

**Markets in Australia and New Zealand
Head Office Directory**

FOREIGN TRADE

**DEPARTMENT
OF TRADE AND
COMMERCE
OTTAWA**

FEB. 9. 63

Subscribers Please Note

Effective April 1, 1963, the subscription price for *Foreign Trade* will be raised from \$2.00 to \$5.00 a year for delivery in Canada, and from \$5.00 to \$7.00 for delivery outside Canada. Subscriptions and renewals received before April 1, 1963, will be at the old rates.

FOREIGN TRADE

FEBRUARY 9, 1963

Vol. 119 No. 3

Established in 1904. Published fortnightly by the Department of Trade and Commerce.

The Hon. GEORGE HEES, Minister.

JAMES A. ROBERTS, Deputy Minister.

Please forward all orders to: Queen's Printer, Government Printing Bureau, Ottawa.

Price \$2.00 a year in Canada; \$5.00 abroad.

Single copies: 20 cents each.

Material appearing in this magazine may be reprinted, preferably with credit to "Foreign Trade".

Australia: Our Sixth Largest Market 2

Last March, Canada dispatched a Trade Mission to Australia and New Zealand, one strong indication of our interest in Australasia. The Canberra office discusses what we sell there and how trade and economic policies may affect these sales.

This Is Australia 6

In one page, we provide a refresher course in Australian geography and economics—and some tips for Canadian businessmen who want to visit "down under".

Doing Business with Australia 7

Our Commercial Counsellor in Sydney briefs Canadian exporters on the best trading opportunities in Australia, on marketing techniques, on choosing representatives, and on local practices that condition success or failure in this market.

How Good a Market Is New Zealand? 11

New Zealand's 2½ million people bought over \$31 million worth of Canadian products last year, despite strict control of imports. With these controls likely to continue, Canadian exporters should understand where best opportunities lie.

West German Agriculture: Production and Imports 20

This careful analysis of German agricultural production in the past season leads to an appraisal of the prospects for Canadian agricultural exports to Germany in '63.

Sierra Leone Blueprints Development 14

Liberia Needs Foreign Investment 15

Regional Offices Bring Trade and Commerce to You 17

What's Current in Commodities?

Electronic Products: Australia 23

Wheat Bran and Shorts: Hong Kong 24

Export Trade Promotion Conference, Mark II 36

Commodity Notes 25

Foreign Exchange Rates 34

Foreign Tariffs and Trade Regulations 27

Head Office Directory 29

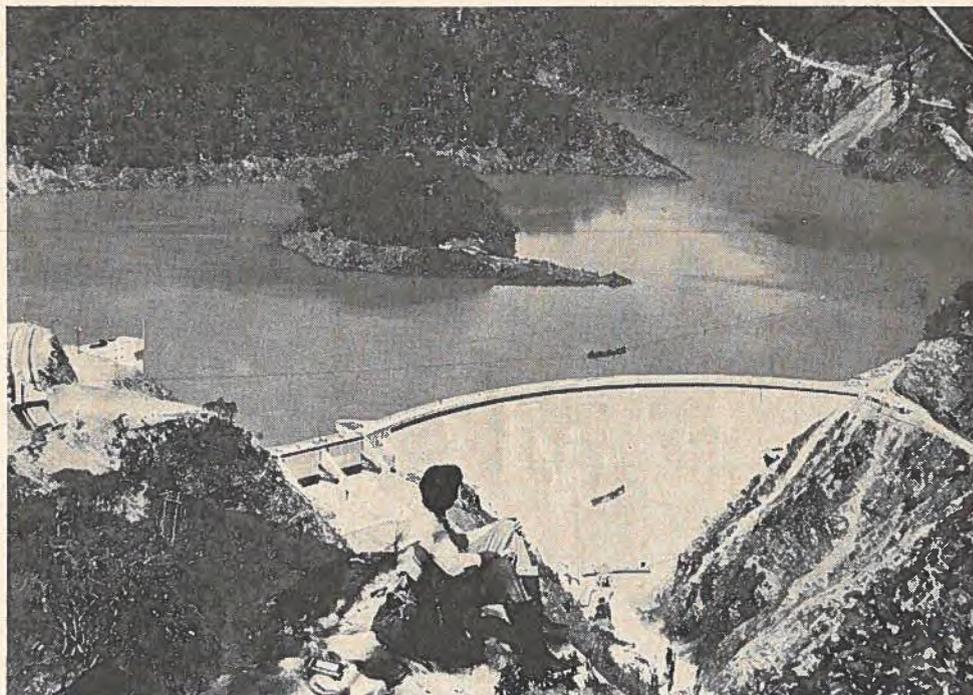
Markets in Brief 28

Trade Commissioners on Tour 27

COMING—DEVELOPMENT AND TRADE IN ASIA AND THE FAR EAST

—IBRD photo.

Australia is continuing to push ahead with development programs and among these, irrigation and power projects play an important rôle. Here is the Tumut Pond dam and reservoir, part of the huge Snowy Mountains project in southeastern Australia, which is being completed stage by stage.



Australia:

Our Sixth Largest Market

Canadians have long looked on Australia as a good and steady customer. Today we continue to sell some of the old standbys but many new products too, as Australian industry grows. Prospects: for bigger and broader demand for Canadian goods.

R. B. NICKSON, *Commercial Counsellor, Canberra.*

AUSTRALIA has long been a market for Canadian goods and it is growing in importance. It currently ranks as the sixth largest customer for Canadian exports and Canada is its fifth largest supplier. In the first 11 months of 1962, Canadian sales to Australia reached \$96 million and they are expected to exceed a record \$100 million for the full year. Like Canada, Australia is a large importer: last year imports totalled approximately \$210 per capita, or about two-thirds of per capita imports into Canada.

In the financial year ended June 30, 1962, Australian imports to-

talled A£885 million. Table I shows that the principal suppliers in order of importance were Britain, the United States, Germany, Japan and Canada. The Australian import pattern has undergone major changes in the postwar years. Before and immediately after the Second World War, Britain was by far her largest supplier. However, in recent years Britain's share has declined and the share of the dollar countries and Japan, and of some of the European countries, has increased. This trend is significant for Canadian exporters because it indicates

how receptive the Australian market is to North American-type goods.

The alteration in the import pattern in recent years has been made possible by the virtual removal of import restrictions and by the elimination of discrimination against dollar goods in the remaining restrictions. In February 1960, restrictions on all but about 10 per cent of imports were eliminated and most of the residual restrictions were removed in October 1962. The principal products of interest to Canada still subject to restrictions are aluminum and lumber. Both of these the Tariff Board has been investigating but its reports have not yet been published. Although tariff policies have restricted some imports during 1962, in general Canadian exporters can look upon the Australian market as open to competition from imports in the same way, if not to the same degree, as the Canadian market.

The degree to which the Australian market for Canadian exports is expanding is indicated by the larger share of the market that Canadian goods are taking. As Table I shows, this share increased from 3.2 per cent in the year ended June 30, 1960, to 3.9 per cent in the year ended June 30, 1962. This expansion continued during the second half of 1962, when Canada supplied 4.5 per cent of the market. Although these figures reveal good growth, there is undoubtedly plenty of scope for further development.

What Australia Buys

Principal Australian imports are fibres, yarns and textiles, crude oil, machinery, chemicals, metals, lumber, vehicles and parts, pulp and paper, and foodstuffs. Table II shows in some detail Australian imports by products and groups and reveals major areas of potential promise for Canadians. In addition, Australia imports a wide range of other commodities, from raw materials to finished consumer goods.

Many products, mainly raw materials and articles for further manufacture, have had long-standing importance in Canadian exports to Australia; examples are aluminum, lumber, asbestos, newsprint, pulp, synthetic rubber and vehicle parts. In recent years new products have entered the trade, such as chemicals, machinery, textiles, paper other than newsprint, fertilizers and a range of consumer goods. Table III gives the principal Canadian exports to Australia in the last three years and points up the substantial increase in exports last year and their diversification. Diversification of Canadian exports, particularly through the introduction of new products, will help offset declines from time to time in sales of the better established products as a result of industrialization in Australia.

Increased Imports

During 1960 boom conditions prevailed in Australia, accompanied by unusually large imports. Late

that year the Government introduced a number of measures designed to restrain the prevailing inflationary conditions and to help stabilize the balance of payments, particularly by reducing demand for imports. During 1961 economic activity slowed down considerably and imports generally declined. In more recent months, however, external trade has revived. In the twelve months ended June 1962, imports amounted to A £885 million, but in the six months ended December 31, 1962, they totalled A £538 million, a rate of increase of some 21 per cent. These larger imports reflect the economic recovery that began in 1962 and the need to build up inventories of imported goods that had declined

TABLE I
AUSTRALIA'S PRINCIPAL SUPPLIERS

	Years ended June 30			
	1960		1962	
	A £ million	% of total	A £ million	% of total
Britain	329.9	35.6	265.9	30.1
United States	149.6	16.2	174.1	19.7
Germany	53.9	5.8	51.8	5.9
Japan	41.5	4.5	49.5	5.6
Canada	29.7	3.2	34.2	3.9
Arabian States	36.5	4.0	29.3	3.3
Indonesia	29.4	3.2	26.5	3.0
Iran	12.7	1.4	20.9	2.4
Sweden	14.3	1.6	16.7	1.9
India	18.2	2.0	16.1	1.8
Italy	13.0	1.4	14.0	1.6
Switzerland	12.0	1.3	13.8	1.6
New Zealand	15.9	1.7	13.6	1.5
Netherlands	18.7	2.0	13.1	1.5
Total imports	926.4		884.7	

TABLE II
PRINCIPAL AUSTRALIAN IMPORTS BY GROUPS AND PRODUCTS
YEAR ENDED JUNE 30, 1962

	£ million		£ million
Total all imports	884.7	Electrical dynamo machinery	6.8
Animal foodstuffs	11.5	Regulating equipment	7.6
Fish	8.5	Machinery, non-electrical	137.8
Vegetable foodstuffs	27.9	Metalworking machinery	11.7
Tea	12.9	Mining and metallurgical machinery	7.7
Alcoholic beverages	4.5	Engines and parts	18.3
Tobacco and preparations	9.7	Office machinery	11.7
Unmanufactured tobacco	8.1	Textile machinery	10.6
Animal substances, not foodstuffs	4.3	Rubber and manufactures	17.8
Vegetable substance and fibres	19.7	Rubber	12.3
Fibres	12.4	Rubber manufactures	5.5
Yarns and manufactured fibres	23.5	Wood and manufactures	15.4
Bags and sacks	10.4	Undressed lumber	11.2
Yarns	10.4	Non-metallic minerals and products	18.0
Textiles	72.0	Pulp, paper and boards	38.5
Textile floor coverings	7.5	Newsprint	13.1
Cotton piecegoods	35.5	Wrapping paper	5.9
Manmade fibres piecegoods	5.8	Pulp	7.5
Apparel	8.8	Paper manufactures and stationery	19.4
Oils, fats and waxes	109.9	Books	14.2
Petroleum and shale oils	102.5	Sporting goods, toys, jewellery and timepieces	12.5
Vegetable oils	5.5	Optical, surgical and scientific instruments and appliances	16.9
Pigments, paints and varnishes	5.5	Scientific instruments and appliances	4.7
Rock, minerals and hydrocarbons	7.3	Chemicals	58.2
Metals and manufactures, except machinery	129.6	Drugs and medicinal preparations	16.0
Aluminum	5.3	Fertilizers	7.8
Iron and steel	20.4	Miscellaneous	63.7
Aircraft and parts	12.2	Plastics material	13.5
Vehicles, parts and accessories	56.8		
Electrical machinery and equipment	47.9		
Communication equipment	13.4		

TABLE III
PRINCIPAL CANADIAN EXPORTS TO AUSTRALIA

Commodity	1960	1961 (Can.\$'000)	10 mos.
			1962
Motor vehicles and parts	22,526	10,693	13,368
Newsprint	19,552	15,143	12,329
Softwood lumber	9,389	7,237	9,170
Primary aluminum	11,542	5,657	8,859
Primary steel	3,186	3,487	5,600
Asbestos	3,477	3,732	3,220
Synthetic rubber and plastic materials	5,398	4,573	2,520
Plastic basic shapes and film and sheet	1,040	1,258	2,405
Wood pulp	3,736	3,089	2,351
Electrical apparatus and parts	401	1,940	2,102
Nickel	1,594	1,401	1,984
Chemicals, including medicinal chemicals	1,323	1,119	1,738
Contractors' equipment	4	65	1,562
Office machinery and parts	727	1,790	1,210
Tobacco and products	96	632	999
Copper	1,167	1,419	907
Chain saws and parts	877	749	780
Synthetic fibres and yarn	900	212	726
Ball and roller bearings and parts	735	283	705
Sausage casings	369	540	619
Fertilizers	nil	2	550
Hosiery	nil	38	548
Rock drilling machinery and parts	nil	8	524
Scientific apparatus	682	765	484
Marine engines and parts	823	355	482
Printing paper, other than newsprint	73	381	420
Coffee	1	235	401
Abrasives	329	338	349
Canned salmon	631	493	296
Razor blades	168	327	278
Mining machinery	nil	140	269
Canned sardines	504	842	268
Coated and impregnated fabrics	nil	16	265
Dolls and dolls' clothing and parts	53	258	253
Engines, turbines and parts	13	43	247
Papermakers' wire cloth	84	163	210
Textile machinery and products	nil	178	207
Papermakers' felts	245	175	206
Military weapons and parts	nil	150	194
Typewriters and parts	203	123	178
Cotton fabrics	108	215	176
Kitchen utensils	nil	6	172
Power boilers and equipment and parts	nil	nil	172
Games and toys	26	37	166
Combines and parts	581	273	138
Aircraft and parts, including engines	511	238	135
Other agricultural machinery and parts	455	655	129
Wallpaper	72	86	102
Rubber machinery	nil	nil	100
Carpets, mats, floor coverings	nil	42	98
Building paper	59	92	88
Sanitary paper	57	76	82
Locks, keys and parts	nil	33	80
Sporting goods	7	27	78
Total Exports	98,900	78,600	86,600

substantially during 1961. In addition, larger imports of machinery and other capital equipment are designed to meet the current expansion in the investment program.

Economic Conditions Improved

The business outlook for 1963 appears favourable. The major elements in the recent economic recovery are less unemployment, increased industrial production and consumer spending, higher levels of investment and housing, and the carrying forward of the resource-development programs. Although unemployment declined steadily during 1962 and at the end of November amounted to approximately 73,000 persons (or about 2 per cent of the labour force) the number of unemployed registered in December rose to about 101,000, or 2.4 per cent of the labour force. This increase is due largely to seasonal factors and to the number of school-leavers registering for the first time. The figure is, however, still lower than in 1961. The index of industrial production increased in September 1962 to 166, compared with 158 in September 1960 and 141 in September 1961. Private capital expenditure in the first half of 1962 totalled A£241 million and anticipated expenditure in the second half of 1962 is A£275 million. Among the principal resource developments now in progress are oil exploration and development, development of bauxite, iron ore and coal resources, irrigation and power schemes, railway standardization and rehabilitation and roadbuilding, particularly in Queensland for the cattle industry.

Balance of Payments

During the second half of 1962, balance-of-payments trends caused some public concern. Prospects for a stable balance of payments into 1963 now appear reasonably favourable, however, provided import demand does not increase unduly. In the second half of 1962 a relatively small trade deficit of

A £33 million developed despite trade surpluses in November and December. The deficit on trade and invisibles was offset by increased capital inflows in the second half of last year estimated at approximately A £120 million. Official reserves of gold and foreign exchange increased from A £496 million at June 27, 1962, to A £507 million at January 2, 1963. Exports declined slightly during the third quarter of 1962, but more recently this trend has been reversed. Australia is conducting a vigorous and far-reaching export promotion campaign.

Tariff and Import Policies

Australian tariff and import policies have been the subject of public controversy in recent months, following upon the resignation of the chairman of the Tariff Board, Sir Leslie Melville, last November. Early in 1962 a system was established whereby temporary protection could be applied against imports upon the recommendation of a Special Advisory Authority. Under the legislation the Special Authority's inquiry must be completed within 30 days and any protection applies only until the Tariff Board has conducted a full inquiry into the need for long-term protection. During 1962 a considerable number of references were made to the Special Advisory Authority, most of which resulted in temporary protection. Some of the products made subject to temporary protection, (including lumber and some chemicals) were of particular interest to Canada. With the recent improvement in business conditions, pressure for protection from manufacturers appears to have declined and the number of references currently being made to the Special Advisory Authority has decreased.

Prime Minister Menzies stated in December that the Tariff Board cannot be expected to operate in a "detached intellectual vacuum" and that it "should have in its mind the national economic policy". This he

defined as the "encouragement of population growth by substantial immigration, the strong development of old and new natural resources, so that the population will be fully and usefully employed, and the resources themselves put to full use, the fullest possible generation and investment of capital at home, and the attraction of productive capital from abroad, and on top of, and conditioning all these things . . . a constant and steady eye upon the cost of production." Mr. Menzies also stressed that the Tariff Board "should possess a high measure of independence, that the integrity of its advice should be preserved, and that it should not be subject to any form of day-to-day political instruction".

Trade Relations with Canada

Trade relations between Australia and Canada are close and friendly and the environment is favourable for the further development of Canadian export trade. These relations have been fostered particularly by the Australian Trade Mission to Canada in 1960 and the Canadian Trade Mission to Australia in 1962. These undoubtedly contributed to greater awareness on the part of

businessmen in each country of the markets of the other. The number of visits to Australia by representatives of Canadian firms has also increased. Just as the Canadian share of the Australian import market has risen, Canada is taking more Australian exports. In the year ended June 30, 1962, Australian exports to Canada totalled A £17.5 million or 1.6 per cent of total exports. In the second half of 1962 approximately 2.5 per cent of Australian exports were going to Canada.

The Canada-Australia Trade Agreement has also contributed substantially to the growth of trade and trade relations between the two countries. This Agreement provides, among other things, for the exchange of tariff preferences between the two countries and for the establishment of consultative machinery on matters of mutual trade interest, such as dumping and import restrictions. Under the Agreement each country is exempt from the normal dumping legislation of the other. Canada enjoys widespread tariff preferences in Australia and undoubtedly these contribute considerably to its importance as a market for our goods. ●

Australia Promotes Exports

THE Australian Minister for Trade has announced plans for an intensive trade promotion program for the first quarter of 1963. It will include two trade survey missions, participation in two trade fairs, a food promotion campaign and publication of special newspaper features on industry.

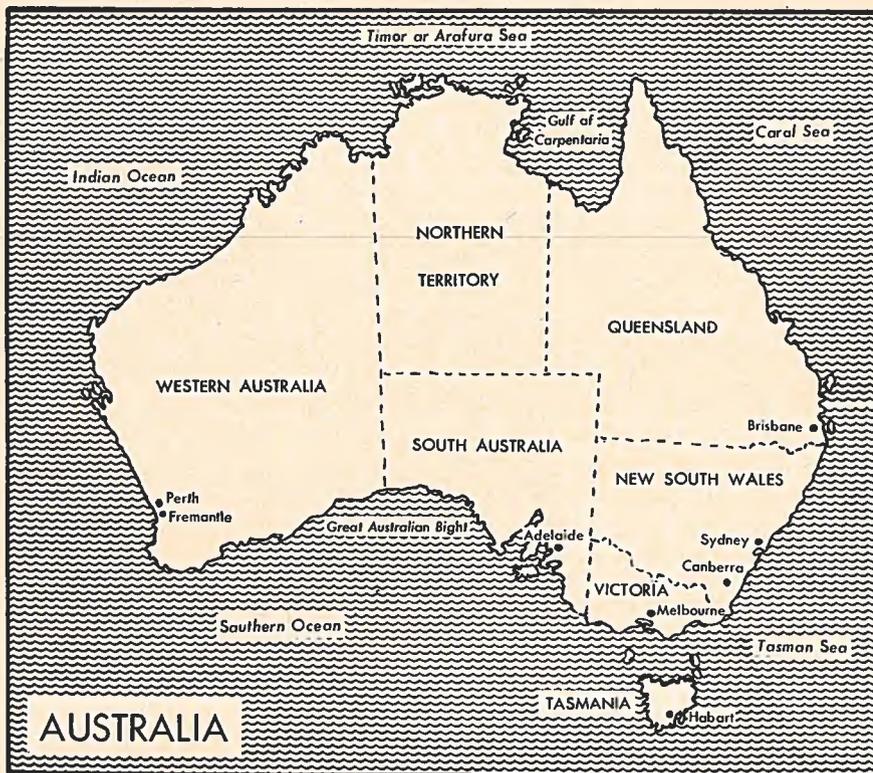
One survey mission is visiting Japan from January 21 to February 25 to investigate the market for Australian canned meats, fruits and packaged grocery lines. The other mission will visit Israel in March to assess the market for Australian products and to investigate the prospects for developing two-way trade.

Australia will participate both in the New Zealand Easter Show in Auckland (with a national pavilion promoting manufactures, raw materials and food-

stuffs) and in the Tokyo International Trade Fair from April 16 to May 6 (with specialized manufactures and food products). Both these exhibits will be supported by press, radio and television publicity.

A Food and Wine Festival will open in Hong Kong on March 3 to display Australian fresh and processed foods. Over 100 retail outlets, including 17 major stores as well as Hong Kong agents and importers, will co-operate in the Festival.

A series of 17 newspaper features in ten Asian and African countries during January and February will publicize Australia's food and liquor industry, the motor vehicle industry, building materials, equipment, machinery and tools, and electronic and electrical goods.



This Is Australia

THE Commonwealth of Australia is a continent with an area of 2.97 million square miles (approximately the same as that of continental United States) and with a population of over 10.5 million. It consists of a federation of six states—Queensland, New South Wales, Victoria, South Australia, Western Australia and Tasmania. It has two federal territories: the Australian Capital Territory and the Northern Territory. Most of its people are concentrated in the well-watered eastern, southern and southwestern areas. About one-third of the continent has a low rainfall and is largely uninhabited.

Slightly more than half the area of Queensland, Western Australia and the Northern Territory are in

the tropical zone. The remainder of the continent, including the whole of New South Wales, Victoria, South Australia and Tasmania, lies in the temperate zone. In the temperate zone the four seasons are the reverse of those in Canada. The northern area is divided into the usual tropical divisions of dry and wet seasons, with the heaviest rainfall from January to March.

The capital is Canberra, in the Australian Capital Territory (A.C.T.) (population 65,000). The principal commercial centres and ports are Sydney, New South Wales, (population 2,183,000); Melbourne, Victoria, (1,912,000); Brisbane, Queensland, (622,000); Adelaide, South Australia, (588,000); Perth, Western Australia

(420,000), and Hobart, Tasmania, (116,000).

Although Australia is a major producer and exporter of agricultural and primary products, the country is becoming more highly industrialized. Material standards of living are high and population growth, plus the development of natural resources and of industry, is contributing to economic progress. Australia has a low rate of unemployment: the number of persons registered as unemployed currently totals less than 2.4 per cent of the work force.

In 1960 a new Canada-Australia Trade Agreement came into effect, under which the two countries exchange preferential treatment on all but a small number of specified items. Certain rates of duty are guaranteed against tariff increase. The Agreement provides for a system of consultation on trade matters of mutual interest and each country exempts the other from its anti-dumping legislation, except after consultation.

The currency unit is the Australian pound (one pound equals Can.\$2.4302) divided into shillings and pence. Australian banks honour both U.S. and Canadian dollar travellers' cheques.

Canadian businessmen visiting Australia require a valid Canadian passport (but do not need a visa) and a doctor's smallpox vaccination certificate certified by Canadian public health authorities. Travellers entering Australia after visiting Southeast Asian countries en route must have a suitably endorsed cholera inoculation certificate.

Business samples of no commercial value are admitted duty free. Valuable samples or samples with a commercial value must be registered on entry and a deposit made equivalent to the duty normally assessed. This is refundable if the goods are re-exported within twelve months of entry.

—K. GRINER,
Commercial Assistant, Canberra.

- What products can be sold in Australia?
- What are the best representation arrangements?
- What credit terms should the exporter offer?
- How can he build up a market?
- How does the Trade Commissioner help?

Here are brief answers to these pertinent questions.

Doing Business with Australia

S. V. ALLEN,
Commercial Counsellor, Sydney.

CANADIAN exporters, as the article on page two shows, have not only increased their total share of the Australian market since 1960 but have successfully sold a remarkable variety of new products. Although trade in some major traditional commodities has dropped, diversification and encouraging success in other directions is illustrated by the fact that about 450 Canadian firms now have connections in this market compared with about 250 two years ago.

This all-too-brief sketch attempts to establish a few guidelines and paint a broad picture for Canadian exporters seeking to sell in Australia for the first time. It also anticipates certain questions that exporters will raise at the forthcoming Export Trade Promotion Conference and provides background information on what conditions opportunities in this market.

Needs for Industry First

Some generalizations that follow merit more precise qualification or definition than space will permit. However, one which may be accepted at face value is that Australia offers an attractive and expanding market which will deserve the closest attention and study from Canadian exporters for years to come. This is especially true for any Canadian manufacturer who has something new or different to offer and especially a product essential to progress in modern industrial development. Well over 80 per cent of the country's imports are required by industry whose needs, however, are influenced from time to time

by domestic economic and balance-of-payments conditions, as well as by changes in the industrial complex.

Production Facilities

Australia's production facilities are impressive, efficient and in many commodity areas adequately meet domestic needs for a wide range of products on a competitive basis. Facilities to feed and clothe Australians and to sustain a high standard of living in housing, furnishings, household needs and appliances, as well as transport, amusements and sport, are virtually complete. Local industrialization is proceeding at a fast pace and the trend to greater dependence on domestic sources, even for critically needed and complicated production goods, is readily apparent. This holds true despite technical or competitive limitations in some areas of production in which progress has not been as marked.

Local competence to produce most civilian needs is high and much overseas knowhow and experience are put to use. Local production of many lines, including materials for industry, is usually well protected by the customs tariff. Overseas competition is restricted further by distance and the heavy freight charges incurred in deliveries to Australia's doorstep. Considerable excess capacity is apparent in some industries, and there are sensitive tariff areas that frustrate development of permanent export sales to this market.

Major Commodity Gaps

Australia's import needs were measured recently in an interesting survey published by the Manufacturing Industries Advisory Council under the title of *Major Gaps in Australian Industry*. In summary, Australia does not fully meet its requirements of production plant, semi-processed goods or raw materials that are not available locally or in items which do not warrant local production,

Consumer goods imports have relatively minor significance and are limited to specialties or luxury goods subject to changes in taste or other considerations. For the most part these offer little encouragement to permanent or volume trade. If demand for a consumer product justifies it, local production will begin in a short time. At best, manufactured consumer goods offer short-term prospects and for many, the competition from other supplying countries also restricts opportunities for Canada. Specialties or goods with novelty appeal can find a temporary market, as do commodities that Australia produces the supply of which is affected by climate.

New types of production materials and capital equipment made in Canada in advance of adequate Australian facilities can frequently be sold in this market. So can essential sophisticated or specialized light engineering products for which local production facilities are not fully developed or are not warranted. On the other hand, Australia's imports of heavy engineering products are insignificant and therefore requirements from abroad are strictly limited.

Even allowing for the fact that the marketability of a product depends upon or is influenced by many other considerations that can only be appraised in terms of specific offers, new Canadian products (unless the demand here is very limited, or technical or other aspects of production frustrate development of local sources) will probably be duplicated in Australia within two to five years. This gap is narrowing but the time lag is an important element which facilitates Canadian trade in this market until Australian production catches up.

Some Overseas Misconceptions

Canadian firms frequently underestimate the range of Australian industrial production and competence and the ability of local manufacturers to adapt to new competition and ideas.

They do not fully appreciate that 80 per cent of the country's population lives in a 200-mile belt extending for about 1,500 miles around the southeast coastline and that 40 per cent reside in metropolitan Sydney and Melbourne. Australia's distance from overseas suppliers is counterbalanced by the advantages that the main (state capital) cities have as seaports and distribution centres, but high internal transport costs frequently handicap sales farther inland.

It is doubtful whether Australian distribution methods have kept pace with industrial changes. Despite a remarkable growth of supermarkets and suburban department-store branches, the small retail merchant is still a very important factor in the trade. Markups are frequently higher than in Canada, partly because of higher interest costs but also because of the higher profit margins to which Australians are accustomed. Although the Australian standard of living is high—as measured, for example, in terms of ownership of consumer hard goods—the retail prices paid for major appliances and motor cars in relation to wages and salaries are much higher than in North America. The average Australian therefore expects longer use and durability for his expenditure. He is much less interested in new models or improved designs, and is less subject to impulse buying of household necessities and personal budget items.

Business Climate Favourable

Australians conduct their overseas trade on a straightforward competitive basis without official obstacles to the transfer of funds for payment. There is no dearth of competent business connections or channels of sale for the import and distribution of saleable merchandise. Most Australians are receptive to new ideas and innovations from overseas but during the past two years, outside competition has increased markedly. The trading com-

munity observes a high standard of business ethics and business practices are similar to those in other British countries.

Although few complaints about poor performance of Canadian exporters have been heard recently, the new Canadian exporter must be flexible and adapt himself to local practices which condition success or failure. Where it is in their joint interest he should willingly accept guidance from his Australian connections. The Australian importer is usually price conscious and knows his market. He will judge his overseas supplier initially on quality and export performance, especially delivery. Prompt correspondence at such a distance is extremely important: airmail with the correct postage (25 cents per half ounce) should be used *exclusively*, as surface mail results in delays of six to eight weeks. Printed matter should be sent by second class airmail and samples by air freight to foster confidence and sustain the initial interest of Australian firms in Canadian offers. Catalogues and price lists should be printed in Canada and should indicate clearly the products for which a market is sought.

There is increasing interest in Canada as a source of supply, fostered by the high standard of performance of Canadian exporters in recent years. Some Canadian manufactured lines are already fully represented and therefore the best future opportunities are in new products made by firms which have not yet tested the Australian market.

Choice of Representative

Individual circumstances will determine whether sales should be made solely to buyers through commission agents or should be confined to a few importers or manufacturers. Where there are two markets—for example, department stores and wholesale outlets—the problem of selling both can be solved more easily than in other countries. Australian firms frequently operate as agents under



Made in Peterborough by Canadian General Electric, this transformer being unloaded in Sydney is one of thirteen being supplied to the Snowy Mountains Hydro-Electric Authority. All of them will go to the Murray 1 power station to step up the voltage of its generator in transmitting power to Sydney and Melbourne, Australia's largest cities.

one name and as direct importers or wholesale distributors under another, with branches throughout Australia. This enables them to adapt their selling methods to the needs of the market. A trial period of at least a year is warranted for new agents appointed.

Large Australian importers maintain branches in the state capital seaport cities and therefore can give specialized treatment to the needs of each state. Smaller organizations located in Sydney and Melbourne only can, however, adequately serve some overseas principals through frequent visits elsewhere. Size is not the only criterion for good performance and results, but complete coverage should be one. Distribution for overseas products centres on Sydney and Melbourne, where adequate representation is essential. Some products offer better sales prospects in one part of Australia than in another. For example, suppliers for the footwear industry can best be sold through an agent in Melbourne. Separate agents or distributors for some lines (such as food) are common. Western Australia is so remote from the rest of the country that completely separate arrangements may be desirable.

Although some Canadian firms have successfully sold to Australia through overseas connections in Britain or the United States, direct representation is preferable. Good agents or distributors for most lines are easy to find. The overseas buying connections of department stores, especially those in New York, can assist exporters in sales to their Australian principals. Occasionally the question arises of using the services of an exporter's successful New Zealand agent as a selling channel for Australia. Australia and New Zealand are separate and distinct markets 1,200 miles apart and an Australian organization should be used unless the New Zealand firm maintains a successful branch in Australia.

Australian agents or exclusive importers are rarely able to provide detailed market reports or surveys for overseas principals. For these, the services of competent management consultant or advertising firms should be enlisted.

Commissions and Credit Terms

As elsewhere, the rate of commission paid to a satisfactory agent varies with the type of product, volume of trade and the promotion expenses involved in placing a prod-

uct on the Australian market. It is also governed by local customs. These costs are somewhat higher than corresponding ones in Canada and invariably commissions are paid on the f.o.b. Canadian factory price.

Until early 1960, practically all Canadian shipments to Australia were made under letter-of-credit terms because of import licensing and exchange regulations that governed foreign exchange payments abroad. Some Canadian firms have had to modify their terms of shipment in order to compete with less onerous credit conditions offered by exporters of other countries. To maintain business in some products, competitive terms of 30, 60 or 90 days sight draft have replaced letter of credit. This need is likely to continue as long as there is no threat to Australia's foreign exchange position and import needs can be financed adequately. Facilities for management of bonded stocks on consignment are available and some Canadian firms have used them to advantage.

Quoting Prices

A few points of special significance in making offers to Australian importers are worth noting. Quota-

tions in British sterling, U.S. or Canadian dollars are equally acceptable to Australian buyers, but invoicing in Canadian funds is preferable. New Australian contacts should have the difference in exchange value of the Canadian and the U.S. dollar drawn to their attention. Quotations or invoicing in Australian currency are rarely necessary but may be preferred at times.

Prices c.i.f. Australian ports are most acceptable, but *in addition* an f.o.b. Canadian port price, exclusive of ocean freight but including Canadian inland freight to the nearest port, should be provided because this is the basis for assessing customs duties. Estimates of Canadian inland freights are not readily obtainable in Australia and an f.o.b. Canadian plant price away from a Canadian port is useless for calculating landed costs.

Customs Invoices

Australian customs invoices present few difficulties but they should be completed meticulously. No consular invoice is required. The minimum British content required for Australian entry at the lower preferential rate varies from 25 to 75 per cent; most goods are subject to the higher figure. In contrast to the regulations applying to shipments, for example, to the British West Indian market, only materials originating in Canada or Australia may be included in the calculation of the content figure. The cost of components from the British Isles, for example, cannot be included. More specific guidance on these points should be sought when needed from the International Trade Relations Branch of the Department of Trade and Commerce, Ottawa.

Business Visitors

To compensate for the distance from larger industrial countries and the disadvantages of comparative isolation, Australian business executives make frequent visits overseas to keep abreast of developments elsewhere as well as to buy for their

firms. They are encouraged to go to Canada either direct or en route to and from Europe or the United States, whenever there is opportunity to do so. Next to a visit to Australia by a Canadian exporter (which may not be warranted in terms of expense) such contacts are most effective. Canadian firms with agents in Australia should ensure that they advise their principals about opportunities for meeting their customers overseas or for inviting them to Canada.

Canadian businessmen planning to visit Australia should consult the article "The Businessman Abroad: Australia" published in the September 22, 1962, issue of *Foreign Trade*.

Alternatives to Exporting

Some Canadian manufacturers, unable to sell competitively in Australia, have made useful and profitable licensing arrangements with Australian manufacturers. These have enabled them to maintain their position in the Australian market when export sales were no longer possible. Many reliable Australian manufacturers are receptive to licensing offers and are capable of undertaking such arrangements with responsibility, using Canadian experience either with or without Canadian financial participation. Should Canadian investment in manufacturing facilities be desirable, Australian participation in a joint venture and the management of it is recommended. Australians are as sensitive to the question of local control as Canadians are. The State Governments operate efficient industrial development departments in Australia to assist overseas manufacturers needing such connections. New South Wales maintains an office in New York and its services can be enlisted.

Canadian Trade Offices

Canadian exporters should note that our Melbourne and Sydney offices provide direct trade promotion services and that Canberra has

no trade territory. In the context of specific trade inquiries, Melbourne and Sydney can provide essential but limited customs tariff information such as classifications and rate rulings. Where complex tariff problems and policies are involved, the Canberra office, through its liaison with most Federal Government departments, is best able to deal with them exclusively.

Canadian firms interested in having trade prospects for their products appraised should duplicate trade inquiries initially to both the Melbourne and Sydney offices, indicating that this has been done. The office in the best position to service the inquiry will do so or, where advisable, separate but co-ordinated replies will be dispatched. It is frequently necessary to deal with inquiries jointly, even though there are opportunities for regional specialization that can only be gauged locally.

For Further Information . . .

REFER to these articles on Australia and New Zealand in 1962 issues of *Foreign Trade*:

Australia

Market in Western Australia	May 19
Australian Business Picks Up	June 16
Petrochemicals: New Australian Industry	Aug. 25
The Businessman Abroad: Australia	Sept. 22
Australian Agriculture: volume up, value down	Oct. 6
Australia's Steel Industry Expands	Oct. 6
Australia Stabilizes Its Tobacco Industry	Nov. 3
Teenagers: New Australian Customers?	Dec. 1

New Zealand

How to Advertise in New Zealand	Feb. 10
New Zealand Continues Import Controls	Nov. 3

W. B. McCULLOUGH, *Commercial Counsellor, Wellington.*

NEW ZEALAND has, over the years, proved to be a good market for a wide range of Canadian products. In 1960, the 2.5 million New Zealanders bought \$23.8 million worth; in 1961, the figure rose to \$31.1 million, and in the first ten months of last year stood at \$21.8 million. Many of the products we could sell there are subject to quantitative restrictions and the import of others is virtually prohibited. Nevertheless, the list of products

supply the domestic market, fruit (but not citrus fruit or bananas), and vegetables. Canned and frozen foods are produced both for home consumption and for export.

The forest products industry ranks next to agriculture in importance. New Zealand boasts one of the largest manmade forests in the world, with a million acres planted in exotic trees, largely radiata pine, a species that grows rapidly in that climate. This industry supports lumber mills, newsprint and other paper mills. Some newsprint and lumber are exported but newsprint, red cedar and quality paper products are also imported. Some of the mills use volcanic steam for power; New Zealand is one of the few countries in the world that has harnessed power from this source.

A sizable secondary industry includes cement, motor car assembly, textiles, hosiery, wearing apparel, footwear, household appliances and a variety of food products. Because of the need to conserve foreign exchange, local industry is encouraged and import licences are not generally available for products similar to those made locally.

Import Licensing

Under the import control regulations, all imports require an import licence, though a few products are exempt under the regulations. The licences are issued by the Customs Department and are valid for a stated period. (The licensing year is from July 1 to June 30.) Normal import licences automatically authorize the allocation of foreign exchange and the commercial bank may remit payment against the licence without further reference to the Reserve Bank. The 1962-63 licensing schedule is long and complicated. The reintroduction of token licences was announced in mid-October and at that time the Minister of Customs, Mr. Shelton, made the following statement: "The intention to keep imports within the

How Good a Market Is New Zealand?

Low exchange reserves, adverse balance of trade make import restrictions necessary, but Canadians can sell products within this framework. Best possibilities: engineering equipment, raw or semi-processed materials, such as lumber and chemical products.

that Canada sells to New Zealand covers three pages in the *DBS Exports by Countries*.

Agriculture Ranks First

Agriculture, particularly sheep-raising, continues to be the lifeblood of New Zealand and on it the prosperity of the country depends. The temperate climate, with no extremes of heat or cold and adequate rainfall throughout the year, and the fertile soil make it one of the richest agricultural areas in the world. About 90 per cent of the foreign exchange earnings come from agricultural products. Wool alone accounted for over N.Z. £100 million of total export earnings of £283.6 million in 1961, meat for £77 million, and dairy produce for £68.3 million. In addition, its farmers grow enough grain to

What the Trade Mission Concluded

Last spring, the Department sent a 16-man Trade Mission to Australia and New Zealand. In its report issued recently, the members of the mission reached the following conclusions about trade with New Zealand.

1. The prospects for increased trade between Canada and New Zealand are good.
2. Canadian products that show most promise in this market are some chemical products including potash, and (in the long run) sulphur; capital goods such as engineering equipment and services; styled textiles, some industrial fibres, tire cord fabrics; certain types of lumber, especially western red cedar.
3. Bearing in mind New Zealand's policy of industrial development, continued sales of consumer goods in particular will probably depend upon licensing arrangements, etc.
4. Chronic balance-of-payments problems have made necessary periodically the tightening of import controls in New Zealand. This situation is likely to continue for some time, but the long-range aim of the Government is to liberalize imports.
5. Irregularity of steamship service, particularly between New Zealand and the Canadian West Coast, and the current structure of ocean freight rates are among the major obstacles to the expansion of this trade.
6. Canadian exporters who want to increase their sales should visit New Zealand more frequently to obtain a better understanding of the changing market. During these visits, they should make contact with the Canadian Trade Commissioner.

original budget (£250 million for private imports) was part of Government's determination to bring stability to the import trade and to avoid the violent fluctuations of the past. What is now being done is not in the nature of a supplementary schedule but the result of a careful appraisal of various aspects of the import situation. The increases now announced are as far as we can reasonably go and I sincerely trust importers will accept this and not request further licences in these fields. Apart from the adjustments

to consumer goods items, special consideration will be given to import applications for raw materials where the experience of the past few months has shown that extra licences are necessary to maintain production at 1960 levels."

For the majority of items under the 1962-63 licensing schedule, the import allocation is expressed as a percentage of the value of imports or licences issued in a specified base year. Details of these are available from the Commonwealth Division, International Trade Relations

TABLE I
NEW ZEALAND'S FOREIGN TRADE

	1961	
	Exports to	Imports from
	(N.Z. £ million)	
Britain	143.8	128.4
United States	40.8	27.0
France	17.3	2.8
Japan	14.8	8.3
Australia	10.9	47.0
Belgium and Luxemburg	8.2	2.3
West Germany	7.9	9.9
Italy	6.7	2.2
Canada	3.7	10.7
Total, all countries	283.6	322.0

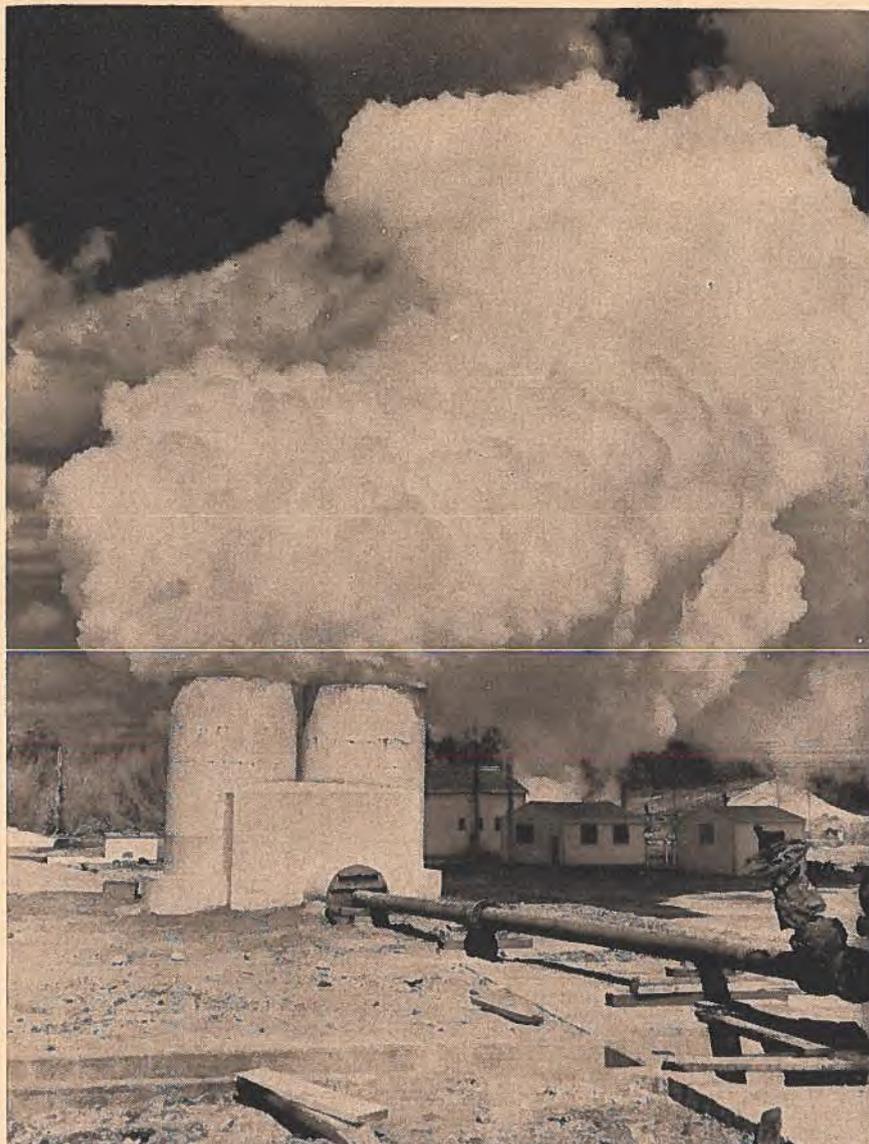
TABLE II
LEADING CANADIAN EXPORTS
TO NEW ZEALAND

	Year	Jan.-Oct.
	1961	1962
	(Can.\$)	
Salmon pink canned	605,343	256,835
Asbestos milled fibres GR 4,5	703,496	547,038
Lumber, western red cedar	874,057	535,847
Newsprint paper	3,912,839	1,297,800
Writing and reproduction paper	516,020	511,741
Papermakers' felts, wool	188,542	168,134
Plastics, synthetic rubber not shaped	1,037,754	920,173
Bars, steel, hot rolled	1,515,243	715,376
Aluminum pigs, ingots, slabs	960,720	2,134,591
Aluminum fabricated materials, n.e.s.	1,339,868	292,269
Copper pipe and tubing	813,678	953,187
Power boilers equipment and parts	1,790	527,670
Generators and parts	140,368	645,373
Pumps, pumping systems and parts	100,160	259,995
Construction, maintenance machinery and parts	62,422	218,339
Chain saws and parts	560,022	350,962
Pulp and paper industrial machinery and parts	2,886,125	852,548
Passenger autos and chassis	1,754,078	651,314
Road motor vehicle parts n.e.s.	481,628	351,305

Branch of the Department of Trade and Commerce, Ottawa.

Direction of Trade

Britain continues to be New Zealand's best customer and largest



New Zealand is one of the few countries in the world to harness volcanic steam for power; several of the lumber and pulp and paper plants use it. The picture shows part of the geothermal electric project at Wairakei.

supplier, and New Zealanders are concerned about the market for their primary produce if Britain enters the Common Market. In recent months Japan has become a good market; so have France and Western Germany. Table I shows the direction of trade with various countries.

Trade with Canada

During the ten months ended October 31, 1962, Canadian exports to New Zealand were valued at \$21.8 million, even though the majority of commodities sold in

smaller quantities than in 1961. However, adhesives, wire, copper pipe and tubing, power-boiler equipment, engine turbines and parts, pumps and chain saws made gains.

Table II gives some of Canada's leading exports to New Zealand.

Trading Prospects

Low foreign exchange reserves, an adverse balance of trade and a balance-of-payments deficit continue to present problems but there is full employment and a growing internal demand for imported and for locally made goods. Strict con-

trol of imports is likely to continue for some time. It is the declared policy of the Government to borrow abroad as needed to ensure full use of resources, maximum production, and continued full employment. New Zealand should therefore offer the Canadian exporter a market for a wide range of products, including plant and engineering equipment, electrical generating and distribution goods, electronic equipment, western red cedar lumber, certain chemicals, semifabricated copper and aluminum, some steel products, sawmill and pulp and paper machinery, materials handling equipment, and essential drugs.

Consumer goods will probably be in less demand though there will be a continued though smaller market for canned salmon, some textiles, various paper products including newsprint, automotive accessories, wallpaper, some kitchen utensils and household goods. In general, import licences will not be granted for products similar to those produced in the country; for luxuries, they will be greatly restricted.

Trade Mission Report

Readers who would like to have a copy of the report of the Canadian Trade Mission to Australia and New Zealand should write to the Trade Mission Division, Department of Trade and Commerce, Ottawa.

Sierra Leone Blueprints Development

Imports expected to increase as ten-year development plan provides wider market for capital equipment. Food products, particularly flour and canned salmon, in demand now; Canadian sales growing.

P. A. THEBERGE, *Assistant Commercial Secretary, Accra.*

SIERRE LEONE unveiled an ambitious ten-year development plan recently and from all indications it will have great significance for the future. Although details have so far not been made public, it calls for investment of £167 million over ten years and one can safely assume that imports will increase rapidly.

Minerals the Mainstay

Mineral exports, chiefly diamonds, are at present the backbone of the economy. Diamond exports have, however, decreased sharply and this decrease is attributed to increased smuggling. For the first eight months of this year, purchases of alluvial diamonds by the Government Diamond Office totalled £5.62 million, compared with £9.1 million for the corresponding period last year.

The prospects for larger iron ore exports suffered a severe setback when German interests, after examining the Tonkolilli iron ore deposits, announced that they were not prepared to put capital into a mining venture nor to enter into a long-term contract for the ore. The Sierra Leone Development Com-

pany, however, is progressively stepping up iron-ore production at its Marampa operation, and a new loading jetty is being built at Pepel. The company shipped a record 1.78 million tons of iron ore in 1961, and 1962 is expected to show a further increase, with shipments perhaps reaching two million tons.

The current investigations for oil are being watched hopefully. A United States firm, Tennessee (Sierra Leone) Ltd., will be prospecting for oil soon on the strength of favourable offshore sand formations. Should the company succeed in finding oil, the economic benefit to the country could be great.

Industry and Transportation

The promotion of local industries is receiving attention. A distillery now being built will produce gin, whisky, brandy and vodka from a blend of imported concentrates and local "omole" (palm spirit). Annual production of the distillery when it is in full operation will total one million bottles. A brewery will go into operation in a few months' time; this is a joint venture between a Dutch brewery (Heinekens) and several local trading companies.

The Government appreciates fully the importance of adequate transportation and communications and is investing in them. The airport at Lungi will be boosted to international standards by the strengthening and lengthening of the runway to enable it to handle the modern jet liners. Landing strips are also being planned inland to improve communications within the country.

Roads receive particular attention, and 160 miles of trunk roads and 650 miles of Class 2 roads are under construction. Work recently started on the reconstruction of approximately 30 miles of road between Freetown and Bo. Supply of most of the equipment is reported to be committed to Britain under the Commonwealth Assistance Loan program.

A team of American experts arrived in Sierra Leone in October to undertake a country-wide transport survey financed by the U.S. Agency for International Development.

Ambitious as its development program may be, Sierra Leone is a poor country which subsists mainly on peasant farming. If industrialization is to proceed to any degree, most of the money needed must come from foreign aid.

Foreign Trade

Sierra Leone in 1961 imported goods worth £32.54 million and

TABLE I
WHAT SIERRE LEONE BUYS

	1960	1961
	(£ million)	
Machinery and transport equipment	3.83	7.37
Fuels, lubricants	3.19	4.42
Food	4.39	3.70
Chemicals	1.16	1.70
Beverages	1.03	1.10
Tobacco	0.62	0.49
Edible oils and fats	0.14	0.18
Miscellaneous*	11.98	13.58
Total	26.34	32.54

*"Miscellaneous" items include mainly manufactured goods; specific details are not available.

exported products worth £29.37 million, compared with imports worth £26.34 million and exports worth £29.63 million in 1960. The trade balance therefore was in deficit by £3.17 million, compared with a surplus of £3.29 million the previous year. Imports from Canada in 1961 totalled £434,000 compared with £315,000 in 1960. Canadian flour dominates the trade; in 1960 we supplied almost 60 per cent of the over-all imports of 194,454 cwt. and in 1961, over 73 per cent of total imports of 205,-

416 cwt. In the first nine months of 1962, we sold 214,616 cwt. there.

Sales Opportunities

Bearing in mind that Sierra Leone is a price market, there are sales opportunities for Canadian products. Consumer goods offer the best potential, particularly preserved foods. Capital equipment will soon be in good demand, although it will generally be tied to investments and grants-in-aid from foreign countries. Nevertheless, tenders for

major projects may be awarded on the basis of international bidding. Details of the development plan are awaited with interest as the particular projects mentioned and the method of financing them will reveal the extent of specific opportunities for Canadian equipment.

Vigorous salesmanship on the part of Canadians would eventually be rewarded with increased or new exports, as much has yet to be done to bring Canadian manufactured goods to the attention of firms in this country. ●

Liberia Needs Foreign Investment

Investment coming into country in steady volume stimulating iron ore production, rubber industry, forest resources development. Consumer and some capital goods offer excellent sales prospects.

P. A. THEBERGE, *Assistant Commercial Secretary, Accra.*

INVESTMENT is growing quickly in Liberia as a result of the Government's "open door" policy. In 1955, it was estimated at \$60 million and in 1961 it reached approximately \$155 million. Table I gives estimated current and future capital investment in major industrial sectors.

The open door policy is designed to attract foreign capital and technical knowhow to help explore and exploit the natural resources of the

country. The principle was proclaimed in 1944, when President William V. S. Tubman said in his first inaugural address to the Legislature: "We shall encourage the investment of foreign capital in the development of the resources of the country, preferably on a partnership basis, and we shall accord to investors the necessary protection and fairness of treatment". This policy has been consistently upheld and is the same today. It has paid off, as evidenced by the volume of capital now flowing into this small country.

Important Resources

Playing a prominent rôle in Liberia's economic expansion are the following industries:

Rubber—This is the traditional mainstay of the Liberian economy. This industry has prospered as a

steady world demand has resulted in sustained prices. According to the available statistics, rubber production totalled 95.6 million pounds (dry rubber content) in 1960, or 270,000 pounds less than in the previous year. Rubber exports totalled 94,921,757 d.r.c. pounds, compared with 95,051,525 in 1959. Because prices have risen, however, the dollar value went up by 8.6 per cent to \$35.9 million. The industry is faced with a growing labour shortage and it is reported that approximately 5,000 acres of trees went untapped in 1960. Exports will become more important when an additional large processing plant is opened shortly.

Iron Ore—Iron ore has now replaced rubber as the country's principal source of revenue, in spite of the fact that there is at present

TABLE I
ESTIMATED INVESTMENT IN
LIBERIAN INDUSTRY

Sector	1961 (U.S.\$ million)	1964
Rubber	40-45	55-60
Iron ore	100-110	350
Timber	1-1.2	3.5
Other	6.5-7.5	7.5
Total	147.5-163.7	416-421

only one mine operating at near capacity. Liberia's mountains of iron attract mining companies to the country and two huge new mines will come into operation in 1963 and 1965. These will tap some of the world's richest iron ore deposits, estimated at 250 million tons of 65 per cent iron content. Geologists expect that half a billion tons more are likely to be discovered.

Forestry—Besides being rich in iron ore, Liberia also has immense forest resources. Reserves are said to contain over 235 species of wood, ranging from the very light and soft to the heavy hardwoods. More than 20 species are considered suitable for furniture and cabinetmaking and for wood pulp. Production of sawn lumber is increasing rapidly. In 1961, twelve sawmills produced eight million board feet of timber. Liberian forests are estimated to cover four million acres; with rational extraction it would be possible to produce 160 million board feet of lumber a year without depleting the standing stocks. The forest potential is expected to play a large part in the country's growing prosperity.

Communications Being Improved

Rapid economic expansion requires good communication facilities, and new ones or additions to existing ones are in the planning. A microwave relay network will soon make possible the linking of local telephone exchanges. Exports of iron ore are being shipped through the port of Monrovia and loading facilities will come into operation as the new port at Buchanan is completed in mid-1963. Railroads are being built to link inland mining areas with the ports. The international airport at Robertsfield is being modernized, thanks to a grant from the U.S. Government, and a large number of feeder roads are reaching into newly developing areas.

The capital city, Monrovia, is a beehive of construction activity.

Many government and private buildings are being erected; city streets, sewerage and water supply facilities are being expanded, and the increasing prosperity may well sustain this activity indefinitely.

Industry Is Expanding

Liberia is diversifying its economy in the hope of becoming less dependent on fluctuating exports of raw materials; secondary industry is being encouraged. Swiss interests now operate a brewery and a soft drink bottling plant. Starkist of California is going to build a pier and a 2,000-ton cold storage plant, but the project also includes fish-processing and freezing facilities. A soap factory is planned and the date for the beginning of construction is soon to be announced. Investors are quick to consider manufacturing products for which there is sufficient internal demand and a number of new factories are expected to be established.

Trade with Canada

Canadian exports to Liberia have totalled above half a million dollars annually over the past five years except in 1959, when they dropped to less than half that amount. If we deduct the value of our exports of secondhand ships sold for registry under the Liberian flag, we find that sales of other products rose steadily from \$153,400 in 1957 to \$500,975 in 1961. During the same period,

the variety of commodities entering our export trade increased. Table II shows our chief exports since 1960, but other products appearing in the statistics are of interest. They include consumer goods—processed foods, drugs, clothing, furniture and appliances. The trend in the past four years has been toward larger Canadian shipments of foodstuffs, machinery and industrial supplies.

Future Opportunities

The impact on Liberia of massive direct capital investment is tremendous, and the implications for Canadian businessmen are obvious. There is an expanding market for the supplies and machinery that mining and manufacturing industries require. The mining interests in Liberia are mainly U.S., German and Swedish. It is understood that all purchasing for the mining companies is controlled by their head offices; the Liberian units are concerned with production only. Because these companies operating in Liberia are controlled and operated by firms and syndicates based in countries that produce mining equipment, prospects for the sale of Canadian equipment depend on energetic sales promotion with the head offices.

Consumer goods, particularly preserved foods, offer excellent prospects. A large number of technicians are becoming established in Liberia and household appliances will be in increasing demand.

The over-all picture remains one of bustling economic activity based on rich natural resources. There are good opportunities for Canadian businessmen now—and even better ones in the future.

TABLE II
CHIEF CANADIAN EXPORTS
TO LIBERIA

	1960	1961	1962 (9 mos.)
	(Canadian dollars)		
Canned sardines	49,298	99,121	10,253
Wheat flour, n.e.s.	53,641	51,035	67,952
Rock drilling and related machinery and parts	79,583	92,325	11,821
Passenger autos	17,623	19,813
Auto tires	62,005
Truck and bus tires	57,968	143,750	75,883
Measuring, testing instruments and parts	12,468

Index to Foreign Trade

The index to Volume 118 of *Foreign Trade*, covering the issues from July 14 to December 29, 1962, has now been printed. Readers who wish to have copies should write to the Editor.

Regional Officer in St. John's, Newfoundland, Mrs. Bobbie Robertson, takes time out during a visit to Steers Exports Limited to watch the unloading of a cargo of large choice bulk salt cod. Standing beside her is Albert Driscoll, Director of Steers, which is one of the largest exporters of salt cod in Newfoundland. Steers uses the Trade and Commerce Regional Office regularly to obtain information on foreign market prospects for the fish they handle, and advice on problems that crop up in conducting export business.

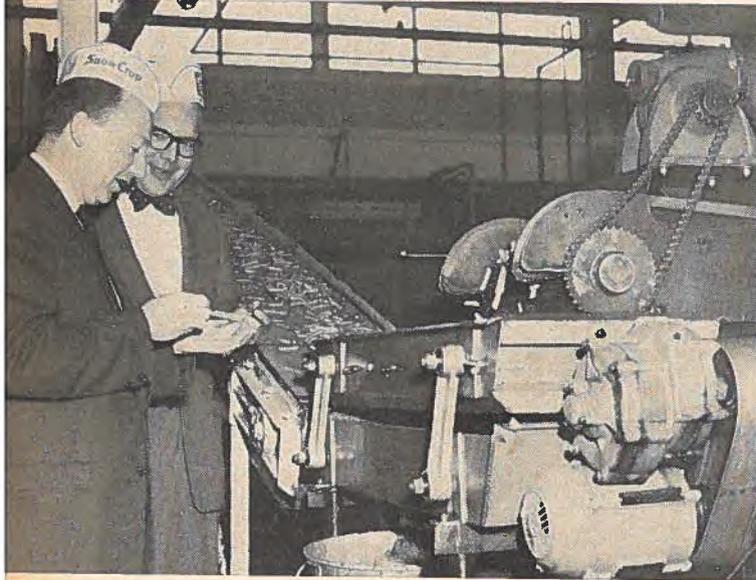


Regional Offices Bring Trade and Commerce to You

An important part of the Regional Officer's duties is to act as liaison between the provincial and federal governments and to assist in their co-operative efforts to promote Canadian industry and trade. A successful example of this teamwork was the Canadian Samples Show for United States buyers, held in Vancouver last October. Here, Ken Noble (left), Acting Regional Manager of the Vancouver office, and Tom Sturgess, Deputy Minister of the British Columbia Department of Trade and Commerce, visit the stand of Hodgson's Bee Supplies, one of the exhibitors at the Samples Show.



When Murray McEwan (left), manager of the frozen foods plant opened recently at Kensington, Prince Edward Island, by Seeman Brothers Canada Ltd., wanted information on export prospects for his company's products he got in touch with the Trade and Commerce Regional Office in Halifax. Adair Stewart (right), Acting Regional Manager, visited the plant to see its operation and discuss its export future. At present, the Kensington plant is concentrating on frozen french fried potatoes, peas and vegetables from P.E.I. farms.



Export prospects are again the subject, but this time the discussion is taking place in the Winnipeg Office. C. L. Ketchabaw, (centre), Assistant to the President of James B. Carter Limited, shows some of his company's sales material to Mackenzie Hall (right), Regional Manager, and Lee Harris, Export Officer, of the Regional Office that covers the Prairie Provinces. The Carter company is already exporting some of its products (which include automotive frost shields, car warmers, and block heaters), but is interested in discovering where and how it can expand its foreign sales.

At your fingertips—all the information and many services that the Department of Trade and Commerce in Ottawa provides for the businessman.

An exaggeration? No, because the Trade and Commerce Regional Office in your area is as conveniently close as your telephone, and through that office via telex your inquiry can be answered in a matter of hours, even minutes. If you prefer, visit the Regional Office personally; points that arise during your conversation with the officer there can be checked with Ottawa while you talk. (Since they were set up, the Regional Offices have kept the telex so busy that the Department has converted its installations to the fast automatic tape transmission type.) Of course, if your company has telex you can use the system to contact the T and C offices.

The Department opened four Regional Offices within a year, covering the Maritimes, the Prairie Provinces, British Columbia and Newfoundland. The staff in each work out of Halifax, Winnipeg, Vancouver and St. John's. Plans are being made for two more offices to serve Ontario and Quebec. The operation is controlled and supervised by the Trade Services Branch (Director, E. C. Thorne) at head office in Ottawa. Copies of all telex messages from the Regional Offices go to the Branch so that it can, when necessary, help to expedite replies.

Why Regional Offices? The Department of Trade and Commerce is a service organization; its main function is to provide information and assistance to Canadian businessmen as efficiently as possible. But its head office staff is not large enough to travel about and give fast personal service to business spread across a country as large as Canada. The regional outposts take up the slack. The Regional Officers make regular trips each month throughout their territories, visiting businessmen at their offices and plants, attending trade and economic conferences, and keeping in touch with developments. One of their functions is to complement the work of the provincial government departments concerned with trade, industry and development, and of the other trade, agricultural and economic associations in the provinces. They act as liaison between these organizations and the Federal Government and co-operate closely with them at all times.

Trade Commissioners and other department officers use the Regional Offices as a base when they are touring the country.

Whether you are interested in the domestic or foreign market, the Department of Trade and Commerce can help you. Through its Regional Offices you can obtain—today—information on:

foreign markets, credit, assistance in establishing agencies in other countries, and export opportunities from

Canadian Trade Commissioners stationed around the world

participation in trade fairs in other countries, from the Trade Publicity Branch and the Canadian Government Exhibition Commission

export and domestic trade, from specialist officers of the Commodities Branch and Agriculture and Fisheries Branch

foreign trade regulations and tariffs in force throughout the world, from the International Trade Relations Branch

foreign investment in Canada and assistance in establishing new businesses, from the Industrial Promotion Branch

management problems in operating small businesses, such as budgeting, financing, sales analysis, from the Small Business Branch

eligibility of certain new assets for Special Depreciation Allowance, from the Depreciation Certification Division design awards, design scholarships and the design index, from the Design Branch

export financing assistance available, from the Export Credits Insurance Corporation and the Export Finance Corporation of Canada Limited.

You can also use the Regional Offices' telex system when you are in a hurry for information or advice from other government departments in Ottawa.

Get in touch with the Trade and Commerce Regional Office in your area. It can save you the time involved in writing or visiting Ottawa—time that could mean the difference between winning or losing business. ●

For Newfoundland

Mrs. B. Robertson, Regional Officer
Sir Humphrey Gilbert Bldg., Duckworth St. (P.O. Box 5458)
Phone: 2698; telex: 016282
ST. JOHN'S

For the Maritimes

W. A. Stewart, Regional Manager (Acting)
5525 Artillery Place
Phone: 422-8491; telex: 017429
HALIFAX

For the Prairie Provinces

W. Mackenzie Hall, Regional Manager
Room 521, 269 Main St.
Phone: WH3-7496; telex: 035287
WINNIPEG

For British Columbia

K. F. Noble, Regional Manager (Acting)
Room 405, Federal Bldg., 325 Granville St.
Phone: MU1-7161; telex: 045391
VANCOUVER

Weatherford Oil Tool Equipment Co. Ltd., Edmonton, is one of the new companies set up to supply equipment to the oil industry, with the encouragement of the provincial and federal governments and the industry itself. In the photograph (left to right), John R. Fleming, Chairman, Alberta Provincial Marketing Board, Marcel Bienvenue, Sales Manager at Weatherford, and Mackenzie Hall, Manager of the Regional Office for the Prairie Provinces, are looking at some of the company's products—casing protectors, their cases and return control, scratchers, centralizers and float equipment.



When the Federal Government co-operates in the industrial development plans of the provincial governments, the Regional Offices, with their personal contacts with provincial officials and fast telex communication with Ottawa, are called on for liaison work. Here, Mackenzie Hall (right), Manager of the Regional Office in Winnipeg, pays a visit to the Saskatchewan Department of Industry and Information in Regina for discussions with L. Harris (centre), Industrial Consultant, Industrial Development Office, and Cliff Ashfield, Public Relations Officer.

West German Agriculture:

Production and Imports

Quality wheat with a high gluten content will continue to be imported despite a big domestic crop. Canadian producers of canned wax and green beans, canned peas and maraschino cherries should find German customers; imports of apples much smaller this year.

J. A. STILES,
Commercial Counsellor, Bonn.

THE West German harvest has turned out much better than was first expected. Cold and damp weather throughout the spring and summer was followed by a relatively warm and dry September and October. Yields of most of the principal crops are high and this, plus the fact that heavy stockpiling took place before the Common Agricultural Market came into being on July 30, 1962, means that Germany's import requirements for the current agricultural year will be below normal. None the less, there are still interesting sales possibilities for Canadian agricultural products.

Grain Crop Good

The grain crop was excellent and the harvest of 15.2 million metric tons almost constituted a record. It was 23 per cent larger than last year's and exceeded the six-year average of 1956 to 1961 by approximately 11 per cent. Compared with 1961, the bread grain crop

increased by 15 per cent, although it was 2 per cent below the 1956/61 average. Feed and industrial grains increased this year by 31 per cent. For the first time the total of feed and industrial grain harvested almost equalled bread grains and was 28 per cent higher than the six-year average.

The acreage sown to wheat decreased because of winter killing but this was more than compensated by the excellent yield. Rye acreage also declined as a result of winter killing plus a continuation of a trend towards smaller acreages. Nevertheless the rye crop was up 18 per cent compared with 1961, though it was 15 per cent below the 1956/61 average. Table I gives comparative production data for recent years.

Part of the grain crop seems to have a considerable moisture content but this is balanced by the fact that the cool weather did not encourage sprouting. According to a German milling trade paper, tests of the baking quality of the domestic wheat crop have shown that the

gluten content is very low. This means that, regardless of the large domestic crop, Germany will continue to need imports of quality wheat with a high gluten content.

Hogs and Cattle

The sale of hogs continues to be important and in recent years has brought in almost 25 per cent of German farm income. According to the September 1962 census, the hog population was a record 17.8 million, up 1.1 over last year, and 13 per cent over the last six-year average. The number of sows in pig was 6.6 per cent smaller than in 1961 but 10 per cent above the 1956/61 average.

In June 1962 the cattle population reached 14 million head, 570,000 more than in June 1961. The biggest increase, 20.4 per cent, was in young steers (12-23 months), because slaughterings of cattle below one year have declined. However, the number of steers of 3 to 11 months went up from 995,720 to 1,133,780, or 13.9 per cent. The number of single-purpose cows increased by 4.5 per cent, but cows used for milk production and farm work decreased by 15.8 per cent.

Meat

In the agricultural year 1961/62 commercial slaughterings of domestic cattle and pigs increased, but slaughterings of calves, sheep, goats and horses decreased. Imports of cattle and pigs for slaughtering were 8.3 and 29 per cent smaller than in the previous year. During the

TABLE I
WEST GERMAN GRAIN PRODUCTION

	Average 1956/61	1961	1962	1962 (millions of short tons)	Percentage change 1962/1956-61 (per cent)
	(millions of metric tons)				
Wheat	4.10	4.04	4.59	5.05	+12
Rye	3.58	2.51	2.96	3.26	-15
Mixed winter grains	0.19	0.15	0.16	.18	-16
Barley	2.68	2.72	3.74	4.11	+40
Oats	2.17	1.91	2.34	2.58	+ 8
Mixed summer grains	0.97	1.06	1.39	1.53	+43
Total grains	13.69	12.39	15.18	16.70	+11

year some 3.6 million cattle (including 372,600 imported animals), 18.9 million pigs (including 568,400 imported), 1.8 million calves and 420,000 sheep were slaughtered.

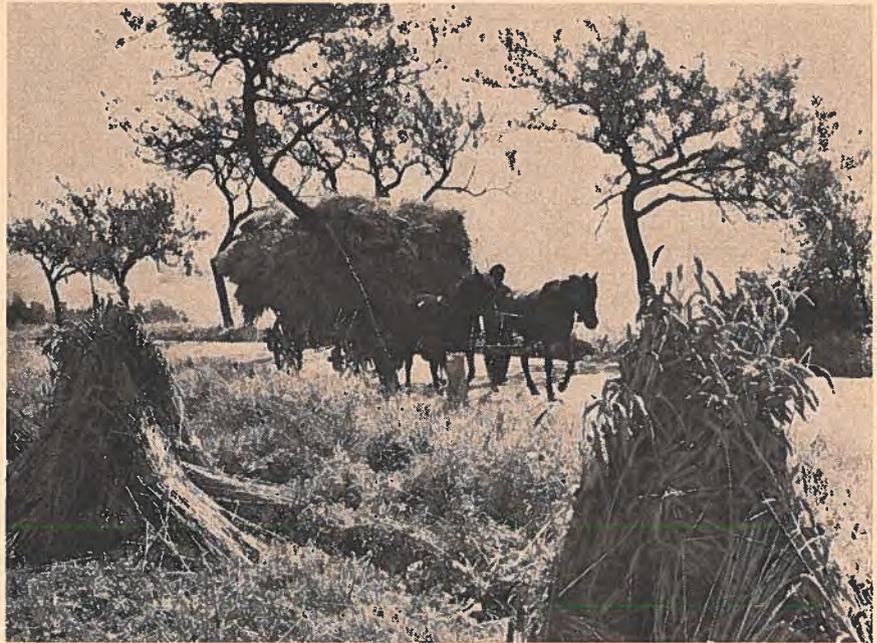
Total commercial slaughterings of domestic and imported animals totalled 2,709,000 metric tons of meat and animal fat, about 134,500 tons, or 5.2 per cent, more than in 1960/61. Beef accounted for 975,400 tons, 4.1 per cent more than last year, and pork for about 1,614,000 tons, up 6.9 per cent. Home slaughterings of cattle and other animals, except pigs, yielded a further 26,640 metric tons of meat and animal fat, or 12 per cent more than in 1960/61. According to information from the German Agricultural Ministry, home slaughterings of pigs brought an additional 423,000 tons of pork and lard, or about 4 per cent above the previous year. The proportion of animal fat in the above figures is estimated to be 5.5 per cent for cattle and 15 per cent for commercially slaughtered pigs. For home-slaughtered pigs, the fat percentage is estimated at 23 per cent.

Imports of fresh, chilled and frozen veal, at 15,600 metric tons, were double those of 1960/61; beef imports (89,600 tons) were up 53 per cent; pork imports (42,000 tons) declined 15.5 per cent, and imports of other meat (except poultry) reached 1,100 tons. Some 54 per cent of the beef imports came from EEC countries (58 per cent in 1960/61) and 61 per cent of the pork imports (71 per cent in 1960/61).

Imports of canned meat and meat products, except poultry, went up by 2,800 tons to 19,600 tons; 9,200 tons were imported from EEC countries compared with 6,000 tons in 1960/61.

Dairy Production

As the result of a 2 per cent increase in the cow population and a 1 per cent increase in the production per cow, milk output was 3 per cent higher than in the previous year



German agriculture is becoming more mechanized but traditional methods are still widely employed. Last fall's wheat harvest totalled over five million short tons.

and totalled 20.1 million tons. Farmers continued to receive a premium of DM0.03 for every kilogram of quality milk. In addition a once-only premium of DM0.01 was paid from January 1 to December 31, 1962, for every kilogram of milk for processing.

In 1961/62 production of processed cheese amounted to 67,000 tons, or 5 per cent more than in 1960/61. Production of other cheese went down 1 per cent to 162,200 tons. Butter production rose 5 per cent to 439,600 tons. Because local production was not sufficient, two import possibilities were opened last autumn for a total of 19,200 tons of butter. The chief suppliers will probably be the Netherlands, Denmark and Sweden.

Poultry and Eggs

Poultry imports went up 52.7 per cent—from 144,000 tons in 1960/61 to 220,000 tons in 1961/62. The United States supplied 90,200 tons or 41 per cent, the EEC countries 68,000 tons, or 31 per cent, Denmark 39,500 tons, and East European countries 19,700 tons. In

the same period domestic production rose from 101,000 to 111,000 tons. As of August 1, 1961, domestic poultry producers have received equalization payments to offset the difference between the very high feed grain prices in Germany and the world market prices for feed grains. The German Government paid poultry producers a maximum of DM0.60 per kilogram live weight or DM0.90 per kilogram dressed weight.

In 1961/62 German egg producers once again received a direct subsidy of DM0.03 per egg to offset feed costs. The continuing growth of domestic egg production (which reached 8.05 billion in the 1961/62 year) can be partly attributed to this payment. Egg imports in the past year dropped from 5.1 to 4.6 billion.

Fruits and Vegetables

Germany has harvested a good fruit crop, estimated at almost three million tons, 22 per cent above last year and 9 per cent above the average of 1956/61.

TABLE II
WEST GERMAN FRUIT PRODUCTION

	Average		1962	(thousands of bushels)
	1956/61	1961		
Apples	1,398	757	1,700	83,300
Pears	387	354	461	20,300
Plums	391	711	246	10,800
Cherries	183	214	213	9,400
Total fruits	2,615	2,348	2,860

The apple crop was especially large and accounted for more than 50 per cent of the total fruit harvest. Pears and peaches also turned out well, but plums were 70 per cent below last year and 40 per cent below the 1956/61 average. The crop of sweet and sour cherries equalled that of last year. Table II shows production of the principal fruits.

It is estimated that German fruit producers need 50 per cent of the total crop for their own requirements and that they will sell the other half as table fruit and to local processors. This is approximately the same breakdown as in previous years.

The potato crop of 25.1 million tons was the largest since 1957, thanks to favourable weather. Plantings declined to 2.2 million acres, a drop of 1.3 per cent from last year. In view of the abundant supplies, the Government will probably not open import possibilities for potatoes this year.

Vegetable production is expected to total 1.17 million tons compared with 1.25 million a year ago. However, the production of peas and beans is higher than last year. Peas will yield 81,300 tons (1961: 74,900 tons), green beans 70,700 tons (67,700) and broad beans 22,600 tons (20,100). Processors have increased the output of canned peas to 51,200 cans (1961: 44,400 cans), but packing facilities have not permitted increases in the canning of beans and asparagus. The volume of canned green beans will probably decrease from 66,200 cans last year to 62,300 and asparagus from 4,600 to 3,600 cans.

Oilseed production (almost entirely rapeseed) reached a record 116,000 tons, 55 per cent more than last year and 87 per cent above the average of the years 1956/61. Production of other oilseeds in Germany is negligible. Rapeseed producers obtain a support price of DM660 per metric ton and this year because of the large crop, it was necessary to obtain an additional allotment of DM13 million from the Finance Ministry.

The sugar beet acreage, after a sharp drop in 1961, has been increased this year and is back to the normal total of approximately 717,000 acres. The yield per acre, however, is some 7 per cent below last year and also 7 per cent below the six-year average. This year's production is estimated at 9.64 million tons, 4 per cent over last year but below the average of 1956/61. According to the Sugar Industry Association, the relatively warm and sunny weather this fall improved the sugar content. As in previous years, farmers are receiving a minimum of DM6.75 per 100 kilograms of beets, calculated on the basis of beets with a sugar content of 15.5 per cent.

The tobacco yield this year is estimated at 8,400 tons, the smallest to date because of fungus diseases that reduced the acreage last year. Germany currently has 9,700 acres in tobacco. Measures to counteract fungus diseases were used extensively this year and it is believed that the spread has been checked.

Outlook for Imports

The German Government will not publish any official Import and Supply Program this year. It is clear, however, that because of heavy forward purchasing before the introduction of the Common Agricultural Market regulations on July 30, 1962, and the excellent crop this year (especially of feed and industrial grains), grain imports will be substantially lower than in previous years. Germany's import require-

ments for this year, as estimated by the trade and government officials, are as follows:

	(tons)
Bread wheat	1,100,000
Durum wheat	330,000
Rye	250,000
Feed and industrial grains	1,250,000
Of which:	
Brewing barley and industrial grains	500,000
Feed grains	750,000

Canada alone exported 1,269,000 tons of grains (mainly wheat) to Germany in the past crop year. The outlook is for smaller Canadian sales in the current year because of reduced German requirements. Our traditional share of German bread and durum wheat imports should be maintained, however, as a result of recent measures adopted by the Government to offset the higher costs of high quality grains from non-EEC countries brought about by the new EEC levy system. These have taken the form of a reduction of the import levy assessed on durum wheat and a direct subsidy to domestic flour mills on the quantity of wheat actually processed. These measures have enabled Canadian wheat to remain competitive.

TABLE III
CANADA'S PRINCIPAL AGRICULTURAL EXPORTS TO WEST GERMANY

	Nine mos.		
	1960	1961	1962
	(in Can.\$'000)		
Wheat except seed, n.e.s.	13,281	42,204	32,982
Durum wheat except seed	9,209	9,876	2,855
Vegetables and vegetable juices, canned, n.e.s.	53	115	53
Sausage casings, natural, synthetic	100	205	183
Tobacco, bright Virginia flue-cured	358	294	2,753
Cattle hides, raw	1,352	1,473	1,375
Forage seeds	157	207	47
Flaxseed	2,112	888	945
Rapeseed	32	1,313	534

Source: Dominion Bureau of Statistics
Trade of Canada.

At the end of September and at the beginning of October 1962, the Government opened import possibilities for canned wax beans from Canada and the United States (total value DM1 million) and canned green beans from all countries (total value DM2 million). In spite of the increase in the domestic output of canned green peas, the German

Government has also established an import opening for this commodity from all countries. Export possibilities for maraschino cherries from the United States and Canada have also been announced. As a result of the large German apple crop, it is expected that import possibilities will be much smaller than last year.

The effect to date of the EEC minimum price and levy system on imported poultry from non-EEC countries has been to make it very expensive compared with poultry from EEC countries. In addition, there are large stocks of imported poultry on hand and sales prospects for imports are therefore not promising. ●

What's current in commodities?

Electronic Equipment

Australia—Canadian Trade Mission to Australia last spring concluded that Canada could continue to sell highly sophisticated electronic equipment there, of advanced design.

THE electronics industry in Australia has many things in common with the industry in Canada. Much the same range of products—such as television, radio and other communications equipment—is manufactured in that country. The major electronics factories are in Sydney, Melbourne and Adelaide, but because the industrial electronics industry is relatively small, a considerable amount of the more sophisticated equipment is imported.

The portion of the electronics industry devoted to defence is considerably smaller and not as diversified as in Canada. The Weapons Research Establishment at Adelaide is most impressive in the field of analogue computers as applied to missile research.

Production and Imports

In the consumer goods line, there was considerable over-capacity at the time of the Trade Mission visit, in spite of the fact that high tariffs have restricted imports of radios to a low percentage of the market.

Most major electronics companies in Australia have licensing agreements with firms in Britain, the United States and Japan. In many cases these licences are limited to the Australian area and hence products manufactured under them are restricted to this market.

The larger manufacturers of television and radio equipment not only make the sets but in some cases go to extraordinary lengths to manufacture the components. Most of the major companies are also engaged in the manufacture of telecommunication equipment, radio navigation equipment and, to a limited extent, industrial electronic equipment. However, a considerable volume of high fidelity and stereophonic equipment and components is imported from Britain. The United States and other sources seem to be of much less importance in these fields.

Industry in general seems to be somewhat behind North America in applying industrial electronic equipment. There are, however, im-

portant exceptions to this, such as the equipment installed in certain steel and paper mills.

The market for industrial electronic equipment will be greatly affected by a number of factors, some of which tend to operate against each other. Among these are:

- (a) The industrial market is relatively small in Australia
- (b) The market is growing quite rapidly
- (c) The use of highly sophisticated equipment is still small, and there should be a growing demand for this equipment in the future
- (d) The demand for the equipment will be tempered by the tariff protection provided industry in general
- (e) This same protection will help Australian electronic manufacturers to invade any reasonable size market quickly as soon as it develops, even against competitive imports
- (f) Notwithstanding the above, it seems probable there will be a continuing market for highly sophisticated electronic equipment from Canada, as long as such equipment keeps ahead of the field.

Canada has been particularly active in exporting industrial process recorders to Australia and is one of the principal suppliers of this kind of equipment to Australian industry. Some types of equipment, such as electronic counters, are manufactured in Australia but electronic thickness measuring gauges for industry are imported principally from Germany, and many other types of equipment are imported from Britain. Much of the more sophisticated equipment is bought from the U.S., where the products are available as 'off the shelf' items.

Telephone equipment, which is purchased by the Post Office Department in Australia, is either manufactured in Australia or imported from Britain, although some components are imported from Japan. The great distances between the cities of Australia necessitate an extensive communication system. In addition, air services are well developed and consequently, the auxiliary communication facilities are widespread. In general, there is a continuing communication market of some size, most of which will probably be supplied by Australian

industry. However, there will be a market for new products with marked technological advantages.

Electronic equipment, to be distributed in Australia, must be acceptable to and meet the standards of the Australian inspection authorities and, similarly, Australian equipment exported to Canada would have to meet the specifications of the Canadian Standards Association. It would therefore be highly desirable for a reciprocal inspection arrangement to be reached by such authorities in both countries. ●

Wheat Bran and Shorts

Hong Kong—current short supplies from usual sources create opportunity for Canadian exporters who can meet specifications.

MALDWYN THOMAS, *Assistant Trade Commissioner, Hong Kong.*

IMPORTS into Hong Kong of shorts and bran increased markedly in the past five years. As the table shows, the Colony's purchases in 1961 of 1,056,068 cwt. were more than three times the figure for 1957.

IMPORTS OF BRAN AND SHORTS INTO HONG KONG

(in cwt. and '000 H.K.\$)

	1957		1959		1961		1962 (seven months)	
	Quantity	Value	Quantity	Value	Quantity	Value	Quantity	Value
Bran and Shorts								
Total	268,066	4,727
Of which:								
Cambodia	119,538	2,037
Philippines	64,537	1,199
Communist China	30,506	516
Indonesia	14,567	262
Canada	1,786	33
Bran								
Total	223,416	3,190	759,600	12,846	401,606	6,903
Of which:								
Australia	90,195	1,493	498,980	8,959	241,924	4,568
Cambodia	119,434	1,453	152,439	2,091	99,690	1
Philippines	69,873	1,182	51,582	801
Kenya	9,711	149	611	9
Canada	893	15
Shorts								
Total	63,347	1,104	296,468	5,418	150,213	2,889
Of which:								
Australia	63,085	1,100	222,200	4,253	114,984	2,336
Philippines	74,268	1,165	35,229	552
Malaya	262	3

Wheat bran and wheat shorts made up 83.26 per cent of the imports listed in the table; the remainder consisted of rice and other cereal bran which came principally from tropical countries such as Cambodia. At present, over 3,000 tons of wheat shorts and bran are imported into Hong Kong every month. Traditionally, Australia has been the principal supplier, with smaller amounts coming from the Philippines. The supply position has always been somewhat erratic and currently the Colony is experiencing difficulties in obtaining its usual quantities from Australia, where stocks are said to be low. Canada has only rarely been able to sell wheat bran and shorts to Hong Kong but because of present shortages, interest in Canada as a source of supply has increased. This situation may well provide an opportunity for our exporters to establish themselves here.

Some wheat bran and shorts are used by the local farming industry as feed for swine and poultry, but the larger part of the Colony's imports is bartered by Chinese food-stuff importers in exchange for vegetables and other foods from Communist China. Because of the high protein content, shorts are used

as food for humans as well as animals.

Canadian suppliers interested in selling wheat bran and shorts to Hong Kong must consider several factors. The most important is the colouring. Traditionally, the Hong Kong market prefers a pale-coloured product and the darker brand of shorts offered by Canadian companies in the past has not been well received. Canadian offers should be sufficiently light and should meet specifications similar to the following, which are based on an analysis of small samples taken from a shipment recently received here:

	Bran	Shorts
	(per cent)	
Moisture	9.80	8.90
Protein (Nx6.25)	13.04	17.10
Fat	2.95	3.55
Fibre	9.00	6.58

Results reported basis moisture as shown.

Particular attention must also be paid to price and shipping. Shorts

and bran do not keep well and therefore in addition to the problem of the long journey from Canada to Hong Kong, there is the question of the ship's passage through varying climates before it reaches Hong Kong. Furthermore, the trade in bran and shorts is purely seasonal, running from August to March, when about three-quarters of the annual business is done. For these reasons, it has been suggested that it would be preferable to ship from Canadian West Coast ports rather than from the St. Lawrence or East Coast.

Because storage space in Hong Kong is at a minimum and long storage affects quality, shorts and bran are normally shipped to the Colony in secondhand single jute bags of export quality, with individual shipments not exceeding 1,000 tons. Bran is usually packed in 110 and shorts in 140 pound bags. The latest prices obtainable

indicate that wheat bran is selling for £24/10/0 and shorts for £25/5/0 per metric ton, c.i.f. Hong Kong. Prices are tending to rise because of the increased demand for re-export to Communist China. Normal terms of payment are irrevocable letter of credit for the full invoice value, accompanied by sight draft.

The trade is handled principally by specialized import houses in Hong Kong which buy on their own account and serve the farm industry and the bulk importers of Chinese food. Canadian exporters of wheat bran and shorts who feel that they are in a position to take advantage of the opportunities that the Hong Kong market currently affords are invited to write to the Canadian Government Trade Commissioner, P.O. Box 126, Hong Kong, for further information and introductions to interested importers. ●

COMMODITY NOTES

Aluminum

NORWAY—The Norwegian firm A/S Nordisk Aluminiumindustri has secured an order worth Norwegian kroner 2.5 million for delivery of aluminum goods to the West German armed forces. Deliveries were scheduled to start at the end of 1962 and be completed by the end of 1963. Another Norwegian aluminum goods producer has obtained a similar order from the Germans. This business was possible because of an agreement concluded in 1960 between the Norwegian and the German Ministries of Defence, under which West Germany undertook to place orders in Norway worth two-thirds more than Norwegian orders for German military equipment—Oslo.

Aluminum Houses

VENEZUELA—Panelfab de Venezuela C.A., a company organized to manufacture easily assembled aluminum homes, small schools and hospitals, with Bs.1.8 million capital subscribed by both Venezuelan and United States interests, recently commenced operations in Ciudad Bolivar. The Bolivar State Government has

already ordered 1,000 homes to relieve the acute shortage in the area—Caracas.

Automobiles

BELGIUM—The Ford Motor Company recently began construction of a new plant in Genk, Belgium, which will be a division of Ford of Cologne, Germany. This plant will produce auto body stampings and bodies and will perform the final assembly of various Ford models.

When completed the factory will cover 1.7 million square feet and at the start of operations early in 1964 will employ over 3,000 workers—Brussels.

ITALY—Three Italians, an American, an Englishman and a Frenchman have joined forces to form a company to manufacture automobiles in Italy. The head office of the Company, provisionally called "Italia Costruzioni Meccaniche Automobili e Motori", will be in Milan and the factory at Legnano.

The first engine will be built in two sizes: one of 1,500 and the other of 3,500 cubic centimetres capacity. Bodies, made of plastic material, will be built by a firm in Turin.

It is estimated that cars with 1,500 c.c. engines will develop a speed of approximately 200 kilometres an hour and those with 3,500 c.c. engines a speed of approximately 250. Production of 500 engines and 100-200 cars a day is scheduled to start in 1964—Rome.

Cement

CEYLON—The Ceylon Cement Corporation is constructing a Rs.6.2 million terminal grinding and packing plant at Galle. According to plans, the surplus of clinker from the Kankesanturai factory will be shipped along the coast to the Galle plant; the latter is to have an initial capacity of 100,000 tons a year, with provision for expansion in two more stages of 100,000 tons each—Colombo.

Cigarette Paper

MEXICO—Cigarette paper will soon be produced in Mexico for the first time by the local branch of the Kimberly-Clark organization. Present imports total approximately 1½ million dollars a year—Mexico, D.F.

Cotton

COLOMBIA—Figures for the first eight months of 1962 show that efforts by Colombian exporters to build up a market for cotton and cotton products in Canada are beginning to pay off. Sales to Canada for the first eight months of 1962 reached \$1,270,500 and were made up as follows: raw cotton \$877,500, cotton linters \$21,800, cotton waste \$6,300 and cotton cloth \$84,700—Bogota.

Furs

DENMARK—During the 1961-62 season, Danish fur breeders had a turnover of 115 million D.Kr. compared with 84 million D.Kr. last year. Some 1,165,280 pelts were sold, compared with 149,652 in the previous year. There are now 3,800 Danish fur farms, 240 of which breed chinchilla and the rest mink. The United States buys 64 per cent of the production—Copenhagen.

Paper Products

NORWAY—Saugbrugsforeningen in Halden will be the first paper plant in the world to use steam from an atomic reactor. The plant intends to commence trial operations this month with a new paper machine with an annual capacity of 50,000 tons. Regular production is scheduled to start early in 1963. The machine will produce magazine paper and is said to be the only

one of its kind in Northern Europe. It is situated close to the steam-producing Halden atomic reactor—Oslo.

Plastics

WEST GERMANY—It is expected that final figures will indicate that plastics production reached a postwar peak of about 1.2 million tons last year. It totalled 915,000 tons in the first three quarters of 1962 compared with 1,070,000 tons in the whole of 1961. West German plastics producers believe that they are still far from their maximum output. Imports of plastics into West Germany also increased considerably—to about 102,000 tons in the first three quarters of 1962, almost 28 per cent more than in the corresponding 1961 period—Bonn.

Poultry

INDIA—Rani-Shaver Poultry Breeding Farms Private Limited, the recently established joint venture between Shaver Poultry Breeding Farms Ltd., Galt, Ontario, and Indian interests, has successfully begun production in the Punjab State near New Delhi.

The company has both production and research facilities devoted to developing new and improved varieties of stock, using the knowhow of the Canadian firm in this field. The project is the first of its kind in India. A resident Canadian manager will be in charge during the first three years of operation—New Delhi.

Poultry Feeds

JAMAICA—Plans have been completed for an early start on the £446,000 (Can.\$1,351,380) grain elevator to be built at Port Esquivel, Clarendon, and financed by a combination of Jamaican and United States interests. The elevator is expected to lower considerably the cost of poultry feeds. This would help Jamaica Broilers to achieve its goal of selling poultry meat at 2/6 (about Can.\$0.38) a pound to the housewife. Application for the construction of the elevator has been made under the Industrial Incentives Law. The plan, as explained, is to buy bulk grain from neighbouring countries at the most advantageous times and store it in Jamaica to sell again for feed at prices as close as possible to U.S. prices—Kingston.

Pulp and Paper

NEW ZEALAND—The £4 million second newsprint machine at the Tasman Pulp and Paper Company's mill at Kawerau began production of saleable newsprint on 15 December.

The company's managing director said the quality of the newsprint from the second machine was excellent and the start-up entirely satisfactory. The commissioning of the machine marks the culmination of the

company's £12.5 million expansion program which was completed on schedule.

The new machine, which incorporates the latest developments in this type of equipment, is one of the fastest of its type in the world, with a top speed of 3,000 feet per minute. At full operational capacity the mill's output of newsprint will exceed 200,000 tons a year; more than 60 per cent will be sold in Australia—Wellington.

NORWAY—Norwegian pulp and paper producers are seriously concerned about the continued weakness of the market for their products. Wood pulp prices were further reduced last summer and have now reached a 12-year low. During this time, however, timber prices have risen by 116 per cent and average hourly earnings for workers in the industry by 120 per cent. A large surplus capacity apparently will be normal for several years to come, mainly because of expansion within the industry in North America, Sweden and Finland. Scandinavian producers have now agreed to reduce their total wood pulp production in 1963 by 25 per cent. Exports of pulp and paper during the first half of 1962 were valued at Norwegian kroner 557 million, a decline of kroner 50 million, or over 8 per cent, compared with the same period in 1961—Oslo.

Radio Taxis

URUGUAY—So marked is the success of a fleet of radio taxis which has been operating in Montevideo during the past several months that other taxi-owners have decided to install radio equipment in some 1,200 existing vehicles.

The radio taxis were supplied by Messrs. Peugeot, France, and the transmitting equipment is Belgian—Montevideo.

Shrimp

UNITED STATES—Mississippi and Louisiana waters yielded a rich harvest to fall shrimp fishermen. It was the best white shrimp season in 15 years, according to Jimmie Williams, field auditor for the Mississippi Marine Conservation Commission, who reports that some boats brought in as many as 30 barrels of shrimp from five or six-day trips. Williams added that white shrimp are bringing from \$75 to \$100 a barrel in the Biloxi area on the Mississippi Gulf Coast—New Orleans.

Skiwear

UNITED STATES—Sales in the U.S. of ski apparel increased 30 per cent last season, according to a recent report from the manufacturers. They attributed part of the growth to its increased popularity for leisure-time wear. Heavy current bookings at U.S. resorts augur well for this season—Chicago.

FEBRUARY 9, 1963

Foreign Tariffs and Trade Regulations

Chile

IMPORT REGISTRATIONS EXTENDED FOR SHIPMENTS DELAYED BY U.S. DOCK STRIKE

—Canadian exporters who have had their shipments to Chile delayed by the recent dock strikes in the United States should note that the Central Bank of Chile has issued a Circular (No. 260) that automatically extends prior import deposits and registrations for a period equal to the duration of the strikes, according to a report received from the Canadian Commercial Secretary in Santiago. Chilean importers, however, may request the return of their prior import deposits once the normal 90-day retention period has expired, provided the importer makes a sworn declaration that the shipment has been delayed by the strike.

Dominican Republic

CERTAIN AGRICULTURAL ITEMS AND EQUIPMENT EXEMPTED FROM IMPORT DUTY

—Our Trade Commissioner in Santo Domingo reports that, under a law published on December 31, 1962, the Dominican Republic has exempted the following imports from all duties and import taxes:

Cattle on the hoof
Live poultry for breeding
Fertile eggs for hatching
Concentrated feeds and materials for the same to be used in the cattle and poultry industries
Veterinary medicines, insecticides and veterinary instruments
A long list of specialized equipment for the cattle and dairy industries

The exemption is the same as granted to imports of dry salted fish.

Trade Commissioners on Tour

In Territory

R. M. DAWSON, Assistant Commercial Secretary in Madrid, Spain, will visit Barcelona March 4-8.

W. J. JENKINS, Commercial Secretary in Rome, Italy, will visit Genoa for three days early in March.

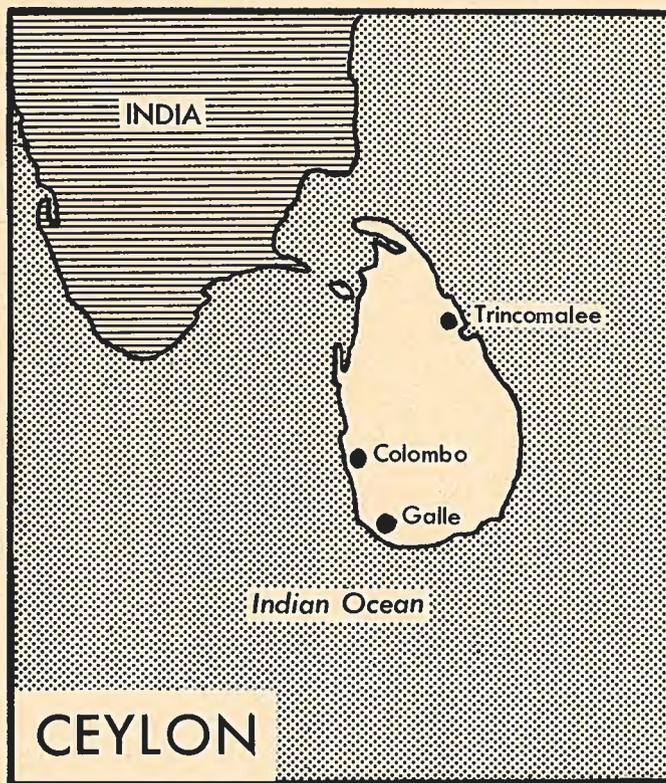
K. NYENHUIS, Commercial Counsellor in Copenhagen, Denmark, will visit Poland, February 1-16.

J. H. STONE, Commercial Counsellor in Rome, Italy, will visit Milan for one week late in February.

M. S. STRONG, Commercial Secretary in Rome, Italy, will visit Naples for three days in mid-February.

F. I. WOOD, Assistant Commercial Secretary in Athens, Greece, is visiting Istanbul, Turkey, until February 15.

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. Dawson at Madrid, Mr. Jenkins, Mr. Stone and Mr. Strong at Rome, Mr. Nyenhuis at Copenhagen, and Mr. Wood at Athens.



Markets in Brief: CEYLON

Area: 25,000 square miles.

Population: approximately ten million.

Climate: varies considerably with elevation. Monthly mean temperature in Colombo ranges from 79°F. to 82°F.; hottest from March to May, coolest late November-early February; visitors favour December-March period.

Language: principal ones are Sinhalese and Tamil. English commonly used for business correspondence and spoken by most businessmen.

Currency: rupees and cents; one rupee=Can.\$0.23 approximately.

Weights and measures: imperial standard.

Capital: Colombo.

Chief ports: Colombo, Trincomalee, Galle.

Marketing centres: Colombo, population 1.8 million.

Economy: mainly agricultural; tea, rubber and coconut products account for over 90 per cent of value of exports. Efforts being made to develop industries through foreign investment and aid.

Total Ceylon imports: 1961—Can.\$385.1 million; 1960—Can.\$443.1 million.

Chief imports: (Can.\$ million) 1961—food 148.2, machinery and transport equipment 52.3, mineral fuels, lubricants and similar materials 30.4, chemicals 27.1.

Chief suppliers: (Can.\$ million) 1961—Britain 80.4, India 45.9, Burma 41.2, Japan 34.8, Australia 18.1, West Germany 13.6, Iran 13.5, United States 12.9.

Value of imports from Canada: (including aid) 1961—Can.\$3,798,507; 1960—Can.\$2,478,944.

Chief commercial imports from Canada: (Can.\$'000) 1961— asbestos fibre 370.7, newsprint 157.1, motor vehicles and parts 124.9, files and rasps 115.2, sparkplugs 110, marine engines and parts 91.3, wood pulp 75.8, canned fish 36, malt 27.1, clocks and parts 23.7, rolled oats 16, drugs and chemicals 15.8.

Total Ceylon exports: 1961—Can.\$391.8 million; 1960—Can.\$414.1 million.

Chief exports: (Can.\$ million) 1961—tea 247.5, rubber 57.8, coconut products 42.7.

Chief markets: (Can.\$ million) 1961—Britain 109, United States 32.9, Australia 24.4, South Africa 18.7, Communist China 18.4, Canada 16.5.

Value of Canadian purchases: 1961—Can.\$16.5 million; 1960—Can.\$15.6 million.

Chief Canadian purchases: (Can.\$'000) 1961—tea, 9,031; coconut oil 5,448; rubber 1,456; dessicated coconut 465; cocoa beans 46.

Dollar and other foreign exchange: available for essential purchases, otherwise restricted.

Prices: quote in Ceylon currency, c.i.f. whenever possible.

Samples: if of no commercial value allowed to enter duty-free.

Correspondence: airmail, 25 cents per half ounce.

Trade relations: Canada does not have a trade agreement with Ceylon but both countries exchange preferential tariff treatment.

Import controls, documentation, customs tariffs, marking and labelling: only about 60 items comprising food and drink, fertilizers, petroleum and fuel, and drugs may be imported into Ceylon under Open General Licence, i.e., without an individual import licence. For further information, consult the International Trade Relations Branch, Department of Trade and Commerce, Ottawa.

Banks: eleven approved commercial, ten of them foreign-owned; many act as correspondents for Canadian banks. The Bank of Ceylon is owned by Ceylonese and has several branches in the principal cities of Ceylon and an office in London.

For detailed information on this market write to:

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

or

Commercial Secretary
Office of the High Commissioner for Canada
P.O. Box 1006
Colombo, Ceylon

Department of Trade and Commerce

Head Office Trade and Commerce Bldg.,* Wellington and Lyon Sts., Ottawa

Regional Offices: St. John's, Halifax, Winnipeg, Vancouver (see page 33)

	Gov. Local
Minister: The Honourable George Hees	2-0336, 2-0337
Executive Assistant: M. R. Jack	2-7052
Private Secretary: Mrs. Reta Taylor	2-0337
Deputy Minister: James A. Roberts	2-2888, 2-5838
Executive Assistants: D. H. Cheney, C. T. Charland	2-2380, 2-0819
Administrative Services: Comptroller-Secretary, L. J. Rodger	2-7411, 2-2262
Personnel Branch: Director, P. M. Legris	2-5430
Economics Branch: Director, V. J. Macklin	2-5658
Assistant Deputy Minister (External Trade Promotion): H. Leslie Brown	2-2530, 2-0798
Assistant Deputy Minister (Trade Policy): J. H. Warren	2-4042, 2-2649
Assistant Deputy Minister (Commodities and Industries): Denis Harvey	2-5417, 2-7056
Assistant Deputy Minister (Domestic Commerce): B. G. Barrow	2-8431, 2-8502

External Trade Services

H. Leslie Brown, Assistant Deputy Minister 2-2530, 2-0798

Canadian Government Exhibition Commission 2489 Ka'adar Ave.

Director: Glen Bannerman	2-7412, 2-3558
Assistant Director: Patrick Reid	2-7747
Administrative Officer: A. D. Simmons	2-6795
Chief, Design Section: T. C. Wood	2-3671
Chief, Production: J. Rachlis	2-3524
Information: Miss M. E. Larwill	2-3524, 2-6351

Canadian Government Travel Bureau 150 Kent St.

Director: Alan Field	2-3166
Assistant Director: Dan Wallace	2-5256

Trade Commissioner Service

Director: T. R. G. Fletcher	2-8286
Executive Director: H. M. Maddick	2-6835
Assistant Director (Personnel): A. B. Brodie	2-6800
Assistant Director (Administration): M. B. Blackwood	2-5669

Trade Fairs and Missions Branch

Director: D. G. W. Douglas	2-8269
Trade Fairs Abroad Division	
Acting Chief: F. J. Bradley	2-8855
Trade Missions Division	
Chief: G. A. Cooper	2-8069

Trade Publicity Branch

Director: D. S. Armstrong	2-2479, 2-6394
"Foreign Trade" and "Commerce extérieur"	
Editor: Miss O. Mary Hill	2-6588
Editorial and Art Services Division	
Chief: F. R. Hamilton	2-6435
Media Relations Division	
J. C. W. Davis	2-2186

*Unless otherwise noted, all offices of the Department are in this building. If you are telephoning from out of town, call the government switchboard, CEntral 2-8211, and ask for the local; if you are in Ottawa, dial 9, then the government local.

Trade Policy Services

Gov. Local

J. H. Warren, Assistant Deputy Minister 2-4042, 2-2649

International Trade Relations Branch

Director: R. E. Latimer 2-2250

Assistant Director: V. L. Chapin 2-2981

General Relations Division

T. M. Burns 2-4963

G. W. Green 2-2144

W. Lavoie 2-0982

A. R. A. Gherson 2-4100

Asia and Middle East Division

Chief: F. P. Weiser 2-5642

Commonwealth Division

Acting Chief: A. W. Evans 2-2421

European Division

Chief: W. G. Pybus 2-8727

Latin American Division

Chief: B. S. Shapiro 2-7641

United States Division

Chief: J. R. Downs 2-5176

Domestic Commerce Services

B. G. Barrow, Assistant Deputy Minister 2-8431, 2-8502

Special Adviser: T. E. Bocking 2-7886, 2-6968

Industrial Promotion Branch

Director: G. F. G. Hughes 2-4143

Depreciation Certification Division

S. B. Kayes 2-3111

Industrial Services Division

Chief: G. P. Bourne 2-5909

Regulations and Publications Division

Chief: J. H. O'Connell 2-3713

Special Studies Division

Chief: W. J. H. Purcell 2-5672

Chemical Industries Division

J. M. Belanger 2-6685

Electrical Industries Division

Food Industries Division

E. T. Banting 2-4181

Forest Industries Division

Chief: H. C. Jellicoe 2-8082

Metal Industries Division

Chief: B. F. Armishaw 2-6904

Textile Industries Division

Chief: P. L. Boisclair 2-2771

National Design Branch

Director: Carl J. Lochnan 2-0342

Assistant Director: E. P. Weiss 2-0341

Design Information Division

Mrs. M. Platek 2-8971

Domestic Commerce Services

Small Business Branch

Gov. Local

Director: J. J. McKennirey 2-4737

Assistant Director: R. J. Chartrand 2-0517

Management Training Division

Chief: D. S. Conger 2-8802

Areas Division

Chief: F. L. Quartermaine 2-7774

Information Division

Chief: R. C. Fraser 2-7573

Standards Branch Standards Bldg., Holland Ave., Tunney's Pasture

Director: R. W. MacLean 2-2132

Electricity and Gas Division

Chief: E. F. Power 2-2956

Weights and Measures Division

Chief: C. S. Phillips 2-2000

Laboratory Division

Chief: W. J. S. Fraser 2-2575

Commodities and Precious Metals Marking

G. R. Lewis 2-7075

Commodities and Industries Services

Denis Harvey, Assistant Deputy Minister 2-5417, 2-7056

Agriculture and Fisheries Branch

Director: Dr. S. C. Hudson 2-4301

Assistant Director: G. E. Woollam 2-7634

Fisheries Division

Chief: T. R. Kinsella 2-7385

Assistant Chief: D. J. Packman (Atlantic Fisheries) 2-7744

Pacific Fisheries: B. Choquette 2-6621

Inland Fisheries: 2-7385

Grain Division, Room 467, Confederation Bldg.

Chief: R. M. Esdale 2-5830, 2-5648

Assistant Chief: W. R. Hickman (Export) 2-7036, 2-5830

Assistant Chief: J. W. Channon (Domestic) 2-5648, 2-7036

W. J. O'Connor 2-5830, 2-5648

Livestock and Animal Products Division

Chief: K. L. Melvin 2-3172

Assistant Chief: D. H. Burns (furs, sugar, beverages) 2-4161

Livestock, meats and meat products: J. Kaffezakis 2-5347

Dairy and poultry products: John A. McKelvie 2-8039

Special Projects: R. M. McKay 2-7749

Plant Products Division

Chief: A. J. Stanton 2-7523

Fruits, vegetables and products: J. B. Mountain 2-0914

Special crops, feeds, seeds: F. Beaudette 2-6350

Grocery and confectionery products: W. J. Curran 2-6350

Oils, fats and oilseeds: H. E. Ryan 2-5481

Commodities Branch

Director: A. M. Tedford 2-6905

Assistant to Director: A. M. Mackenzie 2-0241

(cont'd.)

Commodities and Industries Services

Gov. Local

Apliances and Commercial Machinery Division

Chief: G. W. Rahm	2-6950
Assistant Chief: W. H. Grant	2-3209
Sewing machines (domestic), gas, gasoline and kerosene pressure stoves, lamps, lanterns and appliances: W. H. Grant	2-3209
Scientific equipment and supplies: J. A. Findlay	2-6383
Plumbing, heating, air conditioning, hardware: D. C. Meyers	2-6958
R. F. Harris	2-6958
Apliances and housewares: P. C. Fredenburgh	2-6552
H. G. Weber	2-7956
Commercial machinery equipment and supplies, including office: O. A. Sulzenko	2-8789
V. J. Byam	2-8789

Chemicals Division

Chief: G. E. McCormack	2-5993
Assistant Chief: G. A. Ferguson	2-6075
Fertilizers, synthetic resins, rubber: G. A. Ferguson	2-6075
Pesticides, adhesives, cleaning compounds, etc.: R. B. Ball	2-8663
Petroleum, heavy organic chemicals: T. V. Harquail	2-7601
Pharmaceutical products, inorganic chemicals: J. G. Touchette	2-5177
Paints, coal tar, light organic chemicals: A. G. Billingsley	2-2905

Engineering and Equipment Division

Chief: R. C. Wallace	2-4082
Engineering Services Section: R. C. Wallace	2-4082
Consulting engineering, aerial surveys	
Construction contracting: V. P. Rossiter	2-5382
Communications and Electric Equipment Section: R. Sangster	2-8086
Nuclear instrumentation: R. Sangster	2-8086
Communication electronic equipment: D. L. Draper	2-6479
Transportation and Industrial Plant Equipment Section: J. F. Frank	2-8897
Nuclear reactor equipment	2-8897
Agricultural and automotive equipment, vehicles, aircraft, ships, railway rolling stock: G. C. Clarke	2-3873
Metal working and industrial plant equipment: J. R. Johnson	2-7546
Process Plant Equipment and Projects Section: L. T. Hansson	2-5859
Forest products, mining, rolling mill plant equipment, projects: L. T. Hansson	2-5859
Electrical and chemical plant equipment and projects: L. T. Hansson	2-5859
Municipal plant equipment and projects: L. T. Hansson	2-5859
Food processing plant equipment and projects: L. T. Hansson	2-5859

Forest Products Division

Chief: M. N. Murphy	2-0273
Logs, other round material, lumber and sawmill products: P. H. Jones	2-8800
J. M. Monaghan	2-5811
Manufactured wood products: A. D. Monkhouse	2-8979
Wood pulp, newsprint, other papers: E. J. White	2-4449
M. K. Paumann	2-5127
Paper Products: F. T. Carten	2-6974

Metals and Minerals Division

Chief: O. L. L'Esperance	2-8422
Iron and steel: O. L. L'Esperance	2-8422
Non-metallic minerals: R. P. Mulvihill	2-5823
R. T. B. Harvey	2-5159
Non-ferrous metals: R. J. Hurley	2-3823

(cont'd.)

The following nomi
should consult their ban

Conversion into Can
dollar have been made at

Except when buying
buying rate is that at wh
which banks sell exchang

When several rates
Information on the rate
Trade Relations Branch,

Rates used exclusive
For conversion to Ur

F

Arger
Austr
Austr
Bahar
Belgh
Lux
Berm

Boliv
Brazil

Britai
Britis
Britis
Burm
Ceylo
Chile
Colon
Conge
Costa
Cuba
Czech
Denm
Domi
Rep
Ecuad

El Sa
Fiji
Finlan
Franc
etc.
Franc
Rep
Frenc
Germ
Ghan
Grec
Guat
Haiti
Hond
Hong

Icelan
India
Indon
Iran

†Ex
†Th
*La

Export Trade Promotion Con

Mark II

Mark the dates down on your calendar now—Tues-
day, April 16, to Friday, May 3. In those three weeks
Canadian businessmen interested in export markets,
briefcases in hand and questions ready, will be trekking
to Ottawa. They will be heading for the Second Export
Trade Promotion Conference, there to interview Cana-
dian Trade Commissioners from 64 posts abroad,
gathered under one roof. Each visitor can book half-
hour conferences with officers from all of the countries
in which he is interested.

Want to join this trek? The procedure is simple. If
you belong to a trade association or a local Board of
Trade or Chamber of Commerce, check first with the
secretary. He probably has the green application forms
that went out from Ottawa towards the end of January.
If not, write directly to the Registrar, Second Export
Trade Promotion Conference, Department of Trade
and Commerce, Ottawa, and he will send you a registra-
tion form. Fill it in, check the posts with which you
want interviews, and return it to Ottawa. Incidentally,
there is no registration fee. Well before the conference
opens you will receive a yellow form with a schedule
of your appointments. After that, all you need to do
is to get your ticket to Ottawa, put useful literature
about your company and your product in your brief-
case, and decide on what questions you wish to ask the
Trade Commissioners whom you interview.

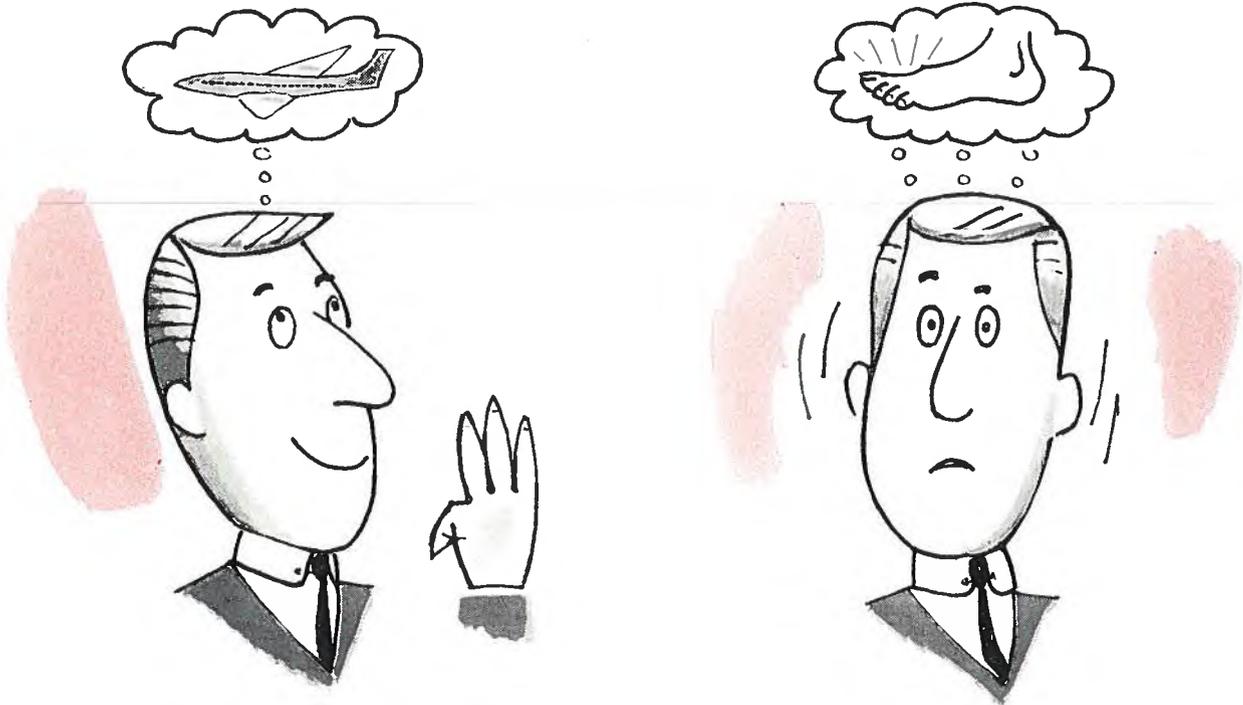
Be an "early bird"—the one who gets the worm,
remember? The prize this time will be preferential
treatment when it comes to arranging appointments.
The early applicant will be able to have his interviews
on the days and at the times most convenient for him.
They can be lined up consecutively. You will be able
to finish your business in Ottawa tidily in one, two or
three days (depending on how widespread your inter-
ests are) and be back home dealing with that loaded
desk. If you wait too long to register, you may not
be able to see all the people you would like to, or
your appointments may have to be fitted in here and
there. It may take you several days to dispatch your
business instead of one or two.

It's business at the
the first Export Trad
will realize that this
porary Building, well-
offices for all the
Ottawa for the confe
your export business
grouped by areas to
appointments you wi
so that you won't wa
one office to another
nine in the morning
Saturday and Sunday,
25 minutes.

It will be the chea
ever made. For the
your accommodation
in which markets you
you already have es
how to extend into
particular export pr
specific difficulties—
and labelling, or the
head office of the De
is just across the stre
advise you. Stack up
to Europe, South An
agree that the confe
miss. Or check with
the first one. We gu
with his enthusiasm.

If you are a novice
ence is designed for
may want to talk over
turer who is literally
had no experience in
markets to try, the R
ments for you. Simpl
the fundamentals of
too with people who
and will take a contin

**Small business or large, old pro or newco
for the Second Export Trade Prom**



Around the world in 3 days on FOOT!!

Yes, you can out-Verne Jules with our package world tour. Of course, it's a particular world we're talking about – the export world in a nutshell at Ottawa where Canadian exporters will meet for private confidential talks about market opportunities and problems with Trade Commissioners from 64 Canadian Trade Offices in 47 countries – gathered under one roof. The amount of corridor walking you do depends on how much of the tour you want to take. Needless to say, you can see as many or as few Trade Commissioners as you wish.



This offer good from Tuesday, April 16, to Friday, May 3

REGISTRATION

Obtain forms from your trade association, Board of Trade, Chamber of Commerce, or the Registrar, Second Export Trade Promotion Conference, Department of Trade and Commerce, Ottawa 4 (he can give you details and will arrange your interviews).

SECOND EXPORT TRADE PROMOTION CONFERENCE
Department of Trade and Commerce, Ottawa

