of other fruits and vegetables have sold well. Exporters should take full advantage of this expanding market.

BASIL M. FILLMORE, *Office of the Minister (Commercial), London.*

TO satisfy the enormous British demand for fresh fruits and vegetables, nearly 800,000 tons of citrus fruits and bananas, over 400,000 tons of deciduous and other fruits, and more than 650,000 tons of potatoes, onions and tomatoes were imported last year. This large volume of produce is handled mainly by importers, brokers and first-hand wholesalers located at the main markets of London, Liverpool, Manchester, Bristol, Glasgow and Edinburgh. Wholesalers and retailers buy at these markets under auction or private treaty and from them the intricate and complex system of distribution fans out through the country.

Canada has a long-standing interest in the British market which has in the past centred on fresh apples; we have gained a high reputation for quality and consistency, accompanied by a gradually increasing share of the apple trade. This reputation is now being extended with small but growing shipments of other fruits—in particular peaches, pears, plums, cherries, apricots—and more recently, vegetables, particularly onions and carrots. Canadian potatoes are excluded because of plant health restrictions.

### Apple Imports on Quota

Britain's potential consumption of dessert apples approximates 25 million bushels a year, as Table II shows. In a normal year, about 55 per cent is produced by home grow-

ers. Fresh apples from sterling area sources are not subject to import quotas. Other suppliers—including Canada, the United States, Argentina and West European countries—are subject to an annual quota of 1,679,000 cwt.; this is divided into 304,000 cwt. during the period July-December and the remainder, 1,375,000 cwt., during the rest of the year. This limitation of pre-Christmas imports provides a measure of protection for the British grower at the time when the bulk of the home crop comes on the market.

### Canadian Volume Fluctuates

Imports of dessert apples totalled 11.7 million bushels in 1962, a reflection of the extremely short European crop in 1961-62. Imports from North America were particularly heavy in the first four months of the year, but for the year as a whole Canada shipped 970,000 bushels, or about 8.2 per cent of the total. This was a slight decrease from 1961 and a break in the rising trend of recent years. The United States shipped 1.2

million or 10.4 per cent and Italy, the largest northern hemisphere supplier, 1.7 million bushels or 14.4 per cent of the total imports. On the other hand, Italy's shipments, which have declined consistently since 1959 from 2 million to 1.6 million bushels, went up again in 1962 but conversely, her share of the total trade dropped from 20.5 to 14.4 per cent. Preliminary figures for the first quarter of 1963 indicate a recovery in Canadian shipments to Britain. Arrivals for the 1962-63 season will total about 1,290,000 cases, a little more than in the previous season.

### Prices and Packaging

The limitation of imports from certain countries before Christmas to one-fifth of the total gives the market an artificial aspect. A primary result of this limitation is that initial auction and wholesale prices are higher than normal in the early fall. But when the balance of four-fifths becomes available from January 1st, prices generally drop

TABLE II  
ESTIMATED MARKET FOR  
DESSERT APPLES IN BRITAIN

	1959	1960	1961	1962
	(millions of bushels)			
Total imports	9.7	9.3	10.5	11.7
Home production	12.3	14.7	10.6	13.5
	22.0	24.0	21.1	25.2

TABLE I  
IMPORTS OF FRESH APPLES INTO BRITAIN

	1959		1960		1961		1962	
	'000 bu.	per cent						
Total	9,752		9,337		10,577		11,785	
Of which:								
Canada	750	7.6	845	9.0	1,027	9.7	970	8.2
United States	687	7.0	987	10.5	1,070	10.1	1,227	10.4
Italy	2,005	20.5	1,607	17.2	1,605	15.2	1,700	14.4
Denmark	37	.3	47	.4	135	1.2	55	.5

sharply. This timing also coincides with the noticeable reduction in spending power after Christmas.

At the opening sales in early October, extra fancy MacReds were making \$8.30 per carton (160's and 180's)—fairly high, considering the volume of home-grown apples on the market. By mid-January the prices were \$5.28 down to \$4.38 for fancy MacReds, although top grade extra fancy were still holding at \$6.00. This is a normal pattern and calls for the utmost attention to presentation and packaging at a time when a discriminating buyer picks up any small fault. The use by most Canadian exporters of cell-pack cartons tailored for specific varieties and counts has gone a long way towards eliminating the problems of rough handling en route to this market and has greatly improved the condition and appearance of the fruit on arrival. Attention must be focused continuously on the need for adequate strength in apple cartons.

The importance of good condition on arrival has been given greater emphasis by the movement towards prepackaging of all kinds of fruits and vegetables for the supermarket and department-store trade; this type of merchandising calls for a special consistency in size and colour to which the Canadian grading, if rigidly applied, can cater. The English grower also is equipping himself for this trade and with the setting-up of co-operative groups and packinghouses, English apples of a better and more consistent quality are reaching the market. European competitors, with much shorter hauls and less handling, are able to achieve high standards of condition and presentation.

### Selling Other Fruits

In recent years small but expanding shipments of other fresh fruits have arrived from Canada. These were mainly experimental but show prospects of developing into a regular trade. Apricots, cherries and



—Ontario House, London.

*These cell-pack cartons of Ontario-grown peaches formed part of a 22-ton shipment that arrived at the Covent Garden market just when supplies of English and Italian peaches were beginning to dwindle; they fetched 15 cents a pound.*

plums have been shipped mainly from British Columbia and have gained some publicity in the trade press because of their excellent quality; the volume has not yet been built up significantly.

Shipments of peaches and pears appear to be larger, according to the present trend. For peaches, some problems of satisfactory packaging still remain plus that of avoiding the peak of the Italian supplies. Ideally ours should arrive as Italian and English supplies decline but without any break in continuity. The plastic tray pack used by Italy appears to be an acceptable type of packaging for the British market.

Shipments of Bartlett pears have been made in boxes and in bulk bins and with some degree of success. There are good prospects for expanding this trade, although the volume may only be nominal com-

pared with that of traditional suppliers to Britain.

### Good Onion Market

Of particular interest in the fresh vegetable trade is the rapid increase in shipments of onions and carrots from Canada. The trade in onions began in 1961 when Canada shipped 12.2 million pounds to Britain. The following year approximately 33.6 million pounds were shipped (672,000 bags), a reflection of the ready acceptance by British buyers of the uniform quality of the product. There is no reason why, with the maintenance of quality and continuity, a permanent export market could not be developed for Canada's onion industry. Out of the total of 4.4 million cwt. Britain imported in 1962, 1.5 million came from Spain, or five times the volume that Canada supplied.

**TABLE III**  
**IMPORTS OF OTHER FRUITS INTO BRITAIN**

	1959	1960	1961	1962
	(in cwt.)			
<b>Apricots</b>	<b>88,541</b>	<b>90,754</b>	<b>86,959</b>	<b>87,734</b>
Of which:				
Canada	.....	68	5,663	1,453
Spain	77,888	79,654	77,502	85,018
South Africa	8,856	9,479	1,864	1,235
<b>Cherries</b>	<b>39,552</b>	<b>52,310</b>	<b>51,775</b>	<b>30,439</b>
Of which:				
Canada	.....	.....	799	2,947
Italy	37,826	47,574	46,147	24,535
<b>Pears</b>	<b>1,202,279</b>	<b>1,213,398</b>	<b>1,320,834</b>	<b>1,407,573</b>
Of which:				
Canada	1,079	3,273	4,023	2,289
South Africa	393,237	269,008	349,225	382,389
Italy	273,243	326,677	339,082	390,246
Australia	270,545	340,534	316,029	451,956
<b>Peaches</b>	<b>294,086</b>	<b>321,950</b>	<b>372,247</b>	<b>304,188</b>
Of which:				
Canada	.....	320	872	5,614
Italy	284,944	266,231	301,742	240,650
<b>Plums</b>	<b>163,099</b>	<b>128,798</b>	<b>239,471</b>	<b>143,888</b>
Of which:				
Canada	.....	82	.....	2,154
Italy	58,826	43,614	73,217	37,608
Spain	49,119	41,006	69,920	53,729

Table IV gives the relative position of suppliers.

The total apparent yearly British consumption of onions approximates 11 million bags of 50 pounds, of which little more than one-tenth is produced at home. The relative smallness of Canada's contribution

**TABLE IV**  
**IMPORTS OF ONIONS INTO BRITAIN**  
(cwt.)

	1961	1962
<b>Total</b>	<b>4,439,493</b>	<b>4,390,858</b>
Of which:		
Canada	109,054	300,000
United States	177,067	74,892
Spain	1,529,412	1,522,099
Netherlands	1,260,317	972,914
Egypt	629,438	708,313
Chile	285,433	236,790
	<b>1960-61</b>	<b>1961-62</b>
<b>British production of dry bulb onions</b>	500,000	514,000
	<b>1961</b>	<b>1962</b>
<b>Total apparent British consumption</b>	4,929,493	4,904,858

so far highlights the great scope for larger sales.

### More Carrots Sold

Unlike onions, over 80 per cent of Britain's consumption of carrots comes from domestic sources. In 1961 the British output totalled about 7.6 million cwt. while imports, chiefly from Cyprus and the Netherlands, reached 367,000—a total market of 8 million cwt. This fell sharply in 1962 to 5.3 million, mainly because of the reduction to 4.5 million cwt. of the British crop. At the beginning of 1963, severe winter weather affected the whole country and carrots in clamps and in the ground were frozen, causing severe losses.

Imports of carrots in 1962, at 831,000 cwt., more than doubled over the previous year. After shipping only nominal amounts in recent years, supplies from Canada rose to 18.5 thousand cwt. The Canadian product was shipped pre-

packed in 48 x 1 pound poly bags and was well received.

Under more normal conditions it might be difficult for Canada to meet prevailing prices because of the freight costs. Currently the British trade is seeking fresh supplies for the market and also for canning, as local processors are finding it difficult to get supplies. The severe weather depleted stocks of most canned and frozen vegetables and this may well clear inventories before new crops arrive.

### Quotas and Tariffs

In addition to import quotas for fresh (and canned) apples from certain countries, most other fruits and vegetables are protected by tariffs, but Canada benefits under the duty-free Commonwealth preferential provisions for these products. The following are the full rates of duty applicable to selected products from non-Commonwealth countries.

#### Apples

4/6d. (68 cents) per 112 lb.  
(April 16 to August 15)  
(free of duty other periods)

#### Pears

4/6d. (68 cents) per 112 lb.  
(February 1 to July 31)  
3/-d. (45 cents) per 112 lb.  
(August 1 to January 31)

#### Plums

16/9d. (\$2.53) per 112 lb.  
(July 1 to October 31)  
9/4d. (\$1.41) per 112 lb.  
(December 1 to March 31)  
10 per cent ad valorem  
(other periods)

#### Cherries

37/4d.\* (\$5.44) per 112 lb.  
(June 1 to August 15)  
10 per cent ad valorem  
(other periods)

#### Peaches

10 per cent ad valorem  
(April 1 to November 30)  
14/-d. (\$2.11) per 112 lb.  
(December 1 to March 31)

#### Apricots

10 per cent ad valorem

#### Onions

4/8d. (70 cents) per 112 lb.  
(August 1 to November 30)  
10 per cent ad valorem  
(other periods)

\* £1 = \$3.02.

#### Carrots

20/-d. (\$3.02) per 112 lb.  
(May 1 to June 30)  
10 per cent ad valorem  
(other periods)

Total per capita consumption in Britain of all forms of fruit (fresh equivalent) in 1961 was 118.9 pounds compared with 125.7 in 1960; prewar consumption was 124.0. Actual fresh fruit consumption reached 71.4 pounds in 1961, nearly 5 pounds lower than in the previous year and 7 below the prewar level.

Consumption of vegetables, which appeared to reach a high level of 130.8 pounds per capita in 1960, dropped to 126.3 in 1961 compared with a prewar estimate of 120.4.

This gradual over-all decline in fruit consumption has for some time occupied the attention of various growing and trade interests. For the present, the field is open mainly to overseas organizations which advertise nationally their own particular products at the appropriate seasons. This advertising is most common for canned products and it is significant that canned fruit consumption has risen consistently in recent years, from 10.5 pounds per head in 1954 to 17.9 in 1961; prewar figure 10.3.

#### Prospects for Quality Produce

In contrast to the 1961-62 season, when the apple market was exceptionally strong and prices reached a record, the 1962-63 season just ended has not broken any records. Prices have remained low and the harsh winter depressed consumption. In conditions like these, buyers become even more critical and prices suffer accordingly. It is nevertheless encouraging that Canadian shipments to the British market this season may be slightly above the previous one.

The prospects for Canada's maintaining and improving her trade in fruits and vegetables in Britain appear good. The sound commercial considerations of price, presentation, consistent quality and continuous supply will mean the difference between success and failure. ●

# Colombia Plans Better Transportation

Projects covering improvement of highways, railways, ports and airports are now moving into high gear. In those financed by the World Bank or locally, Canadian companies may have a chance to participate by supplying equipment or engineering services.

JOHN H. BAILEY, *Commercial Secretary and Consul, Bogotá.*

COLOMBIA resembles British Columbia and Alberta in topography; a series of mountain ranges run down the Pacific coast and the western part of the country, with rolling hills and then flat prairies stretching away to the east. The mountainous terrain, where most of the inhabitants and practically all the industry is located, proved a barrier to the rapid development of transportation until the advent of the airplane and the bulldozer. In fact, one Colombian remarked that the airplane was invented too soon for his country: people soon had the habit of hopping over the mountains instead of building roads and railways through them. Now, however, the Government is putting on a drive to develop all forms of land, sea and air transportation. With financial aid under the *Alliance for Progress* and a determined Planning Board staffed with competent technicians, the next ten years will see tremendous strides in all fields of transportation. This in turn should lead to a great economic improvement. It may also provide Canadian firms with export opportunities.

Following the completion of the 1961-62 transport study made by the consulting firm of Parsons, Brinckerhoff, Quade & Douglas of

the United States, the transportation development program of Colombia moved into high gear. The Planning Board has already produced a series of projects for highways, railways, ports and airports and the World Bank has drawn up a program of investment priorities as far ahead as 1970. In general, this plan is expected to be financed on a 50-50 basis: foreign financial entities will supply the dollars needed for technical studies and equipment and the Colombian Government will supply pesos for local materials and labour as well as for the maintenance of foreign experts working in the country.

#### Highways Come First

The building of highways is the most important project from the point of view of the improvement in the economy and has been given priority. The first stage includes the reconstruction and improvement of approximately 725 kilometres of roads and bridges which are already in existence or partially built. The latter are on the principal roads joining important industrial and agricultural centers. The plan also envisages, as a second priority, the reconstruction and improvement of another 550 kilometres in other



*This striking photograph illustrates one of the basic problems in improving Colombia's road system—the dividing series of mountain ranges running down the Pacific coast and the western part of the country. This is part of the Bucaramanga-San Gil highway, climbing out of a canyon in the department of Santander.*

sections of the country. The third stage will be engineering studies for approximately 500 kilometres of new roads, many of which will be "penetration roads" into new sectors. The latter are important from the social and economic point of view because there is an urgent need for the Government to undertake land reform to help poor farmers. One of the best ways to do this without resorting to the politically dangerous expedient of expropriation is to find land for the peasants in those large areas of the country not yet exploited because transportation facilities are lacking.

According to figures released by the Minister of Public Works, the foreign content of these projects has already been negotiated on the following basis: \$19.5 million from the World Bank with 15-year terms, and an equivalent amount from the Agency for International Development, with terms of 50 years and no repayment during the first ten years. The money from the IBRD will be used entirely for construction work but out of the \$19.5 million from

AID, it is expected that about \$7.5 million will be spent on equipment and the remainder for construction.

#### **Railways Need Equipment**

During 1962 the Colombian National Railways experienced a number of changes and additions that augur well for the future. The first was that the new Ferrocarril del Atlántico, a line running 672 kilometers from La Dorada on the Magdalena near Bogotá to Santa Marta on the Caribbean coast, went into full-scale operation. The line, begun in December 1952, was officially inaugurated in the summer of 1961 but it took several more months for operations to become efficient. With the completion of the line and the purchase of the Ferrocarril de Antioquia by the Central Government, there are now rail connections between all the major cities, such as Bogotá, Medellín, Cali, Bucaramanga, Ibagué, Neiva, Tunja, etc.

The second important change was that made in the management. A new president was appointed and a number of changes were made in

the technical personnel and operations of the company. One of the most important undertakings of the new management was to obtain an increase in rates for both freight and passengers and this, in turn, put the whole operation on a much sounder financial footing. As a result, the railway is now in a much better position to meet debts incurred for foreign equipment and materials.

The railways are building some freight cars (approximately 200 during 1961-1962) in their workshops at Chipchape but most of the required equipment will come from abroad. In 1962, for example, a tender was issued for 16 diesel-electric locomotives with a value of approximately \$3.2 million. During 1963 and succeeding years over \$22 million worth of rolling stock and other equipment from foreign countries will be needed.

#### **Port Projects Included**

The volume of freight handled by Colombian ports totals over two million tons a year, excluding petroleum products. Of this, over 90 per cent is handled by the four major ports: Buenaventura 40 per cent, Barranquilla 20, Cartagena 20, and Santa Marta 10. The table shows, in five-year steps, the actual and estimated volume for these ports.

#### **FREIGHT HANDLED BY COLOMBIAN PORTS**

	1960	1965	1970
	(metric tons '000)		
Barranquilla	335	350	600
Cartagena	358	350	500
Santa Marta	16	350	400
Buenaventura	872	950	1,050
<b>Total</b>	<b>1,581</b>	<b>2,000</b>	<b>2,550</b>

The administration of these major ports, as well as some of the less important ones such as Tumaco and San Andrés, is in the hands of a semi-official body known as the Empresa Puertos de Colombia. This revitalized organization, which will be self-supporting from the revenues obtained from port charges, will soon be undertaking a large expan-

sion program. The equipment for this will be largely purchased abroad and Empresa Puertos de Colombia will issue the tenders and handle all financing of purchase contracts.

Detailed plans of the port authority are not all available yet but it is understood that the following projects are contemplated:

- Three new berths for ocean ships to be constructed by 1966 (two in Santa Marta and one in Cartagena) and four more by 1971 (two in Barranquilla and two in Buenaventura).

- Modernization of cargo-handling equipment, including new cranes and lift trucks.

- Dredging operations to improve the channels and allow ocean ships to lie alongside deepwater berths at all seasons in all the major ports.

- Installation of specialized bulk handling equipment for grain and other agricultural products.

#### **Airports**

The Colombian Government has established another semi-official entity, known as the Empresa Colombiana de Aeródromos, to handle the administration and development of airport ground facilities and air navigation aids. The importance of its work can be judged by the fact that this country, with so many natural barriers to surface transportation, has over 430 airports and landing strips. Of these, 91 are able to handle planes of the size of DC 3's and four of them will be equipped to handle all-weather landings and take-offs of the largest jets. At the moment the modern and well-equipped Eldorado airport at

Bogotá is the only one in Colombia able to handle such traffic.

Operating revenues of the Empresa Colombiana de Aeródromos are expected to increase to the point where it will not only cover its day-to-day operating costs but will also be able to service any debts assumed in connection with the construction of new airports and the supply of the necessary electronic equipment. It will be essential for foreign suppliers, however, to offer long-term credit financing if they hope to obtain contracts or orders. As an indication, the tenders recently issued for the construction of the new international airports at Barranquilla and Cali called for minimum terms of seven years.

Canadian firms seeking more information on any of these projects should write to me at Bogotá. ●

## **COMMODITY NOTES**

### **Biscuits**

**HONG KONG**—It is reported that a new biscuit plant equipped with West German machinery will go into production here shortly. The biscuit-making machine is 200 feet long and completely automatic, including thermostatic control, and can produce 1,000 pounds an hour. The company has ordered machines for bread and cake production during the second stage of its expansion—Hong Kong.

### **Boxcars**

**MEXICO**—A contract to build 100 boxcars for the Missouri Pacific Railroad has been won by a Mexican firm over bidders from the United States, Europe and Canada. Mexico is already supplying boxcars to Panama—Mexico, D.F.

### **Cotton**

**COLOMBIA**—The value of Colombia's total raw cotton exports reached over U.S.\$20 million in 1962, a considerable rise over 1961 and a remarkable improvement compared with 1958 and earlier years, when Colombia was a net importer of raw cotton. Last year (DBS statistics) Canada imported over \$1.36 million worth of cotton, becoming for the first time an im-

portant customer. Up to now, green coffee has been almost the only Colombian export to Canada.

Arguments between the cotton growers, the mills, and the Government over the price of cotton in Colombia have been settled by the granting of increased prices to the growers. In the meantime, plantings in the current year are much smaller. The Committee of the National Federation of Cotton Growers announced at the end of February that only 34,000 hectares of cotton had been planted compared with 103,000 hectares in the previous year, a 66 per cent decrease. This is bound to mean a sharp drop in the cotton crop and an even sharper one in the quantity available for export. It is possible that no cotton will be sold abroad in the current year—Bogotá.

### **Cotton Piecegoods**

**NIGERIA**—Arrangements have been completed by a U.S. firm, Indian Head Mills, to establish a cotton textile mill in Aba, Eastern Nigeria. The \$9 million plant will cover five acres of land under one roof, employ more than 1,000 Nigerians, and produce approximately 30 million yards of piecegoods a year. The mill will incorporate the first finishing facilities to be established in Nigeria. Construction is expected to

begin within the next few months, but the mill will not be in operation until the latter part of 1964 or possibly the beginning of 1965.

In the early stages, it is the intention to import roughly 20 to 30 million linear yards of print cloth in the grey state. The mill will dye and print this fabric for sale in Nigeria. Eventually, its spinning and weaving production will be based upon Nigerian raw cotton, a crop that is already expanding rapidly—Lagos.

### **Fiberglas Boats**

**PHILIPPINES**—Plastic Fiberglass Corp., a division of Marcelo enterprises, recently introduced a new, outrigger canoe type of fishing boat called the Kinavite to the local market. Made of imported fiberglas moulded locally, the boat is 28 feet long and 2½ feet deep, with a 32-inch beam. It is said to be rustproof, dentproof, and rotproof and is considered more durable and economical than the fishing boats now on the market. Designed to meet the requirements of local fishermen, the boat is available with or without a motor—Manila.

### **Fish**

**NORWAY**—Norwegian fish and fish product exports declined in 1962 to 340,495 tons, compared with 388,216 tons in 1961. The volume of fish exports has declined steadily during the last five years: it reached 478,437 tons in 1958. The value, however, has been maintained, at Norwegian kroner 940 million last year compared with kroner 892 million in 1961 and kroner 907 million in 1958—Oslo.

### **Karakul**

**SOUTH AFRICA**—Karakul dealers have been enjoying excellent markets and rising prices for the last two years. Early in May they obtained a record average price of £3.14.10 on the London market. This is attributed to, among other things, the new fashion of fur hats for men in Europe because of the icy winter. Black pelts have been averaging £3.10.11 (maximum £9.2.0.), and gray pelts £3.6.10 (maximum £7.16.0). The growing demand may mean sales of 500,000 to 2 million more pelts than estimated. The Hudson's Bay Company was offering on this market—Cape Town.

### **Margarine, Soap**

**EL SALVADOR**—Unilever has joined with a prominent Salvadorean firm to manufacture margarine and toilet soap and eventually detergent and toothpaste for the Central American market. The new company will be in operation next year and will be known as UNISOLA—Guatemala City.

### **Multiwall Paper Bags**

**TRINIDAD**—Issa Nicholas (Trinidad) Ltd., 16 Frederick Street, Port of Spain, was declared a pioneer manufacturer of multiwall paper bags on April 10, 1963. Under the Aid to Pioneer Industries Ordinance, the firm is granted duty-free import concessions on equipment and raw materials, and a five-year income tax holiday in the first instance. Machinery is already installed in the factory on the Churchill-Roosevelt Highway and production is expected to begin soon.

In addition to multiwall paper bags, which are used locally in volume to pack Portland cement and granulated cane sugar, the firm will make kraft grocery bags. In 1962, Trinidad imported Can.\$600,000 worth of paper bags, of which Can.\$145,000 was bought from Canada. This made Trinidad our most important market that year for paper bags and multiwall sacks—Port of Spain.

### **Paper**

**BRAZIL**—According to a recent press survey, Brazil is rapidly becoming self-sufficient in paper. The proportion supplied by local manufacture rose from 69.7 per cent of the total consumed in 1956 to 75 per cent of the 860,000 tons consumed in 1961. Of the various kinds of paper, newsprint continues to be the heaviest single import; last year over 149,000 tons, valued at about U.S.\$3 million, were imported. It is hoped that by 1965 domestic production will rise to 846,000 tons (150,000 tons newsprint), or 86 per cent of the estimated total consumption of 983,000 tons, including 256,000 tons of newsprint—São Paulo.

### **Plastics**

**NEW ZEALAND**—Production of plastics has nearly trebled since 1957. The estimated value of output for the year ended March 31, 1963, was £10 million, compared with £3.4 million for the total 1956-57 output.

The industry's main problems are the shortage of foreign exchange and the restriction of licences for imports of raw materials. Imported materials such as powders and sheets cost slightly more than £3 million in 1960-61 and output was valued at £9.3 million. However, some raw materials, including resins, casein rod and laminated plastic sheeting, are now being produced in New Zealand—Wellington.

### **Plywood**

**FRANCE**—One of France's largest plywood producers, Etablissements Rougier & Fils, Niort (Deux-Sèvres), has opened a fourth workshop with a completely automatic assembly line at its plant in Niort. Built in record time at a cost of more than \$2 million, the workshop is entirely devoted to the manufacture of "roufipan" wood panels, which are in increasing demand. The

workshop is using more than 400 cubic meters of wood a day, raising total output of wood panels to 400 cubic meters per day, plus the 300 cubic meters a day of plywood previously produced by the company. It also makes use of secondary wood products—Paris.

### **Radar for Small Craft**

**SOUTH AFRICA**—A radar unit no larger than a typewriter but capable of continuous use by commercial fishermen and yachtsmen has appeared on the South African market. Its seven-inch tube reflects an extensive view of landmarks, buoys and other vessels around its position; targets as close as 30 yards have been reported.

The umbrella-shaped antenna is enclosed in plastic, has a diameter of 33 inches, weighs only 43 pounds, and can be mounted on top of a boat's cabin or mast. A powerful magnetron tube inside sends out pulses of 3,500 watts and amplifies the returning echoes. Because microwave frequency is confined to the antenna, only a simple cable is required between it and the indicator in the wheelhouse. It is claimed that the unit uses scarcely more power than two electric light bulbs and can be operated from a variety of power sources, including 12-volt batteries—Cape Town.

### **Radioisotopes**

**MEXICO CITY**—The Mexican Government is planning two plants for the production of radioisotopes at a cost of about \$100,000 each. At least one will be located near the uranium deposits in the State of Chihuahua—Mexico. D.F.

### **Railway Ties**

**CEYLON**—The Ceylon Government Forest Department will set up three mills to manufacture railway ties, in order to build up a stock to meet emergency demands. The railway requires between 25,000 to 40,000 ties a year to maintain the tracks satisfactorily. Some time ago Ceylon used to import fair quantities of Douglas fir ties from Canada. Now, however, they prefer to use hardwood ones which are said to have a longer life—Colombo.

### **Ship's Parts**

**SOUTH AFRICA**—Parts such as marine engines will be imported initially for a shipyard that the South African Government may establish. The government committee of inquiry that recommended a building and repairing yard for oceangoing vessels also recommended that such parts be imported duty-free until local manufacture is possible.

The Committee suggested the formation of a consortium of local and overseas shipbuilding and ship repair firms which should be given the same measure

of tariff protection as secondary industry here enjoys. The initial capital outlay for a well-equipped shipyard, capable of building one or two ships of 10-12,000 gross tons a year, is estimated at \$7½ million to \$15 million—Johannesburg.

### **Whale Oil**

**NORWAY**—The four Norwegian pelagic whaling expeditions in the Antarctic this season produced 183,345 barrels of whale oil and 41,300 barrels of sperm oil, compared with 319,437 and 46,717 last year from the same four expeditions. The whaling season lasted 117 days. Production of frozen whalemeat totalled 21,744 tons. Thirty thousand tons of whale oil were sold in advance, which corresponds to about 180,000 barrels, or practically the entire output. The whale oil is valued at Norwegian kroner 35 million, to which must be added the value of the sperm oil and the whalemeat. On the whole, however, the output of this season's whaling operations is considered very low—Oslo.

### **Whisky**

**SPAIN**—Import licences have been granted for the import of whisky from Britain, Canada and the United States, among others. This is the first time that licences have been granted under the revolving system, which means that they are valid for three months only and cannot be extended. As soon as importers have cleared the whisky through Customs, they can apply for new licences for exactly the same amount as previously imported. These will be favourably considered. On the other hand, no further licences will be given to importers who do not use their permit—Madrid.

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## **Trade Commissioners on Tour**

### **In Territory**

**J. H. BAILEY**, Commercial Secretary in Bogotá, Colombia, will visit Ecuador June 18-26.

**R. W. BLAKE**, Commercial Counsellor in Kingston, Jamaica, will visit Nassau and Grand Bahama Island July 15-24.

**R. H. M. CATHCART**, Assistant Commercial Secretary in Kingston, Jamaica, will visit British Honduras July 9-19.

**W. R. VAN**, Trade Commissioner in Liverpool, England, will visit Manchester June 20 and 21.

*Businessmen who would like these officers to undertake assignments should get in touch with them at their posts as soon as possible. Write to Mr. Bailey in Bogotá, Mr. Blake and Mr. Cathcart in Kingston, and Mr. Van in Liverpool.*

*Transport boats on the historic Ganges River at Benares, with temples and other buildings towering above. A business trip to India might well be planned to include visits to some of the many interesting cities and time to absorb some of the atmosphere of this vital and varied country.*



## India Can Spell Opportunity

Don't pass up a visit to India because imports are tightly restricted, especially if you sell engineering equipment or services. Brief yourself first on how the country finances its imports—then follow the sound advice of the Commercial Counsellor outlined here.

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

IN the month before I began writing this article, ten Canadian businessmen arrived at various times in India. They included Canadian engineers in the power and pulp fields, a poultry raiser, a representative of a refractory firm, a team of industrialists, a Canadian textile importer, and one chartered accountant. Usually, irrespective of the season, we have from three to five Canadian visitors each month. They come either because of direct interests or as part of a planned tour of the Far East.

India's attraction lies in the possibilities in industrial development generated by the Five Year Plans.

These have cut down normal imports because of serious exchange shortages but have opened up opportunities for engineering and the supply of equipment either on tenders under Canadian or World Bank loans for government projects, projects and commodities under the Colombo Plan, or joint ventures by private firms which require outside financing of the foreign exchange for the needed imported equipment. Current comments on all these aspects of trade with India are to be found in articles published in *Foreign Trade* in 1962 and 1963, and a prospective visitor would be well advised to read them before making

his final plans. Specific points can be covered by direct correspondence with the Counsellor (Commercial) for Canada, Canadian High Commission, Post Office Box #11, New Delhi 1, India; or with the Canadian Trade Commissioner, P.O. Box 886, Bombay 1 (BR), India.

Before planning his trip to India the Canadian businessman will find it useful to visit Ottawa to pay a call on the Department of Trade and Commerce Commodity Officers covering engineering, metals and minerals, and wood products; visit the Commonwealth Area Desk; call on the Export Credits Insurance Corporation, responsible for handling long-term loans, and on the External Aid Office which is responsible for implementing the Colombo Plan. He should also call at the Indian High Commissioner's office.

Once he has brought himself up-to-date on these activities which play a large part in Canada's business relations with India today, the businessman can proceed with the actual planning of his trip.

### **Getting to India**

He will probably travel by air. India has the attraction of being equally accessible by East or West routes—depending on the major points of interest outside of the actual visit to India.

The best time to come is during the autumn/winter period of October/March, preferably October/December. At this time of year the traveller will need in Northern India clothes similar to those worn in the fall in Canada; a wool cardigan and raincoat (for general purposes rather than rain) are also useful. Light summer suits, however, will still be useful in the cities of Calcutta and Bombay, but there it can be cool in the evenings.

In the summer—April through to September—tropical clothing can be worn in any part of India. An experienced traveller may find a large package of Kleenex useful for unexpected occasions!

### **How Long a Trip?**

To do a quick survey of India, a businessman requires ten days to two weeks to cover the four principal cities—Delhi, Calcutta, Bombay and Madras—allowing one day between each for air travel by the Indian Airlines *Viscounts* or equivalent planes. Use of this time may vary according to the businessman's particular needs. For a shorter visit, Madras could be omitted. It is desirable in most instances to start with New Delhi, to secure the latest information on conditions affecting Canadian interests from the Commercial Counsellor of the Canadian High Commission and to supplement it with calls on specific officials of the Indian Central Government which now controls, through its licensing powers and planning functions, the industrial and trade

development of India. Suggestions for and introductions to organizations and business firms in other parts of India can also be obtained. The visit to New Delhi should allow for a weekend in which to make the 125-mile trip to Agra—usually by car—to see the Taj Mahal.

Hotel accommodation during the winter season of October to March is often extremely difficult to obtain, particularly in New Delhi, and reservations should be made well in advance and not changed at the last minute. If these are made through an air service or travel company, it is well to have the Canadian Trade Representative in Delhi or Bombay check the reservations. The most suitable hotels for the businessman are:

#### **New Delhi**

Ashoka, Claridges, Imperial

#### **Calcutta**

Oberoi Grand, Great Eastern

#### **Bombay**

Taj Mahal, Natraj, Ambassador, Ritz, Airlines

#### **Madras**

Connemara

Once the itinerary has been prepared, copies should be sent to each of the Trade Commissioner offices in advance of the trip, indicating purpose of trip, date, flight number and time of arrival, and supplemented with a note giving the hotel at which accommodation has been secured or whether accommodation is required. All letters should be sent by airmail. Surface mail requires about four to six weeks to arrive. Cables are sometimes delayed and phoning frequently is quite difficult.

### **Eating and Drinking**

Canadian visitors on arriving in India are often concerned about what they should eat or drink at hotels. It is desirable to insist on only boiled water for drinking and if there is any doubt, take a hot

beverage. Most visitors avoid salads but will take fruits that they can peel. Cooked foods seem to give little trouble and some Indian curries are delicious. The consumption in public of alcoholic beverages is not permitted in many parts of India (including New Delhi and Bombay) except under permit obtainable at a nominal cost. Moreover, liquor of good quality is expensive.

### **Arriving in India**

Getting off his international plane in Delhi, Calcutta or Bombay, the businessman queues up to have his health card and passport stamped and then moves on to the customs shed to claim his baggage and answer Customs inquiries.

Bona fide baggage for a visitor may be exempt from customs duty, plus the following items that are his property and in his possession—cigarettes 200, cigars 50, tobacco one pound, alcohol one bottle, one still camera and one movie camera, and five rolls of unexposed film.

Currency regulations require that a visitor to India declare the amount of travellers cheques or notes (other than Indian and Pakistani currency), and the amount taken out must not exceed the amount brought in. Only 75 Indian rupees can be brought into or taken out of the country.

Once through the Customs, his experiences with local transportation begin. He should inquire in advance about the fare to his destination and then check the meter if the cab has one. In most cities it is desirable to keep a taxi for the full time the visitor is on calls, rather than seek a cab for each call.

### **Business Hours, Customs**

Business hours in India differ from those in Canada. Government offices open at 10 a.m. and remain open until 5.30 p.m., with some variation according to city. Business firms operate from 10 a.m. to 5 p.m. in Delhi, Bombay and Madras, and 9.30 a.m. to 5 p.m. in Calcutta.

The usual lunch period is two hours, so it may be difficult to make afternoon appointments until after 3 p.m.

Most people in New Delhi go home for lunch and do their entertaining at home. However, there are reasonably good restaurants in each city should the business visitor wish to dine outside the hotel. Suggestions about restaurants can always be obtained from the trade representative and most travel agents. In entertaining, it is well to bear in mind that many of the Hindu businessmen are vegetarians and allowance must be made for this; Indian hotels and restaurants provide good vegetarian menus. The religions of the Sikhs and of the Parsees forbid them to smoke to-

bacco and orthodox Muslims do not drink any beverage containing alcohol. Many Hindus also abstain from alcoholic beverages.

#### **Pace of Business Slower**

One final point—business in India is not conducted by quick discussions, especially when it includes matters requiring government approval. Any Canadian businessman coming to India should not be disappointed if he does not complete his scheduled project or projects in the expected time.

It is becoming evident that any Canadian firm hoping to do business in India over any prolonged period should appoint a representative to follow up or watch over its interests.

Suggestions of representatives to be considered by the Canadian business visitor can always be provided by the Canadian Trade Commissioner in advance of the trip, but personal selection is the best way to proceed.

One last thought . . . any businessman who wishes to live with his family would be well advised to pay a visit to the Government Emporiums located in each of the major cities to buy family gifts such as saris, scarves, stoles and jewellery, which are often unique and light enough to carry home in his baggage. Here again the Trade Commissioner can be a useful guide. ●

## **TRANSPORTATION NOTES**

### **Britain**

**EXPANSION AT BIRKENHEAD**—The Mersey Docks and Harbour Board has announced that £700,000 will be provided to construct an additional berth at Birkenhead to allow two large vessels to discharge ore and other cargoes. The scheme will involve collaboration between the Board, British Railways and Rea Ltd. One of Britain's leading ore ports, Birkenhead handled 2.2 million tons of iron ore in 1962. The new 1,200-foot quay is expected to bring a substantial increase in traffic—Liverpool.

**PACKAGE UNLOADING OF TIMBER**—Unloading timber in package lots will probably become more common on the Merseyside in future. Considerable interest was shown recently in the package-lot unloading of a consignment of spruce from the Canadian East Coast. Under the traditional system of loose packing, unloading was at the rate of about six tons an hour. A recent demonstration of the package system showed that cargo could be taken off at the rate of about 30 tons an hour without any additional equipment.

Timber importers say that this method can be applied to all kinds of timber, although some difficulty is expected with hardwoods. To date, savings made by using this method have gone to the Master Porters and the shipping companies, but once package unloading becomes widespread the importers expect to negotiate a reduction in unloading charges—Liverpool.

### **South Africa**

**SHIPPING**—The Nedlloyd Line maintains a shipping service from Vancouver through the Panama Canal to Cape Town and on up the east coast of Africa to the Red Sea, returning via the Mediterranean and the Atlantic Ocean to U.S. East Coast ports as far as the Panama Canal, and back to Vancouver. The round voyage now takes five months and the line plans to reduce this to four months by using larger and faster ships. The first of these will be the *Merwe Lloyd* followed by the *Maas Lloyd*, both 18½ knot vessels with a deadweight capacity of 11,520 tons—Cape Town.

### **United States**

**CONSTANT-TEMPERATURE SEMI-TRAILER**—Gibbs Shipyards has successfully tested a new constant-temperature, self-contained semi-trailer by shipping 36,000 pounds of grapefruit 4,000 miles to Switzerland. The 19-day through-bill-of-lading shipment went by truck and rail to the dock and upon landing in France was piggy-backed by truck to Switzerland. A constant isothermic temperature was maintained by forcing air from the bottom instead of from the top. As a result, spoilage was reduced to 2 per cent as compared with the up to 25 per cent incurred in conventional transit. Costs were lower too because pilferage and numerous handlings were eliminated—New Orleans.

# What Chile Buys and Sells

Demand for industrial materials, components and equipment stimulated by expanding domestic production, large development projects. These, plus engineering services, offer best prospects for Canadian exporters, whose sales reached \$13.2 million last year.

J. R. MIDWINTER, *Commercial Secretary, Santiago.*

CHILE'S foreign exchange deficit and budgetary problems in some ways detract unfairly from the real progress being made on the domestic industrial front.

During the first three quarters of 1962 manufacturing output in real terms was more than 10 per cent above the same period of 1961. Mineral production increased by a similar percentage and both private and public construction advanced sharply. Electric power supply improved significantly with the completion of a 100 mw. thermal plant and 68 and 48 mw. hydro stations, besides a number of small units in isolated areas. Work is proceeding on several other plants, including the large 350 mw. Rapel hydro station and a 115 mw. thermal plant. Steel ingot production at Huachipato during the first three quarters of 1962 reached 386,000 metric tons, up 45 per cent from the 265,000 tons produced during the same period of 1961. Crude oil production for the full year is estimated at 1.85 million cubic meters (about 11.6 million barrels) compared with 1.47 million during 1961. Chile is now approaching self-sufficiency in petroleum, except for some fuel oils, lubricants and other special products.

Strong domestic activity in the above fields has kept high the demand for foreign industrial raw materials, components and equipment despite import restrictions—and has even contributed to the need for such restrictions.

Only agriculture has lagged. In this sector drought and possibly

lack of incentive as a result of the Government's price policies brought lower production of most staples throughout the country, increasing Chile's need to import wheat, edible oils, powdered milk, butter and other basic products. Shipments from the United States under Public Law 480 have made up much of the deficit and the remainder has come from various countries on commercial terms as required by the P.L. 480 agreement. Unfortunately, Canadian wheat, edible oil, butter and powdered milk have all been too high-priced to share in the commercial business available.

## **Copper Exports Rising**

Copper is Chile's dominant export and, despite some promising developments in other fields, will certainly remain so for the foreseeable future. In 1961 exports of smelted and refined copper fell off slightly because of strikes to 514,000 metric tons but resumed their rise during 1962, reaching 367,000 metric tons for the first eight months compared with 342,000 during the same period of 1961. Production of copper in all forms for the full year 1962 is estimated at a record 585,000 metric tons, up from 551,000 during the previous year.

Prices are reasonably satisfactory and developments under way suggest that an upward trend in production and exports will continue for the next few years at least. Mine promoters, including some Canadians, are showing considerable interest in Chile and several exploration parties are in the field. It

is likely that a number of new properties, such as Noranda's Chile-Canadian Mines (6,000 to 7,000 metric tons of copper per year) will be proven and/or put into production by 1965. The two giants of the industry, Anaconda and Kennecott, continue to invest in new production facilities for their Chilean subsidiaries; Anaconda is building a large electrolytic refinery at Potrerillos to treat blister copper produced at its El Salvador mine.

Meanwhile, the government-owned Empresa Nacional de Minería is pressing ahead with a copper smelter at Las Ventanas on the coast near Valparaiso and has just announced completion of financing for a 56,000 metric tons per year electrolytic refinery at the same site. This refinery, due to come into production in 1965, will handle blister copper from the neighbouring smelter and a second government-owned mill farther north.

## **Iron Ore Comes Second**

Iron ore exports continue to climb and now firmly constitute Chile's second most important dollar-earner. Exports rose from 5.2 million metric tons in 1960 to 6.2 million in 1961. This trend continued last year. Shipments for the first five months reached 3.0 million metric tons compared with 2.3 million during the same period of 1961. Further developments are under way. Chile is endowed with large deposits of high-grade iron ore located near seaports. Nevertheless, with the number of iron ore developments going into production throughout the world, it seems probable that Chilean exports will soon begin to level off, especially because Chile is much farther than most of its competitors from the steel mills of Europe and the United States. Japan is likely to become and remain the best export market.

**TABLE I**  
**EXPORTS FROM CHILE**

	1960	1961
	(U.S.\$'000,000)	
Smelted and refined copper	335.6	326.6
Iron ore	35.2	44.4
Nitrates	25.9	36.4
Iron and steel primary shapes	15.0	9.9
Wool	5.6	8.5
Legumes	8.5	7.7
Copper ores and concentrates	8.0	7.7
Molybdenum concentrates	6.4	5.9
Gold and silver containing concentrates	8.1	5.5
Fresh and dried fruit	4.2	5.3
Newsprint	3.9	4.6
Wood pulp	1.6	4.0
Iodine	2.7	3.6
Fish meal	1.7	3.6
All other exports	27.6	34.5
<b>Total</b>	<b>490.0</b>	<b>508.2</b>

### Fish Products

Production and exports of fish meal and fish oil are currently expanding by leaps and bounds. Exports of fish meal, which in 1960 totalled 24,000 metric tons, rose in 1961 to 43,000 and during 1962, it is estimated, reached 100,000. The Chilean Fishing Association forecasts exports of 230,000 metric tons during 1963 and 440,000 in 1964. These calculations may be too optimistic. Nevertheless, with the projects actually completed or under way, it is certain that fish meal and fish oil exports will be multiplied severalfold over the next two or three years and that Chile will become a major factor in the world fish meal industry. Fishery products might then be Chile's most important source of foreign exchange, after copper and other minerals.

### Forest Products

Newsprint and wood pulp, Chile's other rapidly developing export-oriented products, also continue to progress. Newsprint shipments reached 33,700 metric tons in 1961 and wood pulp (all bleached, semi-bleached and unbleached kraft) 34,000. Unlike most of Chile's other exports, newsprint and pulp are being sold primarily to neighbouring countries, with considerable

**TABLE II**  
**PRINCIPAL CANADIAN EXPORTS TO CHILE**

	1961	1962
	(Can.\$)	
Pulp and paper machinery and parts	4,860	4,898,513
Passenger autos and chassis	37,490	965,822
Aluminum pigs, ingots, slabs	601,625	912,030
Fire brick and similar shapes	173,188	466,395
Combine reaper threshers	347,312	458,224
Plastics and synthetic rubber, not shaped, n.e.s.	447,395	426,035
Spark plugs and parts	.....	268,979
Machinery and parts for mining, oil, gas industries, n.e.s.	92,118	263,660
Machinery and parts for food, beverage, tobacco industries, n.e.s.	.....	261,529
Rock drilling and related machinery and parts	144,392	250,193
Yarn and thread of synthetic fibre	1,530,871	243,451
Papermakers felts, wool	167,158	208,007

assistance now from tariff concessions received under LAFTA agreements. Completion early in 1964 of a 70,000 tons per year newsprint mill (equipment and engineering from Canada under ECIC long-term credits), and expansion from 80,000 to 220,000 metric tons per year in kraft pulp capacity of Cia. Manufacturera de Papeles y Cartones, S.A., at Laja Mill in south-central Chile ensure that progress will continue. ECIC long-term credits are also financing the supply of Canadian equipment to this project.

Chile's principal exports are shown in Table I. The next few years are unlikely to see any significant departure from this picture except that over-all values should increase and iron ore, fish meal, newsprint and wood pulp should move up in relative importance.

### Canadian Exports Steady

Despite the onerous import and exchange controls in force throughout 1962, Canadian exports held up surprisingly well. There are several reasons for this good performance.

- As a result of an agreement between General Motors Corporation

and a Chilean concern, General Motors of Canada shipped a large number of knocked-down cars, chassis and parts to be assembled in Arica for the Chilean market.

- Investment activities of Canadian and affiliated companies meant the placing in Canada of many orders for equipment and supplies. (Such activities were especially pronounced in mining and fishing.)

- The medium and long-term export finance facilities now available in Canada began during 1962 to show real results. (The supplying of Canadian pulp and paper machinery and of engineering services under ECIC credits has already been mentioned.)

These facilities, with the devaluation of the Canadian dollar and more aggressive salesmanship, have definitely enhanced the competitiveness of Canadian products. Accordingly, potential Chilean buyers have also shown greater interest. Finally, Canada's chief exports to Chile have been primarily essential industrial raw materials and special capital equipment not available domestically and therefore relatively little affected by import restrictions.

### Best Prospects

The situation facing Canadian exporters should improve slightly during the next few years because of the strength mentioned in the previous paragraph. Import restrictions and exchange problems should ease off somewhat. Shipments of paper mill machinery will continue and negotiations are well-advanced for new sales of sawmill and pulp mill machinery and farm equipment against medium and long-term credits. Industrial raw materials, such as asbestos, aluminum, nickel, fire brick, synthetic rubber, plastic materials, special steels, chemicals, etc., should hold up well.

The development projects that receive credits from international organizations or which have high

priority offer opportunities for equipment and other products of special interest to Canada over the next year or two. These include:

- Pulp and paper mill machinery
- Sawmill and other forestry machinery
- Hydroelectric power generating equipment for the State Electricity undertaking
- Fishing and fish-processing equipment, especially for fish meal production
- Mining equipment
- Telecommunications equipment
- Purebred and grade cattle for livestock improvement
- Farm machinery
- Oil-refining equipment

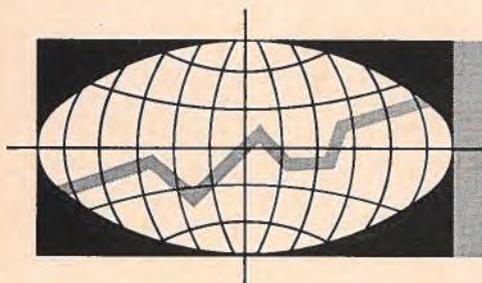
Some items may be affected adversely by new developments within

Chile and by expanding concessions granted to other members of the Latin American Free Trade Association. On balance, however, the growth of industry here, both for internal reasons and because of preferences received from LAFTA partners, seems likely to enlarge rather than cut back the over-all demand for Canadian products.

There are, of course, some negative factors. Payment conditions will continue to be difficult and import and exchange controls severe and complicated. The virtual prohibition of imports of consumer goods is

unlikely to be relaxed appreciably during the coming year.

The complexities of Chilean import regulations and the sudden changes in the sales prospects of individual products enhance the need for Canadian exporters to be represented in Chile by active, experienced agents. Government purchases—by public tender—of a wide range of goods are considerable and growing. The notice for such tenders is usually very short and conditions difficult to comply with. Suppliers can normally expect little success without the prior assistance of established agencies. ●



## Trade Prospects

### Colombia

Severe economic problems following devaluation of the peso, labour unrest, and smaller earnings from coffee exports will probably affect Canadian sales this year, as import restrictions continue.

J. H. BAILEY, *Commercial Secretary and Consul, Bogotá.*

CANADIAN exports to Colombia for the full year 1963 may not maintain the \$20 million total achieved last year. The Colombian economic climate in the early months of 1963 has remained unsettled and brighter weather is not yet in sight. The 34.3 per cent devaluation of the peso at the end of last year led to a sharp rise in the cost of living and touched off a wave of strikes, strike threats and work stoppages. The Government's efforts to improve the lot of the poorer workers by increasing the legal minimum wage by 40 per cent

has not overcome these labour problems, and stability will probably not return to industry for some months.

As a corollary to the above, wholesale and retail trade was very quiet during January and February. In fact, about the only sector of the economy where business activity during the first quarter of 1963 kept up to the level of the first three quarters of 1962 was construction. It is still booming, with new office buildings and factories going up in all the major centres and numerous homes being built in suburban areas. An important user of local

labour and raw materials, the building industry is definitely helping to cushion the slowdown in some of the other sectors of the Colombian economy.

The authorities are trying to resolve the problems resulting from devaluation and have made determined efforts to reduce government spending, increase tax revenues, and foster other policies necessary to achieve fiscal and economic stabilization. Strong financial assistance from the United States AID program has been a major factor in their efforts. For example, in 1962 the U.S. aid organization contributed \$107.7 million and also gave help in such fields as housing, schools, waterworks, and agricultural projects. It is expected that an even greater contribution will

**MAJOR CANADIAN EXPORTS  
TO COLOMBIA, 1962**

	Can.\$
<b>Total exports</b>	<b>19,887,351</b>
Of which:	
Wheat and oats	718,000
Synthetic fibres	430,000
Wood pulp	1,142,000
Newsprint	4,147,000
Other papers	250,000
Industrial machinery	938,000
Farm machinery	430,000
Electrical equipment	986,000
Asbestos	1,994,000
Non-ferrous metals	1,945,000
Oils and fats	370,000
Chemicals	3,167,000
Miscellaneous (office equipment, automotive parts, etc.)	3,371,000

be made during fiscal 1963 by the U.S. and other member nations of the consultative group which met in Washington last January.

In foreign trade and foreign exchange also, Colombia's situation is a difficult one. The value and volume of coffee exports during January and February dropped sharply (to the United States alone they were 50 per cent lower than for the same period in 1962), resulting in a deficit of approximately \$3.3 million in the balance of payments for the first two months of this year. The Government hoped that imports could be maintained at approximately \$35 million a month (\$5 million a month or \$60 million for the year is supplied by the United States under the AID program), but unless substantially greater earnings are obtained from coffee and other exports during the next few months, imports will have to be curtailed. This will have an adverse effect on Canada's trade with Colombia.

All potential imports are still divided into three categories: those consumer and luxury goods that are completely prohibited at present; a group of semi-manufactured goods and capital equipment requiring prior authorization (*licensia previa*) to import; and a small group of products, mainly essential

raw materials, that are on the so-called "free list". In general, Canadian exports to Colombia during 1963 will probably follow the same

pattern as last year (see table), when somewhat similar export lists were in operation, but the total volume may well be smaller. ●

## Ecuador

Some increase in business this year is the cautious forecast—as business begins to improve. Canadian sales should remain steady and engineering opportunities develop as industry expands.

J. H. BAILEY, *Commercial Secretary and Consul, Bogotá.*

THE downward slide of the Ecuadorian economy, so noticeable last year, has finally been arrested. In fact, some Ecuadorian businessmen and bankers are expressing cautious optimism and forecasting a slight increase in business during 1963. Canadian exports to Ecuador, therefore, should be able to maintain at least the same value as in previous years—about \$4 million.

Ecuador's foreign exchange reserves rose steadily in 1962 from U.S.\$19.3 million in July to U.S.\$30.4 in December. (In January of this year there was a drop in dollar earnings from bananas which temporarily affected the Central Bank reserves, because of the port strike in the United States.) The over-all surplus in the balance of trade last year amounted to approximately \$35 million, and indications are that

this will be exceeded in 1963. In addition, with confidence returning to the business community after the political uncertainties of last year, some of the flight capital that had left the country is coming back and foreign investors are once again studying investment opportunities.

Ecuadorian authorities are putting on a drive to industrialize the country and plans are being made to build a kraft paper mill using bagasse (financed by Grace/International Paper), a fertilizer plant, a battery factory, and a hand-tool plant. Within the next few months Ecuador's needs for tires in the popular sizes will be met by the new tire plant now coming into full production in Cuenca. It is believed that the tariff protection provided for these new industries will be sufficient to make their operation profitable and, at the moment, the Government is not going to place these products on the prohibited import list.

Canadian wheat, newsprint and a wide range of consumer goods should continue to find a market here, and there should be new opportunities for selling Canadian engineering services and equipment. Not only does the industrialization program by private companies mentioned above need equipment, but the government entities are also planning major projects in the hydroelectric, transport and forest industries. ●

**MAJOR CANADIAN EXPORTS  
TO ECUADOR, 1962**

	Can.\$
<b>Total exports</b>	<b>3,776,771</b>
Of which:	
Wheat	2,306,000
Oats	55,000
Newsprint	468,000
Other papers	209,000
Asbestos	69,000
Non-ferrous metals	44,000
Auto parts	18,000
Tires and tubes	44,000
Machinery	95,000
Appliances	12,000
Chemicals	148,000
Miscellaneous	309,000

# Getting Tender Business in India

Supplying products or services for projects financed partly by international organizations remains a good method of trading with India. Our New Delhi office explains how to go after this "global tender" business and the factors making for a successful bid.

JOHN H. SUGGITT, *Assistant Commercial Secretary, New Delhi.*

GLOBAL tenders issued by Indian authorities are now assuming greater significance for Canadian firms because contracts based on them represent one of the few avenues open for trade with India. The projects covered by global tenders include irrigation and land reclamation schemes, railroad modernization, expansion of the telephone system, steel mills and electric power plants. Canadian manufacturers already have and will continue to find a wide range of opportunities to supply the products that these projects require.

On global contracts, there are no problems of payment or of import permits. Funds to finance the cost of imported components are either allocated by the Indian Government from its own resources or are obtained from international lending organizations such as the World Bank.

The extent of international aid to India is great. Over the last twelve years, the World Bank alone has lent India U.S.\$1,053 million, nearly 50 per cent of which was loaned during the last two years, as Table I shows. Included is U.S.\$260 million loaned to industries in the private sector, chiefly primary steel (\$180 million) and

coal (\$35 million). The remainder, U.S.\$893 million, by far the larger portion, was spent on public sector projects.

## Government Buying

Most of the Indian Government's ordinary requirements are obtained through a central purchasing agency, the Directorate General of Supplies and Disposals (DGS & D). This organization, a division of the Ministry of Economic and Defence Co-ordination, is the purchasing agent for all Central Government Ministries and it also acts on request for the various State Governments.

Since 1950, under the Five Year Plans, a great many government-owned corporations have been formed. Although the facilities of DGS & D are available to them, most have set up their own purchasing departments to buy their more specialized needs. However, these new enterprises have borrowed from DGS & D the techniques and procedures for handling tenders.

## Obtaining Basic Information

Canadian firms which are potential bidders should become familiar with the conditions surrounding tendering procedures established by the Indian Government. The general conditions of contractual responsibilities between suppliers and government purchasing agencies are set out in a booklet entitled *Conditions of Contract*. This may be obtained from the Manager of Publications, Civil Lines, Delhi 6, India, (cost

Rs.0.44 nP, about 10 cents). All contracts awarded by DGS & D are governed by the general conditions set out in this booklet and by the special conditions of contract that form part of each tender invitation. The "special conditions" cover aspects of the particular tender and establish the prescribed form for submitting the quotation. The contract conditions should be studied carefully to ensure that quotations are presented in acceptable order.

The ultimate aim of DGS & D as a purchasing agent is the progressive substitution of domestic products for imported ones, in accord with India's planned industrialization. This objective is reinforced by the necessity to stretch foreign exchange reserves and loans to the utmost.

When a tender is planned, the indentor (as the ultimate buyer), once he has obtained the necessary foreign exchange, approaches DGS & D with his proposed import requirements. The inspection wing of DGS & D analyzes the proposed specifications to ensure that they are broad enough to invite the greatest number of bids. If necessary, the specifications will be rewritten to this end. A proprietary item will never be given as a standard in a specification admitting equals only.

## Issuing Tender Invitations

Once the specifications are established, the tender is issued by DGS & D in New Delhi. If it thinks a Canadian firm may be interested, a few copies of the tender announcement are sent to the Indian High Commission in Ottawa for inspection, via the India Supply Mission in Washington. DGS & D also advises the Canadian Commercial Counsellor, P.O. Box #11, New Delhi 1, who relays global tender notices to interested firms through the Commodities Branch of the Department of Trade and Commerce in Ottawa.

TABLE I

### WORLD BANK AID TO INDIA

Years	Number of	Value
Jan. 1	Dec. 31	(U.S.\$ million)
	loans	
1949 to	10	240
1957		
1958	13	375
1960		
1961	18	438
1962		
	41	1,053

At the same time, an invitation to tender is issued by DGS & D to potentially interested firms whose names appear on the Approved List of Contractors. This list, established by DGS & D primarily for convenience, includes possible suppliers classified by commodity or product. Once placed on the approved list, a firm will receive notice of all tenders that might include its products. Canadian firms should register for this list through their local representatives even though this is not required by DGS & D. A firm without an agent may be overlooked when tender invitations are issued.

For various reasons, DGS & D prefers to deal with foreign firms which have local agents. These reasons include inspection and potential rejection in India, post-sale servicing, erection supervision, commissioning, product guarantee, and so on. Like any buyer, DGS & D wants to have a responsible person on hand who can be sought out if there is difficulty with the purchased product.

### Preparing the Quotation

In addition, when a quotation is being prepared an explanation of a tender condition or a specification may be needed. Clarification can take weeks without the assistance of an agent, who knows the source of information and can obtain a prompt answer.

When preparing a quotation, the specification items should be followed point by point as set out in the tender invitation, particularly for the Indian components. All formal requirements should be completed exactly, with utmost attention to every detail, even typographical.

If the intention is to submit an alternative offer, the firms must indicate the specification item numbers covered by the alternative very clearly. This is necessary because DGS & D can only issue a contract based on the specifications set out in the tender. It is not authorized or competent to judge between two proposals and must refer to its in-

### To Tender Successfully in India . . .

- Become familiar with the "conditions of contract" established by the Indian Government.
- Place your firm on the Approved List of Contractors, classified by product, that the Directorate General of Supplies and Disposals maintains.
- Secure the services of a good Indian agent, to whom DGS and D can refer quickly.
- Follow the specification items in the tender exactly and be sure to comply with all formal requirements.
- Quote firm f.o.b. or f.a.s. prices, and avoid escalation clauses.
- Consider seriously a joint quotation with an Indian firm; this will enhance your prospects for success.
- Get your tender in by the closing date; if you cannot, cable essential information to DGS and D.
- Have a representative present at the opening of the tenders.

dentor for a decision. Extreme care is needed to ensure that the alternative proposal does not become confused in this process.

Escalation clauses should be avoided and firm f.o.b. or f.a.s. prices quoted. If it is necessary to include such a condition, the quotation may be accepted by DGS & D, subject to its right to examine the contractor's accounting records to ensure that the profit earned is fixed, regardless of increases in the overall price. Escalation is only viewed sympathetically (and then within narrow limits) on the domestic content of a quotation submitted in conjunction with an Indian firm. Price increases f.o.r. because of tariff changes are acceptable, provided that the initial calculation of duty was correct.

Work-in-progress inspection, although frequently required as a condition of the contract, is not usually carried out on orders placed in Canada because the India Supply Mission in Washington does not

have an inspection wing. Actual inspection requirements should be determined when quoting to avoid possible production delays and necessary releases should be obtained immediately.

### Joint Quotations Preferred

Joint quotations with Indian firms are received more favourably than are those entirely of foreign origin. Even though the total cost may be greater, the gross foreign exchange outlay will usually be smaller. Such quotations should bear as much domestic content as possible. If the domestic firm can supply parts from Indian sources and arrange for final machining or assembly, so much the better.

The Indians are endeavoring to establish their own merchant marine and on large orders may arrange to carry cargo on Indian ships, thus avoiding additional expenditure of foreign exchange. Freight charges should be estimated with the agent's co-operation because—like insur-

ance, customs duty and taxes—freight is an item that will be increasingly a rupee cost.

### Observing Closing Date

A six-week period is usually allowed from the date of the announcement in the *Indian Trade Journal* until the tenders close. Only rarely are late or delayed tenders considered. Because of the time consumed in mail deliveries (about eight days is needed for air-mail) Canadian firms may find themselves rushed to dispatch quotations in time to ensure arrival for the opening. If there is any possibility that documents will arrive late, cable DGS & D (cable address: DEVSUP, NEWDELHI),

advising the tender number, quantity, price and delivery. Telegraphic offers are accepted provided the supporting documents arrive promptly.

### Attend Tender Opening

Effective tendering requires effective follow-up to be successful. Representation at tender opening is a must for any firm seriously interested in its international competitive position, because information revealed at tender opening is not readily available later from any source. Knowledge of methods used and alternative offers presented by opposition bidders becomes extremely useful during the period of tender analysis following the open-

ing. Frequently a point arises that calls for further clarification or elaboration. The presentation on such a point is much better with a knowledge of the competitive offers.

Many of the points made in this article on tendering to DGS & D apply to tenders issued by other government units. Although the final awarding of a contract is usually based on the competitiveness of prices, delivery and other terms, the foreign exchange component is often the deciding factor. Successful quotations are also governed by two other factors: absolute adherence to quotation presentation requirements, and Indian agency representation. ●

## GENERAL NOTES

### Australia

**TUNNELLING TECHNIQUE**—Using a new tunneling technique, the Snowy-Geehi tunnel linking the Snowy River at Island Bend with the Geehi River, a tributary of the Murray, is expected to be completed a year ahead of schedule. Planned completion date is 1965. The new method, known as the sliding floor technique, is being used for the first time in the boring of the nine-mile-long, 22-foot diameter tunnel through the Great Dividing Range, as part of the Snowy Mountains hydroelectric scheme. The work is being carried out at about 2,000 feet below the mountain top at an average rate of 400 feet of tunnel every six days, and the contractors state it should be completed early in 1964. Work began in September 1962 and just over 7,500 feet has already been bored—Sydney.

**COMPANY TO PROMOTE EXPORTS**—Two of Australia's biggest commercial associations, the Chamber of Manufactures and the Associated Chambers of Commerce, are reported to be planning to form a company to promote and exhibit Australian goods overseas. It will be known as Australian National Export Promotion Limited—Sydney.

**FOOD FESTIVAL**—With more than 100 large and small food stores co-operating with the Department of Trade, Australia's Food and Wine Festival in Hong Kong about two months ago has been described as "by far the biggest and most concentrated selling effort

by any country in the area." It was organized by the Department of Trade in association with Australian exporters and their agents and importers in Hong Kong. Hong Kong stores reported an unprecedented demand for Australian foodstuffs. One large store obtained additional supplies of canned and frozen vegetables especially for the show but was sold out the first day and had to cable for more. The manager of a major liquor store said he had never experienced such a demand for Australian wines, and the director of a leading grocery chain described the Festival as the type of selling effort that would make a lasting impression. He said that Australia was gaining a definite lead on her competitors—Canberra.

### Colombia

**WORLD BANK MISSION**—The World Bank has announced the establishment of a resident mission in Colombia. This group of experts will assist the Government in the planning of its ten-year development program and in the co-ordination of external financial aid to Colombia. The mission will be headed by a senior United States diplomat.

Appointment of the mission reflects the economic potential in Colombia and the advanced stage of the development plan. Acknowledgment of this progress is also seen in the large expansion loan the World Bank recently granted Empresa Eléctrica de Bogotá, and in

the organization of a financial consortium of countries now planning assistance to Colombia—Bogotá.

**POWER PLANTS**—The Minister of Development has announced that the Instituto de Fomento Eléctrico y de Aguas plans to install four hydroelectric plants (Rio Mayo, Salvajina, San Francisco and Rio Prado) and two thermoelectric plants (Barrancabermeja and Magangué). The program, which forms part of the national electricity plan, is expected to be completed by 1975 at a total cost of 2,428 million pesos. It will more than double the country's electric energy capacity—Bogotá.

**NEW RESERVOIR**—Not far from Medellin in the Department of Antioquia, the second largest reservoir in South America will soon be under construction. Currently arrangements are being made to transfer people living in the area to be affected, which includes the town of El Penol. The reservoir will have a capacity of 1,240 million cubic meters, and this project will allow an increase in generating capacity in Antioquia to 1,800,000 kw. by 1972. The hydroelectric works at the reservoir will generate 694,000 kw. The World Bank is helping to finance part of the cost, which will total U.S.\$127 million—Bogotá.

## India

**TOURIST TRADE**—India's tourist earnings declined 10 per cent in 1961 to Rs.18.49 crores (approximately Can.\$42,550,000), the first fall in 12 years.

The number of Canadian visitors to India continues to rise each year. In 1961, 1,923 Canadian tourists came to India, about 1.4 per cent of the total tourist trade. To handle this growing trade, the Indian Government has operated a tourist office in Toronto since 1960—Bombay.

## Venezuela

**LICENSING ARRANGEMENTS**—Industrias Integradas (Insa) recently signed licensing agreements and technical assistance arrangements with nine United States companies for the manufacture of refrigerators, air-conditioners, washing machines and other domestic appliances for sale to Sears Roebuck of Venezuela—Caracas.

**INDUSTRIAL DEVELOPMENT**—In line with the policy of developing new industry through government financial assistance to private enterprise, 391 new projects for which technical and financial aid was requested during 1962 have been registered. According to the Ministry of Development, the projects were valued at 541 million bolivars and included 61 food-

stuffs ventures, 62 in the chemical industry, 76 in textiles and 192 in other classifications—Caracas.

## West Germany

**SELF-SERVICE STORES**—An average of 31 self-service stores opened every working day of last year in West Germany, according to the Institute for Self-Service in Cologne, bringing the total for 1962 to 9,414, and increasing the grand total by 31 per cent to 40,094. About one quarter of West Germany's retail shops have now followed the trend to self-service, and of these some four-fifths are independently owned. The others belong in about equal numbers to chain groups and consumer co-operatives.

The independents alone account for over 8,000 of the new stores. However, many of these are not really new, but small neighbourhood groceries that have been converted to meet competition from chain-owned supermarkets. In comparison, the chains opened only 429 new shops, but many of these were supermarkets three to four times as big as most independents. Apart from market conditions, their expansion is limited by the difficulty of erecting the new buildings they require in a period of building boom and labour shortage—Duesseldorf.

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## Foreign Tariffs and Trade Regulations

### Britain

**MARKING OF IMPORTED DOMESTIC AND COMMERCIAL REFRIGERATORS**—A new order, effective June 20, requires the marking of country of origin on imported domestic and commercial refrigerators. A notice covering the details of this order has been prepared and may be obtained from the Commonwealth Division, International Trade Relations Branch, Department of Trade and Commerce, Ottawa.

**REVISED NOTICE 27A**—H.M. Customs and Excise has issued a revised Notice No. 27A, *Commonwealth Preference on Goods Imported into the United Kingdom*. Customs has advised that the revisions in Notice 27A are confined to changes in wording that are intended to clarify known points of difficulty in interpreting the Commonwealth preference regulations. The notice does not therefore involve any material changes.

*Copies of the revised Notice 27A may be obtained from the Commonwealth Division, International Trade Relations Branch, Department of Trade and Commerce, Ottawa.*

# Foreign Trade Service Abroad

Territory	Officer	City Address	Mail and Cables, Office Telephone & Telex
Argentina Paraguay	C. O. R. Rousseau Commercial Counsellor  J. G. Ireland Assistant Commercial Secretary	Canadian Embassy Bartolome Mitre 478 BUENOS AIRES	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> 33-8237
Australia (Capital Territory New South Wales, Northern Territory Queensland) Dependencies	S. V. Allen Commercial Counsellor for Canada (absent)  R. L. Richardson Acting Commercial Secretary  E. E. Price Assistant Commercial Secretary	21st Floor A.M.P. Building Circular Quay SYDNEY	<i>Mail:</i> P.O. Box 3952 G.P.O. <i>Cable:</i> CANADIAN <i>Phone:</i> 27-7565 <i>Telex:</i> SYD 600 (CANADIAN SYD)
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	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> 61-3473 <i>Telex:</i> MLB 501 (CANADIAN MLB)
Australia	R. B. Nickson Commercial Counsellor	Office of the High Commissioner for Canada State Circle CANBERRA	<i>Mail:</i> (City Address) <i>Cable:</i> DOMCAN <i>Phone:</i> U-1304 <i>Telex:</i> CBA C217 (DOMCAN CBA)
Austria Albania, Bulgaria, Czechoslovakia, Hungary, Rumania, Yugoslavia	C. J. Van Tighem Commercial Counsellor for Canada  W. J. Collett Assistant Commercial Secretary	Opernringhof Opernring 1 VIENNA 1	<i>Mail:</i> P.O. Box 106, Vienna I/15 <i>Cable:</i> CANADIAN <i>Tel.:</i> 57-25-97 <i>Telex:</i> 1-3380 (DOMCAN VIENNA)
Belgium Luxembourg, European Economic Community, European Atomic Energy Com- munity, European Coal and Steel Community	L. H. Ausman Commercial Counsellor  P. T. Eastham Commercial Secretary	Canadian Embassy 35 rue de la Science BRUSSELS 4	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> 13.38.50 <i>Telex:</i> 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	<i>Mail:</i> Caixa Postal 2164-ZC-00 <i>Cable:</i> CANADIAN <i>Phone:</i> 42-4140 <i>Telex:</i> RIO 175 (DOMINION RIO)
Brazil	D. M. Holton Consul and Trade Commissioner  R. H. Gayner Consul and Assistant Trade Commissioner	Canadian Consulate Edificio Alois Rua 7 de Abril 252 SAO PAULO	<i>Mail:</i> Caixa Postal 6034 <i>Cable:</i> CANADIAN <i>Phone:</i> 36-6301
Britain	B. C. Butler Minister (Commercial)  S. G. Tregaskes Commercial Counsellor  J. M. Rochon Commercial Counsellor (Metals and Minerals)	Office of the High Commissioner for Canada One Grosvenor Square LONDON, W.1	<i>Mail:</i> (City Address) <i>Cable:</i> SLEIGHING, LONDON, W.1 <i>Phone:</i> MAYfair 9492 <i>Telex:</i> 2-2526, OR 2-8240 (DOMINION LDN)

Territory	Officer	City Address	Mail and Cables, Office Telephone & Telex
Britain	<p>D. B. Laughton Commercial Counsellor</p> <p>W. M. Miner Commercial Secretary (Agriculture) (absent)</p> <p>E. J. Ward Commercial Secretary (Timber)</p> <p>L. D. Burke Commercial Secretary</p> <p>O. Hickie Assistant Commercial Secretary (Timber)</p> <p>G. W. Rooney Assistant Commercial Secretary (Industrial Development)</p> <p>E. L. Bobinski Assistant Commercial Secretary</p> <p>Miss M. A. Armstrong Attaché (Exhibitions)</p> <p>H. G. Garland Attaché (Fisheries)</p>		<p><i>Cable:</i> TIMCOM, LONDON, W.1</p>
Britain (Midlands, North England)	<p>W. R. Van Canadian Government Trade Commissioner</p> <p>C. M. Kerr Assistant Trade Commissioner</p>	<p>Martins Bank Building Water St. LIVERPOOL</p>	<p><i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> MARitime 2177</p>
Britain (Scotland)	<p>Finlay Sim Canadian Government Trade Commissioner</p> <p>N. L. Williams Assistant Trade Commissioner</p>	<p>Cornhill House 144 West George St. GLASGOW C.2</p>	<p><i>Mail:</i> (City Address) <i>Cable:</i> CANTRACOM <i>Phone:</i> DOUglas 6751</p>
Britain (Northern Ireland)	<p>Finlay Sim Canadian Government Trade Commissioner</p> <p>N. L. Williams Assistant Trade Commissioner</p>	<p>15-17 Chichester St. BELFAST 1</p>	<p><i>Mail:</i> (City Address) <i>Phone:</i> 21867</p>
Ceylon	<p>Commercial Secretary (absent)</p>	<p>Office of the High Commissioner for Canada 6 Gregory's Road Cinnamon Gardens COLOMBO</p>	<p><i>Mail:</i> P.O. Box 1006 <i>Cable:</i> CANADIAN <i>Phone:</i> 91341</p>
Chile	<p>J. R. Midwinter Commercial Secretary</p> <p>G. L. Gagne Assistant Commercial Secretary</p>	<p>Canadian Embassy 5th Floor Agustinas 1225 SANTIAGO</p>	<p><i>Mail:</i> Casilla 771 <i>Cable:</i> CANADIAN <i>Phone:</i> 64189</p>
Colombia Ecuador	<p>J. H. Bailey Commercial Secretary and Consul</p> <p>R. A. Bull Assistant Commercial Secretary</p>	<p>Canadian Embassy Edificio Banco de Los Andes Carrera 10, No. 16-92 BOGOTA</p>	<p><i>Airmail:</i> Apartado Aereo 8582 <i>Surface Mail:</i> Apartado 1618 <i>Cable:</i> CANADIAN <i>Phone:</i> 43-00-65</p>

<b>Territory</b>	<b>Officer</b>	<b>City Address</b>	<b>Mail and Cables, Office Telephone &amp; Telex</b>
<b>Congo</b>	Chargé d'Affaires	Canadian Embassy C.C.C.I. Building Boulevard Albert 1er LEOPOLDVILLE 1	<i>Mail:</i> Boîte Postale 8341 <i>Cable:</i> CANADIAN <i>Phone:</i> 2706 <i>Telex:</i> LEO 68 (DOMCAN LEO)
<b>Cuba</b>	Commercial Division	Canadian Embassy Calle 30 No. 518 esquina 7ª Avenida Miramar HAVANA	<i>Mail:</i> Gaveta 6125 <i>Cable:</i> CANADIAN <i>Phone:</i> 32-3526
<b>Denmark</b> Greenland, Poland	K. Nyenhuis Commercial Counsellor  K. O. Hillyer Assistant Commercial Secretary	Canadian Embassy Prinsesse Maries Allé 2 COPENHAGEN V	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> Hilda 3306
<b>Dominican Republic</b> Puerto Rico	J. C. Leith Acting Commercial Secretary and Vice Consul	Canadian Embassy Edificio Copello 408 Calle El Conde SANTO DOMINGO	<i>Mail:</i> Apartado 1393 <i>Cable:</i> CANADIAN <i>Phone:</i> 2-8138
<b>France</b> Algeria, Morocco	A. G. Kniewasser Commercial Counsellor  R. G. Woolham Assistant Commercial Secretary  Y. C. Jauron Assistant Commercial Secretary  G. P. Morin Assistant Commercial Secretary  D. H. M. Branion Assistant Commercial Secretary	Canadian Embassy 35 Avenue Montaigne PARIS 8e	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> BALzac 99-55 <i>Telex:</i> 2-0600 (DOMCAN PARIS)
<b>Gabon</b> Cameroun, Central African Republic, Chad, Congo (Brazzaville)		Canadian Embassy National Bank of Commerce and Industry Bldg. YAOUNDE, CAMEROUN	<i>Mail:</i> P.O. Box 572 <i>Phone:</i> 38-03
<b>Germany</b> Federal Republic (States of Baden-Wurt- temberg, Bavaria, Hesse, Rhineland-Palatinate, Saar)	J. A. Stiles Commercial Counsellor  W. F. Hillhouse Commercial Counsellor (Agriculture)  C. Renaud Assistant Commercial Secretary	Canadian Embassy Frankengrabenstrasse 35 BAD GODESBERG	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> 76995 <i>Telex:</i> 886421 OR 886422 (DOMCAN BONN)
<b>Germany</b> (State of North-Rhine- Westphalia)	H. E. Campbell Consul  Louis de Salaberry Vice Consul	Canadian Consulate Bismarckstrasse 95 4 DUESSELDORF 1	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> 2-05-25
<b>Germany</b> (City States of Bremen and Hamburg, States of Lower Saxony and Schleswig-Holstein)	R. E. Gravel Consul General  Richard Turcotte Vice Consul	Canadian Consulate General Ferdinandstrasse 69 HAMBURG	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> 326149

<b>Territory</b>	<b>Officer</b>	<b>City Address</b>	<b>Mail and Cables, Office Telephone &amp; Telex</b>
<b>Ghana</b> Guinea, Ivory Coast, Liberia, Mali, Maure- tania, Togo, Upper Volta	K. F. Osmond Commercial Counsellor  P. A. Thébèrge Assistant Commercial Secretary	Office of the High Commissioner for Canada E 115/3 Independence Ave. ACCRA	<i>Mail:</i> P.O. Box 1639 <i>Cable:</i> CANADIAN <i>Phone:</i> 4824
<b>Greece</b> Turkey	B. A. Macdonald Commercial Counsellor  F. I. Wood Assistant Commercial Secretary	Canadian Embassy 31 Vassilissis Sophias Ave. ATHENS	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> 74044
<b>Guatemala</b> Costa Rica, El Salvador, Honduras, Nicaragua, Panama and Canal Zone	H. E. Lemieux Commercial Counsellor  K. D. Taylor Assistant Commercial Secretary	Canadian Embassy 5a Avenida 11-70, Zone I GUATEMALA CITY, C.A.	<i>Airmail:</i> P.O. Box 400 <i>Surface Mail:</i> P.O. Box 444 <i>Cable:</i> CANADIAN <i>Phone:</i> 28448
<b>Haiti</b>	Chargé d'Affaires, a.i. and Consul	Canadian Embassy Route du Canape Vert St. Louis de Turgeau PORT AU PRINCE	<i>Mail:</i> P.O. Box 826
<b>Hong Kong</b> Cambodia, Communist China, Laos, Vietnam, Macao	R. K. Thomson Senior Canadian Government Trade Commissioner  J. M. T. Thomas Assistant Trade Commissioner  N. R. Gish Assistant Trade Commissioner	Hong Kong and Shanghai Banking Corporation Bldg. HONG KONG	<i>Mail:</i> P.O. Box 126 <i>Cable:</i> CANADIAN <i>Phone:</i> 27743
<b>India</b> (except States of Gujerat, Maharashtra, Andhra Pradesh, Mysore, Madras, Kerala) Bhutan, Nepal, Sikkim	G. A. Newman Commercial Counsellor for Canada (absent)  J. H. Suggitt Acting Commercial Secretary	13 Golf Links Road NEW DELHI 1	<i>Mail:</i> P.O. Box 11 <i>Cable:</i> CANADIAN <i>Phone:</i> 74261
<b>India</b> (States of Gujerat, Maharashtra, Andhra Pradesh, Mysore, Madras, Kerala)	W. G. Brett Canadian Government Trade Commissioner	Gresham Assurance House Mint Road BOMBAY 1-BR	<i>Mail:</i> P.O. Box 886 <i>Cable:</i> CANADIAN <i>Phone:</i> 255154
<b>Iran</b>	Commercial Division	Canadian Embassy Bezrouke Building Corner of Takht Jamshid Ave. and Forsat St. TEHRAN	<i>Mail:</i> P.O. Box 1610 <i>Cable:</i> CANTRACOM <i>Phone:</i> 4-9291
<b>Ireland</b>	P. V. McLane Commercial Counsellor for Canada	66 Upper O'Connell St. DUBLIN	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> 44251
<b>Israel</b> Cyprus	B. C. Steers Commercial Secretary for Canada	84 Hahashmonaim St. TEL AVIV	<i>Mail:</i> (P.O. Box 20140) <i>Cable:</i> CANADIAN <i>Phone:</i> 221203

<b>Territory</b>	<b>Officer</b>	<b>City Address</b>	<b>Mail and Cables, Office Telephone &amp; Telex</b>
<b>Italy</b> Libya, Malta	J. H. Stone Commercial Counsellor  M. S. Strong Commercial Counsellor  W. J. Jenkins Commercial Secretary	Canadian Embassy Via G. B. De Rossi 27 ROME	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> 864-327 <i>Telex:</i> RMO 86 (RMO 86 DOMCAN OR RMO 56 DOMCAN)
<b>Jamaica</b> Bahamas, British Honduras	R. W. Blake Commercial Counsellor  R. H. M. Cathcart Assistant Commercial Secretary	Office of the High Commissioner for Canada 32 Duke St. (corner Duke and Barry Sts.) KINGSTON	<i>Mail:</i> P.O. Box 225 <i>Cable:</i> CANADIAN <i>Phone:</i> 26948
<b>Japan</b> Korea, Okinawa	A. P. Bissonnet Commercial Counsellor  P. A. Savard Commercial Counsellor  J. D. Blackwood Commercial Secretary  D. A. Hilton Assistant Commercial Secretary	Canadian Embassy 16, Omote-Machi 3-chome, Akasaka, Minato-ku TOKYO	<i>Mail:</i> Canadian Embassy, c/o Asaka Post Office, Tokyo <i>Cable:</i> CANADIAN <i>Phone:</i> 408-2101/8 <i>Telex:</i> TK 2218 (DOMCAN TK 2218)
<b>Lebanon</b> Iraq, Jordan, Persian Gulf area, Syria	L. A. Campeau Commercial Counsellor  C. E. Rufelds Assistant Commercial Secretary	Canadian Embassy Alpha Building Rue Clemenceau BEIRUT	<i>Mail:</i> Boite Postale 2300 <i>Cable:</i> CANADIAN <i>Phone:</i> 250955
<b>Mexico</b>	F. B. Clark Commercial Counsellor  H. S. Hay Assistant Commercial Secretary	Canadian Embassy Melchor Ocampo 463, 7th Floor MEXICO 5, D.F.	<i>Mail:</i> Apartado 25364 <i>Cable:</i> CANADIAN <i>Phone:</i> 25-15-60
<b>Netherlands</b>	J. E. Montgomery Acting Commercial Secretary	Canadian Embassy Sophialaan 5-7 THE HAGUE	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> 61-41-11 <i>Telex:</i> 31270 (DOMCAN HAGUE)
<b>New Zealand</b> Fiji, Samoa, Tahiti, Tonga	W. B. McCullough Commercial Counsellor  C. A. Carruthers Assistant Commercial Secretary	Office of the High Commissioner for Canada Government Life Insurance Bldg. WELLINGTON	<i>Mail:</i> P.O. Box 1660 <i>Cable:</i> CANADIAN <i>Phone:</i> 70-644 <i>Telex:</i> WGN 9 (DOMCAN WGN)
<b>Nigeria</b> Dahomey, Gambia, Niger, Senegal, Sierra Leone	H. W. Richardson Commercial Counsellor  J. R. Caux Assistant Commercial Secretary	Office of the High Commissioner for Canada Barclays Bank Building, 4th Floor 40 Marina Road LAGOS	<i>Mail:</i> P.O. Box 851 <i>Cable:</i> CANADIAN <i>Phone:</i> 25262
<b>Norway</b> Iceland	M. R. Bell Acting Commercial Secretary	Canadian Embassy Fridtjof Nansens Plass 5 OSLO	<i>Mail:</i> P.O. Box 1379—Vika <i>Cable:</i> CANADIAN <i>Phone:</i> 33-30-80

<b>Territory</b>	<b>Officer</b>	<b>City Address</b>	<b>Mail and Cables, Office Telephone &amp; Telex</b>
<b>Pakistan</b> Afghanistan	J. A. Elliott Acting Commercial Secretary	Office of the High Commissioner for Canada Hotel Metropole, Victoria Road KARACHI	<i>Mail:</i> P.O. Box 3703 <i>Cable:</i> CANADIAN <i>Phone:</i> 50322 <i>Telex:</i> KRC 10
<b>Peru</b> Bolivia	K. G. Ramsay Commercial Secretary  D. J. McEachran Assistant Commercial Secretary	Canadian Embassy Edificio Boza, Carabaya 831 Plaza San Martin LIMA	<i>Mail:</i> Casilla 1212 <i>Cable:</i> CANADIAN <i>Phone:</i> 72760
<b>Philippines</b> Republic of China (Taiwan)	J. L. Mutter Consul General and Trade Commissioner  W. B. Walton Consul and Assistant Trade Commissioner	Canadian Consulate General L & S Building, 3rd Floor 1414 Dewey Boulevard MANILA	<i>Mail:</i> P.O. Box 1825 <i>Cable:</i> CANADIAN <i>Phone:</i> 5-85-97
<b>Portugal</b> Angola, Azores, Cape Verde Islands, Madeira, Portuguese Guinea	T. J. Monty Commercial Counsellor	Canadian Embassy Rua Marques de Fronteira No. 8—4° D° LISBON	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> 53117
<b>Rhodesia and Nyasaland</b> Seychelles Is., Zanzibar	L. S. Glass Canadian Government Trade Commissioner	8th Floor Grindlays Bank Chambers Baker Ave. SALISBURY	<i>Mail:</i> P.O. Box 2133 <i>Cable:</i> CANTRACOM <i>Phone:</i> 26571
<b>Singapore</b> Brunei, Burma, Federation of Malaya, Indonesia, North Borneo, Sarawak, Thailand	E. H. Maguire Canadian Government Trade Commissioner  Geo. Hazen Assistant Trade Commissioner  D. S. McCracken Assistant Trade Commissioner	American International Building Robinson Road and Telegraph St. SINGAPORE	<i>Mail:</i> P.O. Box 845 <i>Cable:</i> CANADIAN <i>Phone:</i> 74633
<b>South Africa</b> (Natal, Orange Free State, Transvaal) Malagasy, Mauritius, Mozambique, Reunion	C. R. Gallow Canadian Government Trade Commissioner	Mobil House 17th Floor, Corner Rissik and De Villiers Sts. JOHANNESBURG	<i>Mail:</i> P. O. Box 715 <i>Cable:</i> CANADIAN <i>Phone:</i> 33-2628
South Africa (Cape Province), St. Helena, South West Africa	R. G. Godson Acting Trade Commissioner	13th Floor African Life Centre St. George's St., CAPE TOWN	<i>Mail:</i> P.O. Box 683 <i>Cable:</i> CANADIAN <i>Phone:</i> 2-5134/5
<b>Spain</b> Balearic Islands, Canary Islands, Gibraltar, Rio Muni, Rio de Oro	M. T. Stewart Commercial Counsellor  R. M. Dawson Assistant Commercial Secretary	Canadian Embassy Edificio Espana Avenida de Jose Antonio 88 MADRID	<i>Mail:</i> Apartado 117 <i>Cable:</i> CANADIAN <i>Phone:</i> 47-54-00
<b>Sweden</b> Finland	G. A. Browne Commercial Counsellor	Canadian Embassy Strandvagen, 7-C STOCKHOLM	<i>Mail:</i> P.O. Box 14042 <i>Cable:</i> CANADIAN <i>Phone:</i> 67-92-15
<b>Switzerland</b> Tunisia	S. G. MacDonald Commercial Counsellor	Canadian Embassy Kirchenfeldstrasse 88 BERNE	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> 44-63-81 <i>Telex:</i> 2-2386 (DOMCAN GENEVE)

<b>Territory</b>	<b>Officer</b>	<b>City Address</b>	<b>Mail and Cables, Office Telephone &amp; Telex</b>
<b>Trinidad and Tobago</b> Barbados, 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 High Commissioner for Canada Colonial Building 72 South Quay PORT-OF-SPAIN	<i>Mail:</i> P.O. Box 125 <i>Cable:</i> CANADIAN <i>Phone:</i> 34787
<b>Union of Soviet Socialist Republics</b>	R. V. N. Gordon Commercial Counsellor (absent)	Canadian Embassy 23 Starokonyushenny Pereulok Moscow	<i>Mail:</i> (City Address) <i>Cable:</i> CANAD <i>Phone:</i> 415142
<b>United Arab Republic</b> Aden, Sudan, Ethiopia, Saudi Arabia, Yemen	W. Gibson-Smith Commercial Counsellor	Canadian Embassy 6 Sharia Rouston Pasha Garden City CAIRO	<i>Mail:</i> Kasr el Doubara Post Office <i>Cable:</i> CANADIAN <i>Phone:</i> 23110
<b>United States</b>	M. Schwarzmann Minister (Economic)  W. J. Van Vliet Commercial Counsellor (Agriculture)  R. R. Parlour Commercial Counsellor  N. W. Boyd Commercial Secretary  S. G. Harris Assistant Commercial Secretary	Canadian Embassy 1746 Massachusetts Ave., N.W. WASHINGTON 6, D.C.	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> DEcatur 2-1011
<b>United States</b>	N. R. Chappell Counsellor (Energy)	Canadian Embassy 1746 Massachusetts Ave., N.W. WASHINGTON 6, D.C.	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> DEcatur 2-1011
<b>United States</b> (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	<i>Mail:</i> (City Address) <i>Cable:</i> CANTRACOM <i>Phone:</i> JUdson 6-2400 <i>Telex:</i> 0-01-26242
<b>United States</b> (Maine, Massachusetts, New Hampshire, Rhode Island, Vermont)	M. R. M. Dale Consul and Trade Commissioner  L. D. R. Dyke Consul and Assistant Trade Commissioner	Canadian Consulate General 607 Boylston St. BOSTON 16	<i>Mail:</i> (City Address) <i>Phone:</i> CONgress 2-1245 <i>Telex:</i> 0-094-567

**Territory****Officer****City Address****Mail and Cables,  
Office Telephone & Telex**

United States  
(Illinois, North Dakota,  
South Dakota, Minnesota,  
Wisconsin, Indiana, Iowa,  
Kansas, Kentucky,  
Missouri, Nebraska)

H. J. Horne  
Consul and Senior  
Trade Commissioner

Canadian Consulate General  
310 South Michigan Ave.  
Suite 2000  
CHICAGO 4

*Mail:* (City Address)  
*Cable:* CANADIAN  
*Phone:* 427-7926  
*Telex:* 0-025-571

V. B. Chew  
Consul and  
Trade Commissioner

N. L. Currie  
Consul and Assistant  
Trade Commissioner

J. M. Knowles  
Vice Consul and Assistant  
Trade Commissioner

United States  
(Michigan, Ohio)

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 south-  
ern counties), Clark  
County in Nevada,  
Arizona, New Mexico

G. F. J. Osbaldeston  
Consul and  
Trade Commissioner

Canadian Consulate General  
510 West Sixth St.  
LOS ANGELES 14

*Mail:* (City Address)  
*Phone:* MADISON 2-2233  
*Telex:* 0-06-74119

R. C. Anderson  
Consul and Assistant  
Trade Commissioner

United States  
(Louisiana, Texas,  
Oklahoma, Arkansas,  
Mississippi, Tennessee,  
Alabama, North  
Carolina, South Carolina,  
Georgia, Florida)

T. F. Harris  
Consul and  
Trade Commissioner

Canadian Consulate General  
Suite 1710  
225 Baronne St.  
NEW ORLEANS 12

*Mail:* (City Address)  
*Cable:* CANADIAN  
*Phone:* JACKSON 5-2136  
*Telex:* 0-058-237

G. E. Blackstock  
Consul and Assistant  
Trade Commissioner

United States  
(Delaware, Maryland,  
the nine southern coun-  
ties of New Jersey,  
Pennsylvania, Virginia,  
West Virginia)

W. J. Millyard  
Consul and  
Trade Commissioner

Canadian Consulate  
3 Penn Center Plaza  
PHILADELPHIA 2

*Mail:* (City Address)  
*Cable:* CANADIAN  
*Phone:* LOCUST 35838

J. B. McLaren  
Consul and Assistant  
Trade Commissioner

United States  
California (except the ten  
southern counties),  
Wyoming, Nevada (ex-  
cept Clark County),  
Utah, Colorado, Hawaii

Consul General

Canadian Consulate General  
333 Montgomery St.  
SAN FRANCISCO 4

*Mail:* (City Address)  
*Phone:* YUKON 1-2670  
*Telex:* 0-03-431

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  
(absent)

Canadian Embassy  
Avenida La Estancia No. 10  
Ciudad Comercial Tamanaco  
CARACAS

*Mail:* Apartado 11452-Este  
*Cable:* CANADIAN  
*Phone:* 32.40.41.44

D. I. Campbell  
Acting  
Commercial Secretary

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 .927536.

## Foreign Exchange Rates

Country	Unit	Type of Exchange	Can. dollar equivalent June 3	Units per Canadian dollar	Notes (See below)
Argentina .....	Peso .....	Free .....	.007798	128.24	
Australia .....	Pound .....	.....	2.4156	.4140	
Austria .....	Schilling .....	.....	.04175	23.95	
Bahamas .....	Pound .....	.....	3.0195	.3312	
Belgium and Luxembourg .....	Franc .....	.....	.02162	46.25	
Bermuda .....	Pound .....	.....	3.0195	.3312	
Bolivia .....	Peso .....	.....	.09193	10.88	
Brazil .....	Cruzeiro .....	Official Free .....	.001767	565.93	
		Special Category .....	†	†	
Britain .....	Pound .....	.....	3.0195	.3312	
British Guiana .....	Dollar .....	.....	.6291	1.59	
British Honduras .....	Dollar .....	.....	.7549	1.32	
Burma .....	Kyat .....	.....	.12264	4.42	
Ceylon .....	Rupee .....	.....	.2265	4.41	
Chile .....	Escudo .....	Bank rate .....	.5867	1.70	
		Free .....	.3576	2.80	
Colombia .....	Peso .....	Certificate .....	.1198	8.35	
Congo, Republic of .....	Franc .....	.....	.02162	46.25	
Costa Rica .....	Colon .....	.....	.1627	6.15	
Cuba .....	Peso .....	.....	†	†	
Czechoslovakia .....	Koruna .....	.....	.1497	6.68	
Denmark .....	Krone .....	.....	.1562	6.40	
Dominican Republic .....	Peso .....	.....	1.07813	.9275	
Ecuador .....	Sucre .....	Official .....	.05990	16.69	
		Free .....	.05186	19.28	
El Salvador .....	Colon .....	.....	.4313	2.32	
Fiji .....	Pound .....	.....	2.7203	.3676	
Finland .....	Markka .....	.....	.3369	2.97	
France, Monaco, etc. ....	Franc .....	.....	.2200	4.54	(1)
Franco-African Republics, etc. ..	Franc .....	.....	.004400	227.27	(2)
French Pacific .....	Franc .....	.....	.01210	82.64	(3)
Germany .....	D Mark .....	.....	.2707	3.69	
Ghana .....	Pound .....	.....	3.0195	.3312	
Greece .....	Drachma .....	.....	.03593	27.83	
Guatemala .....	Quetzal .....	.....	1.07813	.9275	
Haiti .....	Gourde .....	.....	.2156	4.64	
Honduras .....	Lempira .....	.....	.5391	1.85	
Hong Kong .....	Dollar .....	Free .....	.1869	5.35	
		Official .....	.1887	5.30	*May 17
Iceland .....	Krona .....	Official .....	.02507	39.89	(4)

†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 date.

Country	Unit	Type of Exchange	Can. dollar equivalent June 3	Units per Canadian dollar	Notes (See below)
India	Rupee		.2265	4.41	
Indonesia	Rupiah	Official	.02396	41.74	(4)
Iran	Rial		.01423	70.26	
Iraq	Dinar		3.0188	.3312	
Ireland	Pound		3.0195	.3312	
Israel	Pound		.3594	2.78	
Italy	Lira		.001736	576.04	
Japan	Yen		.002995	333.89	
Lebanon	Pound	Free	.3588	2.79	
Mexico	Peso		.08625	11.59	
Morocco	Dirham		.2199	4.55	
Netherlands	Florin		.2999	3.33	
Netherlands Antilles	Florin		.5717	1.75	
New Zealand	Pound		2.9989	.3334	
Nicaragua	Cordoba		.1540	6.49	
Nigeria	Pound		3.0195	.3312	
Norway	Krone		.1510	6.62	
Pakistan	Rupee		.2265	4.41	
Panama	Balboa		1.07813	.9275	
Paraguay	Guarani	Free	.008739	144.43	
Peru	Sol	Free	.04019	24.88	
Philippines	Peso	Free	.2765	3.62	
Portugal & Colonies	Escudo		.03750	26.67	(5)
Singapore and Malaya	Straits dollar		.3522	2.84	
South Africa	Rand		1.5098	.6623	
Spain and Dependencies	Peseta		.01797	55.65	
Sweden	Krona		.2079	4.81	
Switzerland	Franc		.2496	4.01	
Syria	Pound	Free	.3012	3.32	
Thailand	Baht	Free	.05116	19.55	(4)
Tunisia	Dinar		2.6091	.3833	
Turkey	Lira		.1198	8.35	(4)
United Arab Republic	Pound	Official	2.4797	.4033	
United States	Dollar		1.078125	.927536	
Uruguay	Peso	Free	.08574	15.21	
Venezuela	Bolivar	Controlled market rate	.3215	3.11	
		Official Free	.2370	4.22	
West Indies	Dollar		.6291	1.59	(6)
	Pound		3.0195	.3312	(7)
Yugoslavia	Dinar	Official	.001438	695.41	

## Notes

1. 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 and Tobago, Leeward and Windward Islands.
7. Jamaica.

## Markets in Brief

### JORDAN

**Area:** 37,000 square miles, three-quarters desert.

**Population:** 1.8 million, of which 500,000 are officially classed as refugees from Palestine.

**Climate:** summer hot and dry, but pleasant in the evenings; winter mild, with rain from November to March.

**Language:** Arabic; English spoken by most merchants in the principal towns.

**Currency:** Jordanian dinar=1,000 fils=£1=Can.\$2.80 official rate.

**Foreign exchange and import controls:** import licence and exchange permit required for all imports.

**Weights and measure:** metric system.

**Capital:** Amman.

**Chief port:** Aqaba on the Red Sea (population 10,000); Jordan also imports through Beirut, Lebanon.

**Marketing centres:** Amman (population) 280,000, Zarka 100,000, Jerusalem (Old City) 100,000, Nablus 50,000, Irbid 50,000.

**Economy:** estimated gross national product U.S.\$232 million; estimated per capita income U.S.\$116. Basically agricultural (cereals, fruits, vegetables, olives); industry (olive oil, soap, coarse textiles, marble, phosphate mining, potash); tourism. Aid funds total \$40 million from United States and £2.5 million from Britain a year.

**Total Jordanian imports:** (excluding UNRWA and U.S. AID imports) 1961—\$102 million; 1960—\$102 million.

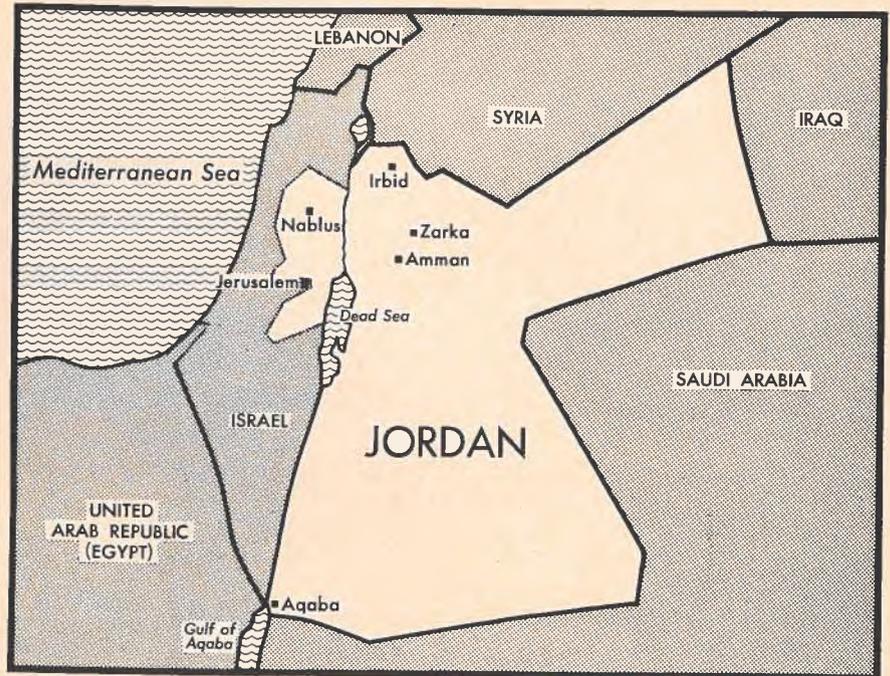
**Chief imports:** (per cent) 1961—cereals 7, flour 6, petroleum 6, cars 6, steel 6, machines 6, cotton 5, man-made fibres 3.

**Chief suppliers:** (per cent) 1961—Britain 18, United States 15, West Germany 10, Syria 6, Lebanon 5, Japan 5.

**Value of imports from Canada:** 1962—Can.\$145,050; 1961—Can.\$307,690, including flour for refugees.

**Chief imports from Canada:** (Can.\$'000) 1962—automobiles 44.2, washing machines 20.6, laminated plastics 16.9, brake linings 9.3, tires 8.5, lumber 6.6, plastics and synthetic rubber 6.5, pharmaceuticals 5.9.

**Total Jordanian exports:** 1961—Can.\$12 million; 1960—Can.\$10 million.



**Chief exports:** (per cent) 1961—phosphates 37, vegetables 28, fruit 12.

**Chief markets:** (per cent) 1961—Syria 20, Yugoslavia 14, Lebanon 13, Kuwait 12, Saudi Arabia 9, India 9, Iraq 9.

**Value of Canadian purchases** (church articles): 1962—Can.\$1,371; 1961—Can.\$2,867.

**Trade agreements:** none between Jordan and Canada.

**Customs regulations:** rates of duty apply equally to all countries, including Canada, but special tariff reductions for Arab states.

**Prices:** quote in U.S. dollars c.i.f. Aqaba, or c.i.f. Beirut, Lebanon, if shipping connections with Aqaba are not available.

**Samples:** free if of no commercial value; subject to customs duty when of commercial value.

**Visas:** visa is required.

**Correspondence:** airmail only; 25 cents per half ounce.

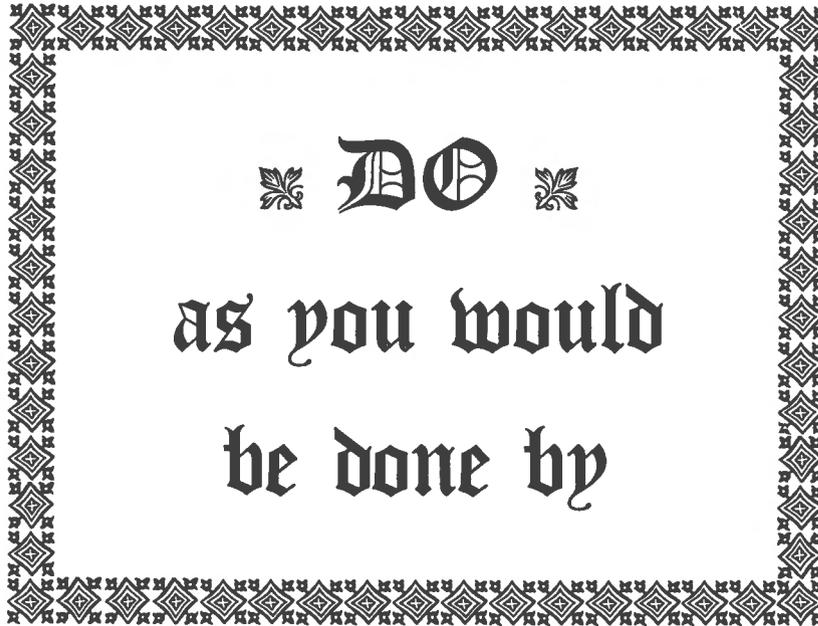
**Documentation, customs tariffs, marking and labelling:** consult the International Trade Relations Branch, Department of Trade and Commerce, Ottawa.

**For detailed information on this market write to:**

Chief, Asia and Middle East Division  
International Trade Relations Branch  
Department of Trade and Commerce  
Ottawa

or  
Commercial Counsellor  
Canadian Embassy  
Box 2300  
Beirut, Lebanon





or you will be undone

—if we may put it that way. When you write to a supplier inquiring about his product and prices you expect the quickest reply\* possible, even if he is on the other side of the world. You expect him to be interested, and courteous enough to tell you whether or not he can do business. If he doesn't respond promptly (or at all), you write him off.

The other fellow has the same expectations and the same reactions.

Some Canadian exporters are undoing themselves—and their country's export reputation.

\* By airmail naturally.