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Have you something new in the engineering field to offer on world markets? You'll be interested in how an Ottawa businessman used trade fairs, films, other promotion to get foreign orders, and how he handles licensing arrangements.

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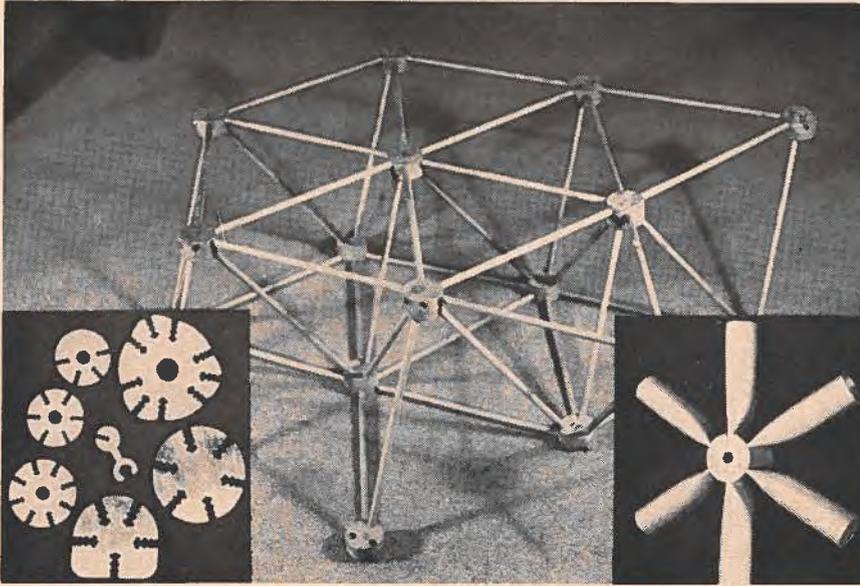
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Develop Your Own

An Ottawa businessman tells how his firm, after developing a unique method of structural connection, patented and marketed it abroad, mainly by displaying and demonstrating it at trade fairs.

H. G. FENTIMAN, *Vice-President, Sales, F. Fentiman & Sons Ltd.*



In developing the Tridetic system, Fentiman's first made the wooden model (centre). It looks like a child's toy, but actually it will support a man's weight. On the left are examples of the various connectors that the firm turns out and on the right, the coined ends of the structural members are shown inserted into a connector.

FIND a new item, method, or process. Develop it, test it, and prove its worth. Explain it, and how it should be handled, thoroughly to the officers of the Foreign Trade Service, both at home and abroad. The result—a new Canadian export industry.

We at Triodetic Structures, division of F. Fentiman & Sons Ltd., of Ottawa, have proved that this is a good formula for success. The main ingredients are a really novel idea and tremendous perseverance in getting it accepted. Useful too is the encouragement and assistance of top engineering talent in any field.

What Triodetic Is

Triodetic is a new and unique concept of structural connection that avoids the use of nuts, bolts or rivets, and has an extremely widespread application. The spur in its development came to us in the form of an inquiry for very large, slablike doors to be installed at a point in Canada's far north. We soon realized that if these doors were to be delivered to our northern customer, they would have to consist of a number of small elements. Recognizing the inherent strength of tubular structural elements, we built a wooden model of a system of interconnecting trusses. At the time, engineers knew very little about the structural analysis of such space grids, but their two- and three-way spanning action made their strength apparent. The big problem was to provide a connector that would join eight or nine tubular elements in space effectively. Because of the large number needed for any given structure, the connector would have to be one that could be mass-produced economically. It would also have to be strong and capable of being simply and quickly erected on site, preferably using unskilled labour.

When A. Fentiman was studying this problem, it occurred to him that

Successes

the tubes might be flattened and a straight thread coined across the end of the tube. The coined end in turn might be fitted into an extruded slotted member in almost any direction. The Triodetic system was born.

When the first extrusions of this slotted connector were received and the coining operation completed on a number of tubular members, they were tested. Their success was apparent. Initial tension tests indicated that the Triodetic connector would develop almost full strength of the member being joined. We soon recognized that this system could be used to build not only doors but complete structures and many other configurations where a system of triangles could be applied. Encouraged and aided by top people in the field of structural engineering, the development and testing of the Triodetic principle continued.

Using Trade Fairs

Although we realized that the Triodetic system could be adapted to structural space frames, domes, and other warped structures, engineering design analysis and testing had to be undertaken before such structures could be built. In the meantime, we continued to produce smaller items such as boat docks, display frames, etc., in an effort to get the Triodetic principle successfully introduced. Naturally, we were interested in going after markets in foreign countries too, and soon a way of investigating one of these markets opened up.

Our firm was approached by the Foreign Trade Service of the Department of Trade and Commerce to participate in the Design Engineering Show in New York City in the spring of 1960. This was, in fact, the first time the system had been exhibited to any degree and certainly the first time outside Canada. We had now completed a space



At the International Engineering Exhibition in London, England, last April, the author of this article, H. G. Fentiman (second from right) discusses with the Hon. George Drew, (right), Canada's High Commissioner in London, a staff member from British Aluminium, and a British engineer a model of the 90-foot dome-like house, completely enclosed, that his firm recently built for a customer in the Bahamas.

frame test with very satisfactory results and a portion of a similar space frame was put on display in the New York show. Of some 500 exhibitors, Triodetic was singled out by the *New York Times* and NBC television as one of the really new and unique products shown.

This publicity sparked an unprecedented number of valuable inquiries. But because we realized the value of continuity in any promotion program, we continued to participate in various shows, such as the Metals Congress in Philadelphia, Design Engineering Show in Detroit, the International Engineering Exhibition in London, England, and the Sydney Trade Fair in Sydney, Australia. All of these contributed to the acceptance of Triodetic.

Patents and Licensing

Before we made any serious excursions into foreign markets, we had first to secure world patents on the Triodetic system. The task of obtaining these patents was entrusted to a patent attorney. It requires considerable time and a good deal of money because in some countries we have to pay annual

fees to maintain our exclusive patent rights. Altogether, it took us four to five years to protect our system with patents before we were ready to release our products on world markets.

The first major structure built using the Triodetic principle was a 60-foot paraboloidal antenna for the Defence Research Board, just outside Ottawa. We undertook the manufacture of the instrument and the structural design was under the direction of Dr. D. T. Wright, Dean of Engineering at Waterloo University. This lightweight antenna proved so successful that A. Fentiman and Dr. Wright were invited to present a paper on its design and construction at a convention of the Institute of Radio Engineers. This led subsequently to an agreement with a Chicago company for the manufacturing rights of Triodetic in the field of antenna design. This company is currently offering on world markets a complete family of antennae with both mesh and solid faces, under its own trade name of Hubloc. This licensing arrangement has proved satisfactory and we have

continued to manufacture the Chicago firm's Canadian requirements and also to participate in research on and development of new concepts of antenna design. It is ironic to note that Triodetic, like so many other good Canadian ideas and products, had to be sold abroad before it was recognized and accepted by Canadians.

Licensing arrangements generally follow the pattern of a down payment for the manufacturing techniques and knowhow, plus a continuing royalty on that portion of structures, devices or products that is manufactured using the system. In every instance we have provided the tools and dies and we expect before long to be providing the actual machine that does the crimping or coining on the ends of the structural elements. We also supply the design of and the structural engineering on many structures and sometimes we export the complete structure, including all components.

Because the Triodetic system is new and well protected by foreign patents, we have had relatively little trouble in gaining interest in any market in which we have put on displays. The main problem is to select a firm with the necessary qualifications to handle the Triodetic system successfully.

Business in the Bahamas

In the spring of 1962, in rapid succession, our company received several major contracts: a large space deck for a grandstand roof; a 100-foot span temporary stage shell; four dome structures for a major oil company, and a unique 90-foot diameter dome-like house to be built in the Bahamas.

The business in the Bahamas was uncovered by one of our licencees. This company felt that we were better qualified to undertake the assignment and they turned the entire job over to us, to carry on in direct touch with the Bahamian firm. The development of this project has enabled us to be of great service to our licencee and, in turn, has given us

fairly substantial design engineering work to do on its behalf.

The Fentiman contract in the Bahamas called for a fully engineered and completely enclosed structure to be delivered and erected on site. Not only was the Triodetic principle involved, but for the raw materials that were used in building the structure we made a contract with a firm as far away as Edmonton, which provided the aluminum shingles. Lumber companies sold us the raw material for the laminated timber panels, glass companies supplied glazing for the aluminum sliding doors, and other fabricating companies made special component parts such as louvers, tapered mullions, etc. A steel company, a shipping company, and an advertising company all received contracts for business as a result of exporting this structure. Our export effort thus benefitted many other Canadian companies.

Promotion Continues

A Canadian company has produced a 16 mm. color sound film on Triodetic structures and already we have sold numerous copies abroad for use in promoting them. We also use the film as a direct sales tool, both in obtaining new licencees to manufacture the product and in convincing groups of architects and engineers of the unique qualities of the Triodetic structural system. We have shown the film in Australia, Britain and South Africa and have proved its value.

Our company is now developing special machinery for producing components and this will be sold to manufacturers of the system throughout the world. The continuing requirements for dies, tools, and jigs will be filled by Canadians and shipped to various parts of the world where the system will be used.

In addition, we have realized that the engineering required for triangulated structures is not readily available and we have assembled a specialized team of experts. Not only can structural engineering be

provided but the company intends to maintain and exercise control over the manufacture of the system so that uniformity of Triodetic connectors can be established as it is for standard S.A.E. threads. The Triodetic system is, in fact, just that. The structural elements are coined to provide the bolts and the Triodetic connectors are the fasteners. Together these two precision elements can build many forms of structures, from toys to the largest buildings. Because Triodetic is so versatile, new connectors can be developed economically to meet new needs.

At the present time, we are engineering a very large building on the single shell or dome design for a customer in London, England. We are also building an extremely unusual structure which we expect will be reproduced in some twenty different countries. And in the months ahead, we feel, Triodetic will continue to add to its successes in foreign markets and will continue to provide export orders for other Canadian companies as well.

Check Your Surface Mail

Publicity material and circular letters from Canada are arriving in Belgium by surface mail with insufficient postage. The Commercial Counsellor in Brussels has asked us to draw this to the attention of Canadian companies because he feels that the good impression such material is designed to make is spoiled when the recipient must pay a postage surcharge. And delivery of this mail is delayed.

Canadian postage rates for surface mailing of first class matter are:

To Britain and all other places in the British Commonwealth, Republic of Ireland, Republic of South Africa, France, Spain, the United States, and North and South America—five cents for the first ounce and three cents for each additional ounce or fraction thereof.

To all countries not mentioned above—six cents for the first ounce or fraction thereof and four cents for each additional ounce or fraction thereof.

Malaysia Plans a Common Market

Born only two months ago, Malaysia is already moving towards formation of a common market. What are the problems involved—and how will Canadian exporters be affected?

E. H. MAGUIRE, *Trade Commissioner, Singapore.*

THE Federation of Malaysia finally came into being on September 16, amid general rejoicing and high hopes for the future. The countries making up Malaysia—the Federation of Malaya, Singapore, Sarawak, and Sabah (North Borneo)—are at different stages of social and economic development and differ substantially in human and natural resources. However, the population of the new Federation, 10.5 million, which is increasing at the rate of over 3 per cent a year, has the highest per capita income in South East Asia. It is, in fact, double that of two of the more prosperous countries in the area—Thailand and the Philippines.

Some Economic Problems

The financial problems of the merger are minimal because the four countries making up Malaysia have long had a common currency, the Straits dollar.* Malaysia starts out on a strong economic base; its foreign exchange reserves total about M\$3,800 million, or the equivalent of about one year's imports of goods and services. The public external debt is comparatively small, at approximately M\$700 million. However, its future prosperity and development are clouded by the recent steep fall in natural rubber prices—and rubber accounts for about 35 per cent of total exports by value. Production of tin, next in importance as an export commodity, is static. The entrepôt trade of Singapore and of Penang, with external earnings equal

to those of tin, is faced with the prospect of slow growth or decline.

Despite these unfavourable aspects, the formation of Malaysia is expected to bring greater economic stability and prosperity to the countries comprising it. The larger economy that has been created is more diverse than any of its component parts, and will form the basis for the common market that is to be established in progressive stages.

Local Production Stimulated

The common market will stimulate local production of all commodities consumed in significant quantities in Malaysia. In agriculture, possibilities are good for larger output of vegetables, fruits, sugar cane, maize, fish and livestock products. However, the greatest potential lies in manufacturing industries. Compared with other less prosperous countries in South East Asia, the development of manufacturing in Malaysia has lagged. This was the result of the generally low tariff in the countries forming the federation and the concentration of investment in the main export industries—rubber and tin. The creation of the larger domestic market which is to be surrounded by protective tariffs is expected to promote the manufacture of goods consumed in quantity in Malaysia, thus diversifying the economy, considered an essential step in its prosperity.

Common Market to Be Set Up

The progressive establishment of the common market is to be extended over a number of years to

minimize the impact on the economy. The tariff structures of the countries comprising Malaysia are all quite different and range from the comprehensive structure of the Federation of Malaya to that of Singapore, in which duties are assessed on only a limited number of products. The need to preserve the major portion of the entrepôt trade of Singapore and Penang, particularly Singapore, adds further complications. In fact Singapore's entrepôt trade is so important that it has received special treatment in the formal agreements and regulations governing the formation and development of the common market.

The common market is to be established with the advice of a Tariff Advisory Board; the Federal Parliament passed legislation setting up the Board on September 9. Its permanent members are to be a chairman appointed by the Federal Government with the concurrence of the Singapore Government, and four deputy chairmen, one to be appointed by Singapore and one to be appointed jointly by the Sabah and Sarawak Governments.

The Board's main concern will be protective duties. Within six months of September 16, it must present to the Federal Government its recommendations for the imposition or alteration of protective duties on all goods and products produced or manufactured in significant quantities in Malaysia, with the exception of those goods and products the terminal markets for which lie outside Malaysia. Thereafter the Board will review the pro-

*One Straits dollar=\$0.35 Canadian.

protective tariff periodically. Within five years after September 16, 1963, if Singapore considers that the imposition of protective duties on specific goods or products will affect its entrepôt trade adversely, it may petition to have the imposition of duties on Singapore postponed for

not more than twelve months. As for revenue duties (import and export) as distinct from protective duties, the Board will review and eventually harmonize them throughout Malaysia.

The setting up of manufacturing industries in Malaysia because of

the formation of the common market should provide Canadian exporters with opportunities for larger sales of industrial raw materials and equipment. It is in this field that the most promising opportunities for the development of Canada's trade with Malaysia lie. ●

Peru Tackles Telecommunications

A \$32 million project to expand and modernize telecommunications in Peru is receiving close study from a government board. Long-term financing proposals will carry weight in eventual awarding of contract. Canadian companies might group together to bid on project.

D. J. McEACHRAN, *Assistant Commercial Secretary, Peru.*

COMMUNICATIONS are becoming more and more important in Peru's developing economy and future projects in this field may well hold promise for Canadian companies. As in most South American countries, present facilities are far below the sophisticated standards of North America or Europe. This situation, however, is changing; private installations are being modernized and expanded and the Government is studying closely plans for a national network.

Geographically, Peru is divided into three major regions: the sparsely populated interior jungle, the mineral-rich, high-altitude sierra, and the arid coastal region. Greater Lima, in the coastal region, is the center of population, industry and government and the only area served by modern communications facilities. Lima is, in fact, the focal point of the long-distance landline network that runs almost exclusively along the coastal strip. Radio connection is maintained with outlying centers. Although the future will no doubt see communications

facilities extended to the interior, present expansion and modernization plans are centered along the coast.

Present Facilities

The Government Bureau of Mail and Telecommunications (Dirección General de Correos y Telecomunicaciones) regulates the operation of all telephone and telegraph companies in Peru and provides the domestic telegraph system that connects the major cities. The principal telephone companies are the Compañía Peruana de Teléfonos Limitada, the Compañía Nacional de Teléfonos del Perú, and the Sociedad Telefónica del Perú. The first of these, a subsidiary of the International Telephone and Telegraph Corporation, serves the Lima-Callao area (65,000 subscribers). The Compañía Nacional, jointly owned by the Peruvian Government and Swiss interests, provides the long-distance service north of Lima and operates a number of small local exchanges (20,000 subscribers) scattered throughout the

northern area. The Sociedad Telefónica del Perú, controlled by the Swedish company L. M. Ericsson, serves the southern part with long distance and local exchange facilities (10,000 subscribers). The Compañía Nacional de Teléfonos is building Peru's first microwave installation between Lima and Arequipa, Peru's second largest city. This 15-tower network, estimated to cost \$4 million, is scheduled for completion before the end of this year. The British General Electric Company is supplying the equipment and its technicians are supervising the installation. All American Cables and Radio Incorporated, another I.T.T. subsidiary, and West Coast of America Telegraph Company Limited provide international cable service.

National Network Planned

In 1958 the Government's interest in developing a national communications system led to the awarding of a \$7.65 million contract to International Standard Electric Corporation of the United

States for the installation of a carrier system to connect the northern, central and southern areas of Peru's coastal zone.

Unsuccessful bidders for this contract were Philips of the Netherlands, Siemens of Germany, and RCA of the United States. Early in 1959, however, difficulties arose and as a result the Government eventually cancelled the contract. Between 1959 and 1961, engineers from several countries capable of providing the required technical services and equipment visited Peru and submitted to the Government preliminary studies and reports. The primary interest at that time was extension of the domestic long-distance telephone and telegraphic services but it is not known whether this was being planned as an integral part of the national communications network.

In 1961 the Government again requested international tenders for the modernization and expansion of Peru's communications system. Offers were to include the supply and installation of equipment and long-term financing proposals. Equipment requirements are believed to have included teletype, carrier and microwave units to a total estimated cost of \$21 million. Although tenders were submitted, the project was again postponed.

Telecommunications Board

In August 1962 the Peruvian Government announced the formation of a new board composed of representatives of all government departments and agencies involved in the development of communications facilities. This seven-man board, the Junta Permanente Nacional de Telecomunicaciones, is semi-autonomous and maintains its own office and staff of engineers. This Junta is actively studying the entire question of planning and developing a Peruvian telecommunications network, assisted now by experts provided under the International Telecommunications Union agency of the United Nations. New specifications are to be drawn up

and presented to the Government for approval and later a new call for tenders is to be issued. It is not known definitely when this phase of the board's responsibility will be completed but late 1964 is a reasonable estimate. The question of financing the project, now estimated to cost about \$32 million, has not been resolved.

Financing

The funds necessary for financing a project of this scope cannot be obtained within the country. There are, of course, several foreign sources and the prospects for Canadian participation will be determined primarily by the policies of the lending institution that becomes involved. AID financing, for example, would exclude Canadian companies completely, but projects

financed by World Bank funds are generally available for international competition on a piecemeal basis. Should financing be available from Canadian sources, the opportunities for Canadian companies would, of course, be greatly enhanced.

Canadian Participation

It is obvious that this project will present attractive prospects to many companies in many countries. The equipment, services and financing required by this \$30 million undertaking are clearly greater than a single company can supply. Canada, however, has the resources to complete every phase and thus the formation of a group competent to explore and co-ordinate every aspect of this development might well be the key to successful Canadian participation. ●

Chile's TV Goes Commercial

COMMERCIAL private television transmission was approved recently by the Chilean Government, and a committee of the House of Deputies was appointed to make a detailed study and to draft regulations to govern the operation of private stations. No licences have been granted yet but five companies have shown an active interest in getting into the television field. They are Radio Minería, Radio Corporación, Radio Cooperativa Vitalicia, Radio Magallanes and empresa *El Mercurio*, Chile's leading newspaper.

Until June 1963, Chile permitted television to be used only for educational purposes and only two stations were licensed. These are operated by the two leading universities, Universidad de Chile and Universidad Católica de Chile, and have facilities for operating only three or four hours a day. Most of the programs consist of films and documentaries sponsored by non-commercial organizations; the name of the sponsor is mentioned but other advertising is not permitted.

When a new station is opened, it is expected that the owner will want to expand into the smaller cities because greater coverage will win more advertis-

ing accounts. However, it will probably be some time before expansion is feasible because there are only about 20,000 television receivers in Chile today. Sales to consumers cannot be expected to rise rapidly at current prices of \$500 to \$900 a set, the result of currency depreciation and restriction of imports to preserve foreign exchange reserves. It will certainly be six months to a year before any company is in a position to transmit in Santiago. Moreover, the advertising revenue that would support expansion will be limited by the small audience that television now commands.

In time, as these difficulties are overcome, commercial television may well spur expansion in Chile's electronics industry. Television receivers will be assembled here and foreign suppliers of spare parts and components may find this a good market. Suppliers in the LAFTA area will have an advantage because preferential duties will certainly be extended to them. Mexico and Brazil already have fairly well developed electronic industries and stand to gain more than any other suppliers.

—G. L. GAGNE,
Assistant Commercial Secretary,
Santiago.

What's current in commodities?

Peat Moss

Southern California—Dry climate and alkaline soil make this an excellent market for Canadian peat moss. Exporters should cater to distributors' preferences in packing and shipping this product—and these preferences are explained below.

G. F. OSBALDESTON, *Consul and Trade Commissioner, Los Angeles.*

SOUTHERN Californians see and buy Canadian peat moss more than any other Canadian product, and practically every nursery carries a Canadian brand.

Peat moss is used as a soil conditioner to give body to sandy soil or lighten heavy clay. Its qualities of absorbing water and resisting decay and its high acidity make it invaluable to most gardeners in this area, with its semi-arid climate. Any product that absorbs and retains water like our peat moss fills a real need, and its acidity is helpful in the alkaline soil.

Canadian exports of peat moss to the United States have risen steadily, as Table I shows. On the average, Canadian peat moss has filled between 20 and 25 per cent of the United States demand. This reliance on Canadian sources stems from the fact that the United States does not have sufficient deposits of the higher grades. As use expands there, Canadian exports should rise to help meet the demand.

Competition from Germany

California used to purchase all of its Canadian peat moss from British Columbia, but now shipments have started to come in from Manitoba and Alberta. Freight rates determine how far peat moss can be shipped economically. The rates are lower from British Columbia than from Alberta but other competitive factors have tended to equalize this advantage, permitting shippers in

other provinces to participate in the California market.

The only foreign competition has been from West Germany, but its importance as a supplier has been declining, as Table II reveals.

The reason for the decline in West German shipments, according to a local distributor, is that it runs nearly one dollar a bale higher than the Canadian product. He adds, however, that it does have the advantage of higher acidity.

Methods of Selling

Canadian producers usually sell to distributors who in turn sell to retail outlets. Because peat moss

must move in carload quantities, the distributor's function is very important. Not only must he store large quantities to service his many retail outlets, but he must also establish contact with literally hundreds of small nurseries. It is important for Canadian producers to move with care in selecting a distributor. Ordinarily a distributor covers all of Southern California and some cover the whole state.

It has become common practice for the larger distributors to ask for a private label. Frequently they suggest that a fixed percentage of the order be packaged under their own labels. Obviously, the distributor is in a far better position when he has his own label because he retains the benefit of his advertising and promotion if the relationship with his Canadian producer is terminated. Most Canadian companies seem willing to accept this arrangement.

Shipping, Buying Season

Canadian peat moss is shipped to this market in 10 cubic-foot size compressed to 5.6 cubic-foot bales, and usually wrapped in paper containers. The West German peat moss is shipped in 7½ cubic-foot bales compressed to a three to one ratio. It has been our experience that the 10 cubic-foot bale compressed to 5.6 cubic feet is becoming the standard size. Local distributors have refused to consider Canadian bales of other sizes.

The heavy purchasing season is from January to May as gardens are prepared for the spring and summer. One distributor says that he makes 85 per cent of his sales during that period.

Wholesale prices vary widely and it would be misleading to give any

TABLE I
CANADIAN PEAT MOSS EXPORTS
TO THE UNITED STATES

	Quantity cwt.	Value \$
1956	2,265,991	6,066,393
1957	2,353,199	6,656,857
1958	2,582,337	7,505,873
1959	3,224,602	8,975,797
1960	3,149,649	8,824,930
1961	3,752,424	10,414,574
1962	4,104,277	10,998,482

Source: DBS.

TABLE II
U.S. IMPORTS OF FERTILIZER-GRADE
PEAT MOSS

	Canada	West Germany	Total
1954	\$ 3,739,524	\$3,830,626	\$ 7,910,959
1960	8,918,092	3,108,597	13,011,494
1961	10,196,741	1,747,199	12,620,379
1962	10,418,008	1,296,940	12,447,901

Source: U.S. Department of Commerce.

price information. We can supply it upon request.

As Canadian sources of supply increase and other Canadian companies seek to enter the California

market, a more concerted effort will be needed to promote and expand the uses of peat moss and to improve the regular grades with additives, in order to push up sales.

The growth in California's population and the pride its citizens take in their gardens should mean an expanding market for Canadian peat moss in the coming years. ●

High Fidelity and Stereophonic Equipment

France—Canadian high-fidelity and stereo systems should sell well in France, where reproduction quality is less advanced. But some modifications in design may be needed for European tastes.

DOUGLAS BRANION, *Assistant Commercial Secretary, Paris.*

THE stereophonic and high fidelity industry in France is still in its infancy. There are eight producers of equipment and the general tendency among these is to manufacture series of components that can be made into a high fidelity or stereophonic system rather than turn out a complete stereo or high fidelity set put together in one compact piece of furniture. The only other type being produced in France at the moment is the table-top high fidelity set.

The Canadian method of using furniture cabinets to enclose the complete stereo system is a concept that the French industry has not yet adopted. Because Canada has been specializing in this method for a number of years, reproduction in our models from this type of set-up is further advanced than in any European country. One important point to keep in mind, however, is that the modernistic trend in furniture design has not yet won acceptance in France. If a Canadian producer wishes to sell in Europe, he must adapt to European tastes. The most practical approach is for a Canadian company to send its furniture designers to Europe to study styles there.

Domestic electricity supplied in France varies between 100 and 220 volts. The State Electricity Board is slowly converting the voltage from 110 to 220 but in Paris, for example, the voltage is still operat-

ing on 110. The frequency is standardized throughout the country at 50 cycles per second. Generally speaking, the AM-FM bands are the same as in North America but one additional AM band is used in France. It is a low frequency band, 160 to 350 kilocycles. It is strongly recommended that any Canadian manufacturer considering exporting to France add this wave band to his receivers. The other bands in use are AM-540 to 560 kilocycles and FM-80 to 100 megacycles. Radio Télévision Française is carrying out experiments on introducing a system of FM stereophonic broadcasting in France. However, it will probably be two years before FM stereophonic broadcasting is in full swing.

Sources of Competition

Last year 2,478 radio receivers and stereos valued at 5.5 million francs were imported into France, mainly from the Netherlands and West Germany. These countries supplied chiefly the mass-produced type of sound reproduction equipment. The largest suppliers of custom-made equipment were the United States, Britain and Japan. Most of the equipment that Canadians might offer would fall under Tariff Item 85-15-05 and the tariff is 22 per cent of the c.i.f. value. The duty paid at the present time by Common Market countries that sell their equipment in France is 10 per cent. In addition to the

duty, there is also a 25 per cent sales tax, paid on the c.i.f. value including customs duties. Domestic producers also pay this sales tax.

Getting Started

To make an initial approach to the French market, we recommend that the Canadian company consider selling to an importer who has contacts with a number of large retail outlets. Once the brand name has become known on the French market, it might be advisable to set up a new company to import the product, look after distribution, and supply servicing facilities.

The upper income group will furnish the great majority of buyers over the next few years. However, because of the rapidly increasing prosperity in France, more and more people are in a position to buy products that have up to now been luxuries. With the advent of stereo, a new world of sound has been opened up and high fidelity has acquired a new prestige and popularity. This has happened later in France than in North America and production in France is still low. As yet there is no French product comparable to imports from the United States, Britain or Canada. If a Canadian company does decide to export to France, it must realize that at first it will sell only a few sets per month. It may take two years before it will be well established in the market. The potential, however, is enormous and to date has hardly been touched. The Canadian product is a complete novelty and would meet little direct competition.

The Canadian manufacturer might first assess the market by exhibiting

in two fairs—the Salon des Composants and the Festival International du Son. At the first, exhibitors show a number of separate pieces of stereophonic equipment,

and at the Festival International du Son, normally held early in March, complete systems. This is the largest and most interesting show for Canadian producers.

The Canadian manufacturer who wants to study this market can rest assured that the Commercial Division of the Canadian Embassy in Paris is ready to help him. ●

Foreign Firms Invest in Belgium

THE European Economic Community (EEC) has now passed from the first to the second stage of its three-stage development and tariffs on industrial products between the Six have been reduced by 60 per cent. During the same period, national rates of duty have moved closer to the Common External Tariff, which will be applied uniformly by all the partners before the end of this decade. The customs union is therefore well on its way to full implementation. Preliminary steps have been taken in other fields leading to complete economic union—internal competition and cartel policy, mobility of labour and capital, right of establishment, transport, agricultural policy and standardization of grading regulations, to mention a few.

A favourable economic climate has prevailed during the first five years of the Common Market and this has made implementing many of these policies simpler, though in some fields, particularly agriculture, progress has been slow and uneven. Nevertheless, there has been sufficient advance to convince businessmen in the Community and abroad that manufacturing and sales facilities must be expanded to take full advantage of the growth and prosperity of the European market.

Within the Community itself, firms in one country have in many instances set up manufacturing, service or sales facilities in others or have made a variety of licensing agreements. Foreign firms have also been attracted to the EEC.

Belgium has received a good share of this foreign investment in

industries, according to figures recently released by the Ministry of Economic Affairs.

Total foreign direct investment in Belgium during the past four years is given in Table I.

The reader will note that although the average size of investment by foreign companies has fluctuated, the total amount and the number of new jobs created have risen steadily, despite a reduction in the number of establishments last year.

By country of origin and by sector, these investments can be broken down as in Table I.

TABLE I
FOREIGN DIRECT INVESTMENT
IN BELGIUM

	1959	1960	1961	1962
No. of new establishments	39	143	236	189
Approx. investment (Can.\$ million)	52.9	72.1	144.6	146.5
New employment created	3,390	5,279	6,260	6,850

1962 Investment in 189 New Establishments

Number by Country	
United States	57
Netherlands	34
Germany	26
Britain	18
France	17
Italy	8
Switzerland	7
Japan	3
Others	19

	Number by Sector		
	Industry	Commerce	Services
Metals	27	33
Chemicals	14	13
Textiles	10	8
Others	11	31	42
Total	62	85	42

Two small Canadian non-industrial projects were reported in 1962, but 1961 saw the start of a substantial investment in Belgium by Polymer Corporation Limited. This new synthetic rubber plant is almost completed and production on a limited scale will begin before the end of this year.

The Japanese have established a large motorcycle factory in Belgium and two other commercial enterprises, with a total investment of over \$2½ million.

As in previous years, the value of United States investment in 1962 was outstanding, amounting to nearly 84 per cent of the total. Of the nearly Can.\$131.1 million, 65 per cent is reported to represent investment in a motor car assembly plant in the Province of Limburg.

Belgium continues to seek foreign investment and the Government is prepared in certain instances to assist firms wishing to set up industrial enterprises. These investments have had an important effect on Belgium's trade balance. New industries established by firms located in countries outside the EEC are usually designed to serve all the markets of the Six and therefore it is estimated that more than 75 per cent of their production will be exported from Belgium. To the extent that these new factories meet Belgian domestic needs, a drop in imports of these particular commodities may be expected. This, too, will have an effect on Belgium's balance of trade.

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

Brazil Expands Automotive Production

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

Eleven local producers now turn out cars, buses and trucks with 98 per cent Brazilian content, on the average. Only opportunities for Canadian automotive firms here are for new lubricants or for specialized trucking equipment that can be made under licence.

LAST YEAR the Duke of Edinburgh visited Brazil. At a luncheon offered by the British Chamber of Commerce and attended by several hundred Brazilian and foreign businessmen, the Duke got his best reaction from a remark he tossed out after he had made the usual comments of a visitor to São Paulo—"industrial powerhouse", "explosive development", "industrial complex", etc. He said that there is still room for much more development in São Paulo—"that is, of course, if the place doesn't strangle itself in its own traffic".

The Duke's reaction was a typical one for a newcomer to Brazil. The traffic is frightening both in São Paulo and in Rio de Janeiro, as it is in other Latin American cities. What is different is that practically a majority of the traffic on the streets consists of locally made cars, buses and trucks. Brazil now has eleven companies producing motor vehicles and by the end of 1962 they had turned out approximately 600,000. Output expanded steadily until early this year, with monthly production figures increasing to 18,000 units.

Affected by Credit Restrictions

Early this year, however, the Brazilian Government, as one of a series of moves designed to put the brakes on inflation, ordered severe restrictions on credit. One of the immediate effects was a drop-off in sales and production of automotive vehicles. Up to the end of August 119,188 units were produced compared with 122,486 in the same period of 1962. Truck production and sales have been more seriously affected, with a drop from 31,000 trucks in the first eight months of 1962 to 19,000 in the same period of 1963. Prospects for the remainder of this year are not en-

couraging and it is a sign of the importance of the automotive industry to the economy that its plight is receiving so much attention from political and business leaders.

Local Production Fostered

Brazil began assembling motor vehicles during the First World War. By the late 1940's, the majority of imported cars, chiefly from the United States, were coming in completely knocked down and this made it necessary to put up assembly plants and parts depots. Some local manufacture of parts began about this time. Early in the 1950's, in line with a drive to develop local industry, the Brazilian authorities began to draw up plans designed to spur local production and deter imports. But it was not until 1956, during President Kubitschek's regime, that a government agency was set up to foster the development of local automotive production. This agency was to review plans for the establishment of individual companies, to pass on these, and to agree on a time limit for each company to reach a certain degree of Brazilian-made content. Companies whose plans were found acceptable were given various incentives, including the waiving of certain taxes and the establishment of favourable exchange rates for the import of necessary machinery. Import duties on foreign-made cars were increased.

Thirty projects submitted by seventeen companies were found acceptable. Of these, only eleven are now in production; the others have either cancelled their plans or modified them. There is a story popular here (but possibly apocryphal) that several years ago the Mercedes Benz group came to Brazil to look over the market and

finally decided against local production. A local group led by a Polish immigrant is said to have gone to Mercedes with a request to manufacture in Brazil under a Mercedes licence. The terms were to be a million dollars down and a percentage of the sales. Mercedes agreed to this. Two or three years later, Mercedes came back to the Brazilians and offered them three million dollars for a 49 per cent share of their stock!

The Brazilian producers are listed below, with their products:

Fábrica Nacional de Motores S.A. (F.N.M.)
Diesel trucks and heavy duty passenger cars.

Ford Motor do Brasil S.A.

Diesel and gasoline engine trucks; heavy, medium and light duty tractors. Planning to produce passenger cars.

General Motors do Brasil S.A.

Diesel and gasoline trucks, heavy, medium and light duty.

International Harvester Máquinas S.A.

Gasoline motor trucks, medium and light duty.

Mercedes Benz do Brasil S.A.

Diesel engine trucks, medium and heavy duty; buses.

Scania Vabis do Brasil S.A.

Diesel engine heavy duty trucks and buses.

Vemag S.A.

Gasoline engine passenger cars and jeep-type vehicles.

Simca do Brasil

Passenger cars.

Toyota do Brasil, Ind. e Com. Ltda.

Jeep-type vehicles.

Volkswagen do Brasil S.A.

Passenger cars and pick-ups.

Willys-Overland do Brasil S.A.

Jeeps, station wagons, lightweight trucks, passenger cars, including (under licence) Renault cars.

The average Brazilian content of the products of all these companies is 98 per cent. This figure is subject to some debate because certain significant items are counted as of national origin if they have undergone a degree of transformation in Brazil. Thus most, if not all, of the sheet steel for auto production is imported into Brazil, but it is stamped and formed here and goes into the car as a national product. Generally speaking, however, the only parts being imported today are certain specialized roller bearings, transmission components and con-

necting rods. Willys-Overland, for example, estimated that a few months ago the imported content of its vehicles averaged \$17.87 per vehicle. This speaks well for an industry that virtually did not exist five years ago.

As mentioned earlier, the development of assembly operations in the forties created some demand for locally produced parts, but this development was minor compared with the thousands of companies that have come into existence in the last five years. Such world-famous parts producers as Bendix, Bosch, Sifco, Timken, Munroe, Champion, Pirelli, Dunlop, Rockwell, Thompson, Clark and Mahle are all established in Brazil, either through subsidiary operations or through licensing agreements.

Prices Still High

At the present time, Brazilian passenger car prices are still high (approximately \$2,500 for a Volkswagen), but there are still waiting lists for all models. Undoubtedly prices will come down, and when the rapid inflation is taken into account, it could be said that they have already come down. And the buying of a car, which can be done on terms up to 36 months, is considered to be a good hedge against inflation. There is some anxiety over the size of the market in Brazil, but as long as a buyer has to wait three to six months for delivery and as long as the rising standard of living continues to bring new buyers into the market, it is hard to justify this doubt.

The advent of the automobile industry, financed by heavy overseas investment, has meant many thousands of new jobs for Brazilians. It has meant also the development of new resources and has even led to new exports—buses and trucks to Argentina and Uruguay, jeeps to Spain. Its growth has given Brazilians generally more faith in and respect for Brazilian-made products.

It has not, however, been an unmixed blessing because the sudden development has created eco-

nomical stresses and strains without precedent. This is confirmed by the difficulties that the Government is experiencing in attempting to implement credit controls without triggering a recession. All the new industrial jobs that have been created cannot suddenly disappear without obvious political as well as economic repercussions. In addition, a very real highway problem is developing in the cities and in rural areas. The cities grew slowly through the nineteenth and early twentieth centuries and are now finding it difficult to adjust their thinking to the needs of modern heavyweight traffic.

Effect on Our Trade

There is now little or no opportunity for Canadian participation in the Brazilian automotive market, although some Canadian firms which have developed new lubricants or have patented specialized trucking equipment that could be manufactured under licence can probably find customers. There are still improvements needed in production methods. But anything that adds to capital costs, even if it means substantial increases in quality and performance, is hard to sell to this rapidly expanding industry, which so far has had no difficulty in disposing of its relatively unsophisticated products.

Drawback Concessions

RECENTLY S. A. Industrial de Motores Caminhões e Automoveis (SIMCA), re-exported to France 158 V8 crankshafts previously imported from France and machined by the local company. This transaction was facilitated by a drawback concession granted by the Brazilian Customs Policy Council. A similar concession granted to the Cia. Federal de Fundação of Rio de Janeiro permitted the export of a pulpmaking machine to Belgium worth approximately U.S.\$336,000. The value of the imported equipment contained in the machine on which the drawback concession was granted was reported as approximately U.S.\$25,000—São Paulo.

Going to New Zealand?

If you are, you should understand the import licensing system there before you talk with businessmen or prospective agents. Here is up-to-date information—and some briefing on planning your trip.

C. A. CARRUTHERS, *Assistant Commercial Secretary, Wellington.*

New Zealand is farther from Canada than most of our other trading partners and visiting it costs money. For this reason alone, a Canadian businessman should be well briefed on conditions in New Zealand and should plan his trip with extra care to obtain the best return from it.

The first decision to make is whether to go to New Zealand only or to make it one stop on a longer itinerary. Usually businessmen choose the latter—and New Zealand is grouped with Australia

and assumed to have similar problems. Actually, New Zealand and Australia are 1,200 miles apart and although both are members of the Commonwealth, they have different governments, different import legislation, and different economies—which means different problems. They must be approached and appraised differently.

There are several aerial routes to New Zealand and the choice will depend on your itinerary. If you wish to fly directly from Canada

you can use Canadian Pacific Air Lines, which has a weekly flight from Vancouver to New Zealand via Honolulu and Fiji. During the 24-hour stopover in Honolulu, you could perhaps do a day's business but if no business is forthcoming, a day on the beach is excellent conditioning for a busy schedule ahead. Incidentally, the return journey also provides a 24-hour stopover—and that day on the beach could mean arriving back in Canada prepared to face the backlog of work or the new export problems that have developed during your journey. There are several other air routes, including two flights a week by Pan American, as well as service by BOAC, Qantas and TAI, and frequent flights from Australia daily by TEAL.

The Itinerary

A businessman often spends too little time in New Zealand, especially when it is included in a longer journey. The principal commercial centres are Auckland, Wellington, Christchurch and Dunedin and, depending upon his interests, a visit to all of them may be warranted. Auckland is the largest, with a population of approximately 450,000, and it is also the industrial centre of the country. A stopover there is a must. The capital, Wellington (with its environs) is also a centre of industry and should be included on the itinerary not only for making business contacts but also for visits to government departments. (With the present system of import licensing, the Government plays an important part in New Zealand's commerce.) The four cities are well served by domestic airlines and all are within a few hours' flight. But I should emphasize that although New Zealand looks small on a map of the world, the cities are fairly far apart and you cannot do business in two of them on the same day. We suggest spending at



When you have finished your business appointments and before you leave New Zealand, why not see something of its unique tourist attractions? One of these is the model Maori village at Whakarewarewa, Rotorua; Maori girls in traditional costume stand at the gate.

least a week in New Zealand if you wish to visit all centres.

Timing and Appointments

The seasons in New Zealand are the reverse of those in Canada, and the New Zealander generally combines his summer vacation with the Christmas and New Year holidays. Most businesses close completely from mid-December to at least mid-January and a visit then is virtually useless, unless prior arrangements have been made or you are coming simply as a tourist.

Other public holidays are Anzac Day (April 25), Queen's Birthday (first Monday in June), and Labour Day, (fourth Monday in October).

The seasons are not nearly as distinctive as in Canada. The winter (June, July and August) is not as cold but tends to be rainy, and although the temperature seldom falls below freezing, the cold is penetrating and a topcoat feels comfortable. Offices and homes are usually poorly heated by North American standards and some warm underclothing or a sweater is often welcome. The summers are pleasant but again, extremes of temperature are unusual and the thermometer rarely reads over 80 degrees Fahrenheit.

Once your itinerary is drawn up, you should book your hotel reservations either through your Trade Commissioner, your business contact, or a travel agency. Hotel accommodation in New Zealand is rather limited and if your visit coincides with one of the major sporting events, last-minute requests may be turned down.

Reservations well in advance are also necessary if you wish to take time out to visit the tourist attractions, especially in the summer (December to March).

Currency and Documents

The currency is the New Zealand pound, at par with the pound sterling, and there are approximately three Canadian dollars to one New Zealand pound. At present the pound is broken down into shillings and pence but decimal currency is

not far off, with the switch set for 1967.

The New Zealand pound is not freely convertible and there are restrictions on both the amount of New Zealand currency and the quantity freely convertible into foreign exchange that can be taken out of the country. This is not generally considered a limiting factor in selling products because if a New Zealand firm receives an import licence, enough foreign exchange to cover the purchase is allocated automatically.

For Canadian citizens a valid passport ensures entry into New Zealand. Remember that evidence of a smallpox vaccination within the last three years is necessary for your re-entry into Canada.

Meeting Businessmen

Many overseas firms feel that New Zealand is a long way off and this cuts down the number of business visitors. As a result, New Zealand businessmen like meeting their overseas counterparts and appreciate the time and money they have spent to come "down under". In fact, you should not expect to pack the number of interviews into one day that you do in Canada. It is not difficult to get in to see either businessmen or government officials, but they do appreciate your making appointments in advance when this is possible. You will find that New Zealanders are usually well posted on international developments—many of them make extended trips overseas every few years. Invitations to join you at dinner or for drinks are usually most acceptable.

Before you begin talks with businessmen here, you should know something about the stringent licensing system in effect in New Zealand. Virtually all products entering the country require import licences and because of efforts to conserve foreign exchange, these are usually not obtainable for products that can be or are made locally. Often price, quality and demand are not the real factors in reaching final decisions. Licences are generally

granted to an importer for those products which he has imported in the past. This makes it difficult for a new importing firm to acquire licences for products that have been brought in previously. It is also rather difficult to obtain licences for products never imported before, although if the need is great and a good case is put before the New Zealand Government, licences are sometimes forthcoming. All licences are granted on a global basis and the licence holder is free to buy from any source. Often he is reluctant, however, to switch from a traditional source of supply. In many instances he can readily sell all that his licence allows him to import and he often will not bother to change to a new supplier because of the work and money involved in introducing a new line.

Selecting Agents

Firms without an agent or representative here are rarely successful because of the competitiveness of the market and the necessity of coordinating import licences. In fact, one of the main benefits from visiting the country may be a better understanding of how the import licensing system works and how it affects representation here. The importer must either have an import licence or have contacts who have a licence to import his product, and this fact works in favour of the older well-established agencies which have a history of imports and hold the bulk of licences in their field. But although it is difficult for a new firm to break in, it is by no means impossible and newcomers sometimes are more active than older companies which are losing some of their drive and relying on past performance. It is therefore important to discover whether a prospective agent has licences for your products or just how he hopes to acquire a share of the New Zealand market.

One other point on which we are often asked our opinion is whether an Australian agent can handle New Zealand as well. Usually the

answer is "no". Unless the Australian agent has offices or an affiliated company in New Zealand, there is little reason to expect him to do a better job from Australia than you can do from Canada. Both countries are separated from New Zealand by ocean and communication is through cable, telephone and the post. Generally speaking, a separate agency should be established for New Zealand. Because this is a fairly small market of approximately 2½ million people, many of the importing firms act as agents for several overseas companies and often for two or more firms with competing lines. This usually leads to the neglect of one product at the expense of the other so it is advisable to establish clearly, either by contact with the firm or with the Trade Commissioner, whether a proposed agent handles a competing line and if so, what effect it will have on business.

Manufacture under Licence

As a result of the import licensing system, the only way to introduce some products here is by arranging for partial manufacture in New Zealand. It is therefore desirable, if you are trying to sell a product for which import licences are doubtful or which it would be relatively easy to make at least partially in New Zealand, to work out a possible schedule for manufacture under licence in addition to a straight sales pitch. It is usually much easier to get import licences for component parts if some local manufacturing providing employment is involved.

Vacation Time

It is possible to combine a business trip with a vacation and this country offers a great variety of holiday attractions.

If you arrive here in summer—the Canadian winter—fishing, both freshwater and deepsea, is very popular. There are excellent beaches, good swimming and some surfing. There is an open season on deer and hunting both for wild pig and deer is a popular year-

round sport. In winter, there is good skiing on both the North and South Islands. The famous thermal area in Rotorua and the geothermal area in Wairakei are also worth visiting.

New Zealanders respect and like Canadians and want to do business

with them. But to do business, this goodwill is not enough. There must be personal contact which leads to mutual understanding and greater trade. A business visit develops and nourishes these contacts. Try it and see. ●

Greeting Cards for the U.S. Market

SOME 15 million greeting cards, it is estimated, go through the U.S. mails each day. The trade organization for the industry—The Greeting Card Association, New York City—estimates that the number of cards for all occasions (including Christmas) mailed in the United States in a year is over 6 billion. But Canadian firms at present hold only about 1/40 of 1 per cent of this market.

The greeting card industry has grown at an amazing rate in the past 20 years. Back in 1939, the value of all cards sold in the U.S. totalled about \$80 million. Today the figure is over \$600 million, which, on a per capita basis, means that every man, woman and child in the U.S. bought an average of 35 cards each and spent \$3.50 for them last year. This represents an eightfold increase in a little more than two decades—a rate of increase more than twenty times greater than the rate of population increase for the same period. Statistics also reveal that the value of cards imported by the U.S. in 1961 was only U.S.\$1,423,629. West Germany was the leading supplier, with \$581,401, Italy second with \$277,299, and Canada third with \$155,264.

Healthy competition among greeting-card producers has contributed to the impressive growth of the industry. There are about 300 manufacturers in the United States, principally in New York, New England, Pennsylvania and the Midwest and on the Pacific Coast. The big five—Gibson, Rust Craft, American Greetings, Hallmark and Norcross—account for about 60 per cent of all sales; Rust Craft alone claims that its two U.S. plants produce two million cards a day. However, because the greeting-card market is broad and varied, there is room for a large variety of card types and designs and scope for an even greater market expansion. The small publishers have concentrated on more limited mar-

kets and on cards for minority groups not produced by the big companies. They can also emphasize and play up the "different" look, the more expensive process, and the more expensive card.

Generally speaking, the large publishers have their own salesmen who sell direct to the retailers; the smaller companies sell through manufacturers' representatives. A Canadian card producer wanting to enter this market should spend a few days at the Stationery Show held at the New Yorker Hotel in New York in the spring. This is where representation changes hands, old lines are dropped, and new lines taken on. Many representatives attend this Show just to look for new suppliers and to observe the trends and styles in the cards themselves.

We have recently been in contact with buyers in the major department and stationery stores in Philadelphia and they are always looking for new cards. The major part of the greeting cards sold in Canada are made by subsidiaries of U.S. firms or by companies with the right to reproduce U.S. designs. The small number of firms which design and print their own cards, however, might find buyers in the United States, particularly if they can offer something distinctive. The duties are not prohibitive: 17 per cent on cards with printed messages and 11 per cent on those without greetings.

One promising opportunity is selling cards printed in French in the New England States, with their increasing French Canadian population. A Toronto firm has already found a market for its French cards in the Atlantic states. Canadian Trade Commissioners stationed in this area will be glad to help any manufacturer who wants to explore this potential greeting-card market.

—CHARLES SINKLER,
Commercial Officer, Philadelphia.

Burma Nationalizes Trading Companies

Canadians who wish to trade with Burma must adapt themselves to new circumstances, following full nationalization of 39 state-owned trading companies. Buying from foreign suppliers will be done by tender; commission agents can act only as resident consultants.

GEORGE HAZEN, *Assistant Trade Commissioner, Singapore.*

BURMA is continuing the nationalization of its economy, a process that began slowly with the coming of independence in 1948. The latest step was taken this September, when the 39 state-owned trading companies making up the Burma Economic Development Board Corporation (BEDC) were fully nationalized. These firms were once privately owned, but were taken over by the Government some time ago when goods became more and more expensive and inflation took hold. Earlier, the granting of import and export licences was restricted to Burmese but they often sold these licences to Indians. (Indians came to the Irrawaddy delta in the 1930's in large numbers and soon controlled much of the economy.) Today, with only a few minor exceptions, government departments, agencies and boards are the only holders of export and import licences.

Nationalization of the Burmese economy will probably continue. The banks have already been appropriated and nationalized; a government-run company has the monopoly of the import and resale of books and periodicals; arrangements have been completed with the wire services to make the Government the sole agency for distributing news within the country, and the import and distribution of foreign films will be restricted. Plans to place all urban bus transport in Rangoon in the hands of a government board have been completed.

Fortunately Burma has an experienced civil service and government-owned projects in industry and commerce are, in large measure, in

the hands of dedicated and intelligent men and women. Economic planning is done with care and modifications to the present Four Year Plan are expected to be announced shortly when the budget is presented.

Effect on Trade

The nationalization of the BEDC companies may mean some uncertainty for foreign firms which have been accustomed to dealing with them. Although it was owned by the State, the Corporation was free from direct control by government departments. Its subsidiary companies dealt in liquor, medicines, paints, shoes, canning, radio, weaving, sawmilling, fishing, firewood, tailoring, house construction, printing and stationery, hotels, motor transport, overseas shipping, export of commodities, imports, domestic brokerage, retail trade, motor vehicle repairs, gasoline stations, coal distribution, the tourist trade, insurance, and banking.

The nine joint venture corporations, partnerships between government and private capital, have now gone into voluntary liquidation and their assets and functions are to be assumed by the Civil Stores Committee (2). Further consolidation is coming: the Civil Stores Committee (3) was to be absorbed by Civil Stores Committee (2) on October 1, 1963.

Various other agencies will for some time to come probably make independent purchases of equipment and material peculiar to their own requirements—for example, the Directorate of Procurement of the Ministry of Defence, the Industrial

Development Corporation, the State Timber Board, the Posts and Telecommunications Department of the Ministry of Transport, the Electricity Supply Board, the Agricultural and Rural Development Corporation, the Textile Mills Management Committee, the State Railways, and some others.

Implications for Canadian

Canadian exporters can still do a good deal of business in Burma but only by adapting their trading techniques to current circumstances. Purchases from abroad are made by tender almost exclusively and bids must go direct from the supplier to the Burmese government purchasing authorities, or to a specified nationalized industry. Commission agents can no longer operate as they once did, but it may be possible to use their services as "resident consultants", particularly to provide after-sales service.

In addition to bidding on tenders, offers of goods may be sent, without awaiting an invitation, direct to the various purchasing organizations. This is not to say that these goods will be bought without tenders being called, but through this approach it may be possible at times to influence the calling of a tender and the writing of the specifications.

Generally speaking, the Burmese Government prefers to do business on a government-to-government basis, and this poses some problems for Canadian exporters. In this situation, it might be an advantage to offer goods initially through the Canadian Trade Commissioner in Singapore, whose territory includes Burma. This procedure is essential

for exporters who have been dealing with any of the BEDC subsidiary companies. Until the situation crystallizes, Canadian firms

should rely, in the first instance, on the services of the Trade Commissioner's office. Exporters who do not have established contacts with

an agent in Rangoon may wish to obtain the Trade Commissioner's advice before appointing a resident consultant. ●

Canada-Australia Trade: Business Is Better for Both

Canadian sales to Australia have climbed to a new high in value and variety; so have Australian exports to Canada. And there are encouraging signs that this trend will continue.

THE major expansion of Canadian-Australian trade in recent years resulted from larger sales of traditional items and a broadening of the range of products exchanged. Most of the commodities in this trade come under the preferential tariff and this has contributed to both the growth and diversification. Australia has become Canada's sixth largest market.

A comparison of the figures for the past three years illustrates this expansion in variety, value and volume. Canadian exports to Australia included 249 commodity classifications in 1960, 387 in 1961, and 422 in 1962. Canadian imports from Australia covered 180 classifications in 1960, increased to 193 in 1961, and reached 209 in 1962.

The value of Canada's exports to Australia for the year ended June 30, 1963, was the highest ever, at A £46 million*. For 1960, '61 and '62 (years ended June 30) the figures were A £29.7 million, A £45.7 million and A £34.2 million. The decline in 1962 stemmed from a slowdown in business activity following the boom of 1960. Our share of the Australian market increased from 3.3 per cent in 1962 to 4.3 per cent last year, putting us in fifth place, after Britain, the United States, Japan and Germany.

*A £ = Can.\$2.44.

Our leading exports to Australia are motor vehicles and parts, newsprint, lumber, wood pulp; primary aluminum; primary iron and steel; asbestos; synthetic rubber and basic plastic materials; electrical apparatus and parts; special industrial machinery and parts; nickel anodes, cathodes and ingots; chemicals; synthetic fibres and yarns; ball and roller bearings; sausage casings, and fertilizers. All of these, with the exception of newsprint, synthetic rubber and plastic materials and wood pulp, increased in volume during the calendar years 1961 and 1962.

During the first six months of this year, shipments of lumber, primary aluminum, office machinery and synthetic yarns and fibres dropped sharply in volume compared with the same period in 1962, but those of nickel anodes, cathodes and ingots, nickel in oxide, and canned fish increased. Among the many new products Canada has begun to sell in Australia during the last few years are fertilizers, hosiery, rock-drilling machinery and parts, coated and impregnated fabrics, kitchen utensils, wallpaper, power boilers and equipment, and rubber machinery.

Australia's exports to Canada have also increased steadily, jumping from A £13.9 million in the year ended June 30, 1960, to A £17 million in 1960/61, and

A £17.5 million in 1961/62. By the end of June this year, they had reached A £19 million. Australia has won ninth place among suppliers to Canada and we are its eleventh most important market. We are buying more of a wide range of products, notably raisins, canned fruit, beef and veal, mutton and lamb, sausage casings, wool and wool tops, onions, structural steel bars, wire plate and skelp, sparkling wines, hatters' furs, dressed leather and edible gelatin. We are buying less sugar, canned beef and sheet carbon.

In the immediate postwar years Canada's exports to Australia were largely confined to basic materials such as timber, metals and minerals; manufactured goods made up only a small percentage. With the elimination of import restrictions early in 1960, the Australian market opened up, and Canadian exporters are now shipping in components, materials for further manufacture and finished consumer goods as well, to bring our total sales for the first six months of this year to \$52.5 million, up from \$46.1 million in the same period last year. Although some of Canada's traditional exports may decline in the coming year because of greater production in Australia or competition from other suppliers, the over-all prospects are encouraging. On the basis of present trends, Australia offers Canadians a challenging market.

—Office of the Commercial
Counsellor, Canberra.

Canada Travels th



◀ Modern Homes Exhibition, Glasgow, October 2-19, 1963—Three Glasgow Baillies (Councilmen), Messrs. Warren, Matheson and Wills, are greeted at the Canadian exhibit by Finlay Sim, Trade Commissioner in Glasgow, and N. L. Williams, Assistant Trade Commissioner (left and second from left). The Scotsmen's eyes will soon be caught by the plywood, build-it-yourself beach cabin (to the left of the photograph) erected right on the stand. Construction plans were available for the asking at the display.

Altogether, twelve Canadian companies took part in the government-sponsored exhibit at the Modern Homes Exhibition; their products ranged from floor finishes to furnaces. In the wood field, (as well as the beach cabin), three firms showed hardwood floor and wall panelling and plywood wall panelling in a variety of Canadian and imported woods, such as birch, ash, elm, tiana, black cherry, and black walnut. Aluminum's value to the building trade was demonstrated by three companies that produce aluminum windows, doors and sliding track for doors, thresholds, moulding, and sidings. Plastic, alone and in combination with other elements, turned up in floor and masonry coatings and a concrete hardener. A manufacturer of industrial and domestic adhesives showed his 150 types of glue, and also paint and brush cleaners, plastic wood and floor varnish. And to turn a building into a home, there were gas furnaces which the Canadian producer has designed especially for the British market, plus (logically) metal hot and cold air registers in a range of plated and anodized finishes and many sizes.

▶ Marseille International Trade Fair, September 19-30, 1963—At this important fair in the trade centre of southern France, the Canadian Government set up an attractive information stand stocked with a variety of give-away booklets describing many aspects of the Canadian scene. A number of Canadian companies provided supplies of printed material describing their products. Officers of the Canadian trade office in Paris were on duty throughout the fair. The photograph shows Gilles Morin, Assistant Commercial Secretary, welcoming the Ambassador of Guinea in France, His Excellency T. Tounkara, and Mrs. Tounkara to the Canadian stand. The Trade Commissioners took advantage of their time in Marseille to call on businessmen in the area and at the end of the fair had received a total of 67 serious business inquiries, at the stand and on calls.

A Canada Day during the fair was observed by a reception, a luncheon, and a special program on the French radio network. A. G. Kniewasser, Commercial Counsellor in Paris, spoke to a seminar of businessmen and officials on trade between the two countries.

Similar information stands (which incorporate a lounge, business office, and colourful photographs and capsule statistical information on our country, people, resources, industry and trade) were put into the International Trade Fairs at Paris (May 23-June 3) and Strasbourg (September 7-22).



Trade Fair Circuit



◆ Sydney Trade Fair, July 26-August 10, 1963—Who can resist a cute toy? Dame Pattie Menzies, wife of the Prime Minister of Australia, is obviously charmed by these on display in the Canadian exhibit at the Sydney Trade Fair. But she saw a great deal more than toys during her visit—the products of some 70 companies: foods (whisky, pickles, canned goods, fish, frozen potato products, cheese); clothing (furs and sportswear); household furnishings and equipment (heating and water-conditioning equipment, furniture, textiles, drapes, wallpaper, deodorizers, scales, kitchen accessories, arborite for counters and cupboards, cookware, giftware and novelties); sporting goods and toys (marine drives, archery and body-building equipment).

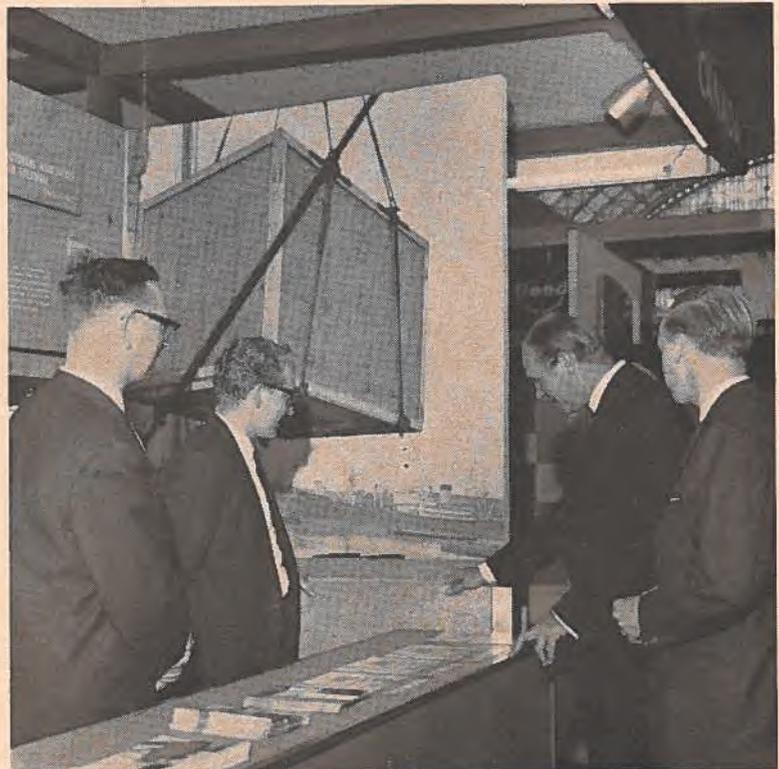
Our 10,000 square foot exhibit (praised by many as one of the most attractive in the fair) was designed not only to show what we make and can sell, but to give Australians a more accurate picture of our country. Canada's outstanding technological achievements were illustrated by models of the famous Alouette satellite, the Martlet missile, the unique swing-tail cargo aircraft, a responder beacon (radio remote control dial system), crash position indicator, the gigantic aeroquay for the new Toronto airport, a pipeline freight-handling system, and a portable infrared detector.

Prefair publicity in Australia for the Canadian exhibit included extensive advertising in newspapers, theatres and on the radio. Posters were distributed widely, and a 20-page Canadian supplement was published by the *Sydney Daily Telegraph*. A contest for women with the prize a mink stole attracted a great deal of attention.

◆ International Packaging Exhibition, London, September 4-12, 1963—Packages and packaging are becoming better and better as producers realize that good looks and the best possible protection are major selling points. Canadians are right in step with this trend, both in creating effective designs and using improved materials and methods. The Canadian companies that went to this London show are good examples. The materials they presented ranged from sturdy plywood to flexible printed polyethylene film, from aluminum to wax paper.

On display were prelacquered aluminum strip for cans; aluminum pouring spouts for packages of cereals, salt, etc.; stainless steel containers, tanks and barrels; pressure-sensitive adhesive tapes; plastic-coated fabrics, paper, backing materials, etc.; freezing, wrapping, and bag papers for use in home and industry; reusable nylon strapping with buckles for holding palletized stock. Machinery in the Canadian display included a remarkable machine that packages potato chips automatically in bags of any size or material, an automatic pressure-forming machine for making styrene food-packaging trays, a sugar packet machine, and another that vacuum-forms the bottom half of the package, loads the product, and heat-seals the cover, made of film.

In this photograph, Mr. Love and Mr. Britten of the Plywood Manufacturers Association of British Columbia in London (left) discuss fir plywood packing cases with Frederick Erroll, President of the Board of Trade, and E. J. Ward, Commercial Secretary (Timber) for Canada (right).



FAIRS AND EXHIBITIONS

Canada Exhibits at Cologne

WHAT'S so special about peanut butter? Or beeswax candles, barbecued chicken, or cheddar cheese?

To most North Americans, none of these is a crowd-stopper. But the Germans who thronged the International Exhibition of Fine Foods and Provisions at Cologne at the end of September found these Canadian products different and delightful. They crowded around to see the beeswax candles rolled and to sample the cheese, the chicken and the peanut butter for themselves. "Where can we buy these in Germany?" they asked.

Canada was only one of 45 different countries exhibiting at the fair, popularly known as ANUGA, an abbreviation of the German title. Held once every two years, the 1963 edition covered about 140,000 square yards and according to one Canadian observer, looked as big as Toronto's CNE. And the whole 14 buildings housed displays of food, beverages, and food-processing and allied equipment. (Actually, only about 15 per cent of the displays featured equipment.) The foods shown ranged from the everyday to the exotic—jugged hare from Britain, salami from Hungary, pomegranates from Lebanon, crayfish from Australia.

To emphasize the business nature of the fair, which is sponsored by the German Federal Republic, only buyers, importers and distributors were admitted during the first five days. For the last four days, the gates were thrown open to the general public on payment of an entrance fee. Altogether 244,300 visitors came to see the exhibits, including 11,820 from some 65 foreign countries.

It was Canada's second appearance at ANUGA, with 14 firms showing their products and a Canadian Government stand devoted to

a display of frozen poultry and cheddar cheese. The Canadians did no actual selling from their stands; they handed out samples and when possible took orders for future delivery. Many of the companies exhibiting sent over personnel to man their booths—occasionally the president of the firm or other top executive. Others were represented by their German agents. Some showed products thoroughly familiar to us, while others displayed newer processed foods, such as the freeze-dried foods, extremely light in weight, that will keep for long periods without refrigeration. A 45-gallon drum of freeze-dried mushrooms shown by Canada Freeze-Dry Foods Limited could be easily shifted with one hand! The armed forces, suppliers of camping equipment, and expeditions are particularly interested in foods dried in this way.

ANUGA is a great place for nibblers because sampling is the method used to attract customers. A visitor could drink French champagne or Brazilian coffee at any hour, and follow them with Hungarian goulash or a weiner dipped in Canadian doughnut mix and fried on the spot. Some countries exhibiting offered fair-goers a complete meal of typical foods for a nominal charge.

Cheese and Poultry

Over at the Canadian Government stand, the three members of the Poultry Mission to Britain, Switzerland and Germany (representing Canadian firms which are exporting co-operatively) were on hand to talk with the trade about the refrigerated display of poultry parts as they are prepared and sold in Canada. During their travels before ANUGA opened, the mission members said to those whom they



On the opening day of the ANUGA Fair, Werner Schwarz (left), Minister of Food, Agriculture and Forestry for the German Federal Republic, visited the Canadian Government stand and inspected the cheese display. On the right, John McKelvie, Agriculture and Fisheries Branch, Department of Trade and Commerce, Ottawa.

met, "If you are going to the fair at Cologne, come and see our products for yourselves." Many of those so invited turned up at the booth. The result: a substantial number of inquiries and offers to act as agents in Germany or other European countries.

The cheese shown on the stand was supplied by five companies—Cherry Hill, Black Diamond, Kraft, Canada Packers, and Oxford Farmers. Here the idea was to explore the market and discover the reaction of Germans to our cheddar. And how did they react? A German girl who worked on the stand cutting up the cheese and offering small portions to those who crowded around put down on paper some of the comments she heard.

"Only few people didn't like it because it was 'too sharp' or it 'tasted funny'. Many of these people admitted (after another try) that one might get used to it. Quite a number of people said 'Wunderbar!', rolling their eyes in an amusing way, and were full of praise for this type of cheese. 'Where does it come from again? From Canada

you said? I never knew there was something like this in Canada. I must remember that. We cannot get some of it now? What a pity!' 'Where can we buy it? Not at all, as yet? It is a great pity! I hope it will be imported into Germany soon.' It was the same conversation hundreds of times daily."

It is unfortunately true that we cannot sell our cheddar cheese in West Germany at the moment because the Germans will not issue import licences for it. But if we can demonstrate a German demand for the product, our chances of obtaining an import quota for it will be enhanced. This was the thinking behind the display.

The Canadians did not rely upon their exhibits only to advertise Canada as an exporter. Before the fair opened, an attractive booklet, "Canada Sets the Table", was printed in German, Dutch and French as well as English and distributed widely. And at the fair itself, shopping bags bearing the slogan "Canada for Quality and Value" and the Maple Leaf were given out. One could see them all over the fair and they ad-

vertised Canada in a practical way. One afternoon the Canadian Ambassador to West Germany entertained at a reception for German fair officials, exhibitors, and buyers and importers of food products. This was given in one of the ANUGA administration buildings and Canadian foods furnished the buffet table.

Going to the fair brought different benefits to different exhibitors. Some of the companies, such as McCain Foods Limited, made contacts with agents who agreed to handle their products; so did Whyte Packing, for its barbecued spiced chicken. Others reported orders on the spot for poultry, canned fruit and vegetables, health and dietetic foods, and so on. Still others became acquainted with agents anxious to represent them in other European countries.

The months to come will probably see further business develop, especially if the German import restrictions are modified.

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

Trade Commissioners on Tour

In Territory

J. C. BRADFORD, Assistant Commercial Secretary in Bogotá, Colombia, will visit Quito and Guayaquil, Ecuador, December 9-13.

C. A. CARRUTHERS, Assistant Commercial Secretary in Wellington, New Zealand, will visit Fiji and Western Samoa during the last two weeks of November.

H. S. HAY, Assistant Commercial Secretary in Mexico City, will visit the states of Oaxaca, Chiapas and Tabasco, November 18-23.

GEO. HAZEN, Assistant Trade Commissioner in Singapore, will visit Rangoon, Burma, and Bangkok, Thailand, during the latter half of November.

A. G. KNIWASSER, Commercial Counsellor in Paris, France, will visit Algiers, Casablanca, Rabat and Tangier, November 18-28.

M. T. STEWART, Commercial Counsellor in Madrid, Spain, will visit Gibraltar during the first half of December.

M. T. THOMAS, Trade Commissioner, and **D. MOLGAT**, Assistant Trade Commissioner, in Hong Kong will visit Shanghai, Tientsin and Canton, Communist China, for two weeks beginning January 6, 1964.

R. K. THOMSON, Senior Trade Commissioner in Hong Kong, and **P. M. ROBERTS**, Trade Commissioner, will visit Peking and Shanghai during the last two weeks in November.

W. R. VAN, Trade Commissioner in Liverpool, will visit Leeds, Bradford, Newcastle upon Tyne, and Sheffield, November 11-28.

W. D. WALLACE, Commercial Counsellor in Caracas, Venezuela, will visit Curacao and Aruba, Netherlands Antilles, December 9-19.

Businessmen who would like these officers to undertake assignments should get in touch with them at their posts as soon as possible. Write to Mr. Bradford at Bogotá; Mr. Carruthers at Wellington; Mr. Hay at Mexico City; Mr. Hazen at Singapore; Mr. Kniewasser at Paris; Mr. Thomson, Mr. Roberts, Mr. Thomas and Mr. Molgat at Hong Kong; Mr. Stewart at Madrid; Mr. Van at Liverpool, and Mr. Wallace at Caracas.

COMMODITY NOTES

Chocolate Candy

JAMAICA—The Jamaican Industrial Development Corporation has made a feasibility survey of the country's imports and consumption of chocolate candy. Its report gives the value of imports of chocolate confectionery in 1962 as \$315,000. Britain and Canada supplied about 95 per cent and the remaining 5 per cent came from Europe. The 432,000 pounds of chocolate candy imported last year included plain and milk chocolate, variations of plain and milk chocolate, and specially made chocolates for diabetics. In the same year, Jamaica exported a total of \$1.5 million worth of cocoa and cocoa products.

According to the survey, milk chocolate bars are the most popular chocolate candy in Jamaica. The other ten West Indian islands consume 700,000 pounds of chocolate confectionery a year—Kingston.

Cocoa

GHANA—Cocoa exports from Ghana set a record at more than 450,000 tons in 1962, according to a recently published economic survey. However, despite this increase, earnings from cocoa exports did not rise because world prices remained depressed. The report indicated that there is still only one solution to the cocoa problem—new markets, especially in Eastern Europe and Communist China and also in Japan, where per capita consumption of cocoa is relatively low. Five new markets were opened up in 1962, bringing the number of countries that buy cocoa directly from Ghana to 29. The United States remains the best customer, with West Germany second—Accra.

Fishing Boats

SOUTH AFRICA—A 67-foot fibreglas fishing boat which, its makers claim, is the biggest of its kind in the world, has been launched in Cape Town harbour. The 25-ton vessel with a capacity of 100 tons was built for a trawling firm which fishes off the coast for a Saldanha Bay canning company. The boat cost approximately \$75,000 and is equipped with a fish scanner—Cape Town.

Fishmeal

SOUTH AFRICA—Japan, fast becoming one of the world's big buyers of fishmeal, has sent a trade delegation to negotiate for a bigger share of South Africa's production. The delegation concluded an agreement with South Africa to buy about 2 million rands (Can. \$1.3 million) worth of fishmeal in 1963, double the 1962 purchases—Cape Town.

Motor Vehicle Engines

SOUTH AFRICA—A new 8-million-rand Ford engine plant at Port Elizabeth will begin operations at the end of next year, producing more than 30,000 passenger car and truck engines a year. The engines will be built to the same specifications and standards as those now being imported. Ford's Cortina models will be the first cars fitted with South African-made engines.

Many parts used in the engines will not be produced at the new plant but will be supplied by other South African manufacturers, including flywheels, pistons, ring liners, bearings, gasket kits, oil filters, insulators, spark plugs, pulleys, covers and other parts—Cape Town.

Nylon

NEW ZEALAND—Following the recent announcement that Von Kohern of New Zealand (backed by U.S. interests) is setting up a nylon yarn and staple fibre factory in New Zealand, Fibre Makers N.Z. Limited, part of the ICI-Courtland group, has revealed that it will also go ahead with plans for a £2.5 million (\$7.5 million) mill. It will be built on a 40-acre site near Auckland and should have a capacity of three million pounds. Present plans call for the mill to supply local demand, but export possibilities—as well as production of other products, including terylene—will be investigated as soon as the market warrants—Wellington.

Paper

SWEDEN—Sweden's paper industry, with a capacity of 2.9 million tons, produced 2.4 million tons in 1962. This year output is likely to rise by about 10 per cent to 2.65 million tons, including 1.6 million for export compared with 1.45 million in 1962.

According to an FAO report now in preparation, paper consumption in Western Europe is expected to increase from 19 million tons in 1960 to close to 37 million tons by 1975. The heaviest rise will be in kraft paper and kraft liner, which are likely to show a combined increase of 140 per cent. At the same time, however, FAO estimated the over-capacity in Europe's paper industry at 2.3 million tons by 1965 and this has affected the market and reduced interest in investment—Stockholm.

Stainless Steel

HONG KONG—Local newspapers have reported that a giant HK\$20 million stainless steel plant with a daily output of 20 tons will open soon in Hong Kong.

Modern furnaces, including a high frequency furnace from West Germany, and machines to temper stainless steel will be installed under the supervision of West German technicians. For local use and export, alloy and stainless steel cutlery and watercraft fittings will be manufactured from scrap. A direct reading spectrometer capable of analyzing the components of any steel has been ordered from Italy—Hong Kong.

Textiles

SOUTH AFRICA—The Cyril Lord Textile Factory has been opened in East London. It is the first factory

in the Bantu border area, and was built in 18 months on 18 acres of bush and hill country.

It has been equipped with 14,000 tons of machinery (valued at R4 million) from mills shut down in Lancashire, England, plus a new plant built in Britain and Germany. The mill will soon be producing 10 million square yards of poplin and 1.8 million pounds of thread a year. Ultimately, poplin production will reach about 30 million square yards a year. A school has been established to train 1,000 African workers for the factory—Cape Town.

FOREIGN TARIFFS

AND TRADE REGULATIONS

Australia

TARIFF ON SPARK PLUGS—Consequent to recommendations made in a report of the Australian Tariff Board, certain changes have recently been made in the rates of duty applicable to spark plugs in Australia. In that country most spark plugs are subject to either a specific or an ad valorem duty, whichever rate returns the higher duty. The specific rate to Canada has been increased from 12d. to 13d. each, while the ad valorem alternative rate to Canada has been reduced from 45 per cent to 37½ per cent. These changes, together with a reduction in the ad valorem alternative of the most-favoured-nation duty from 50 to 37½ per cent, make the rate to Canada equal to the m.f.n. rate. The British preferential tariff duties remain unchanged at 9d. per spark plug or 27½ per cent ad valorem.

Dominican Republic

DUTY SUSPENDED ON CERTAIN FOODS—Our office in Santo Domingo informs us that a law has been promulgated suspending import duties on various foodstuffs for two years from December 1, 1963. All other charges, except the "arrimo" (4.00 Dominican pesos per metric ton), are also suspended.

The following tariff items are affected:

- 897—Beef, mutton, pork and the like, fresh or chilled
- 902—Jerked beef
- 908—Smoked herring and other smoked fish
- 909—Cod and other fish, dried or salted
- 910—Herring, mackerel, and other fish in brine
- 924—Edible cornstarches
- 931—Foodstuffs prepared with cereals, not elsewhere specified

1032—Tinned or potted soups

1033—Cod, herring and mackerel, in glass, tin or earthenware containers, whether or not in sauce or oil

1034—Salmon and tunny, in glass, tin or earthenware containers, whether or not in sauce or oil

1035—Sardines, in glass, tin or earthenware containers, whether or not in oil

1039—Fresh milk, sterilized or not; milk or cream, preserved, evaporated, condensed, concentrated or dehydrated, in powder form or prepared in any manner, with or without sugar, in containers of any kind, for human consumption.

The Ministries of Industry and Commerce will establish controls to ensure that a price reduction at least equal to the duties will be passed on to the consumers.

Iraq

IMPORT RESTRICTIONS—In a notification issued on September 10, 1963, the Iraqi Minister of Trade announced the decision of the Higher Supply Commission to reimpose import restrictions on 132 commodities. These are the same commodities that were freed from import licences and restrictions under the notification of April 23, 1963, (see June 1, 1963, issue of *Foreign Trade*), in conformity with the Government's program at that time of encouraging imports of productive and essential items.

A consolidated schedule of goods that are prohibited import was issued at the same time. Copies of it and information about specific goods on the restricted list may be obtained from the Asia and Middle East Division, Office of Trade Relations and Trade Policy, Department of Trade and Commerce, Ottawa.

The Ocean Freight Market

Transportation Division, Trade Services Branch

CHARTERING for the heavy movement of Canadian grain to Communist China, the Soviet Union, and other Eastern European buyers was the outstanding feature of the freight market in the third quarter of the year. Rates in all dry cargo trades reacted sharply upward to the demand for tonnage. From the St. Lawrence to Britain the grain rate rose by approximately 65 per cent between mid-July and the end of September, and from

British Columbia to Japan by approximately 30 per cent in the same period. Along with the new markets for grain, the restoration of demand in Japan for bulk commodities gave impetus to rate increases.

Tankers again appeared in numbers in the grain trade as low tanker rates for black oil from the Caribbean and Persian Gulf to North America reflected the seasonal decline in demand in the oil trade.

CHARTER RATES—THIRD QUARTER 1963

The rates shown in column A are in sterling or U.S. dollars with the Canadian dollar equivalent in column B calculated at £=\$3.03 and U.S.\$=\$1.08. For comparison, the rates a year ago are shown in column C with the Canadian dollar equivalent in column D calculated at £=\$3.03 and U.S.\$=\$1.08.

TIME CHARTERS

Average rates per deadweight ton per month for the third quarter of the year were as follows:

	1963		1962	
	Third Quarter		Third Quarter	
	A £ or U.S.\$	B Can.\$	C £ or U.S.\$	D Can.\$
General trading (approximately 6 months)				
Motorships, 9,000-10,999 dwt., 9-10.0 knots	\$2.38	2.57
Motorships, 9,000-10,999 dwt., 11-12.9 knots	\$2.73	2.95	\$2.35	2.54
Motorships, 11,000-12,999 dwt., 11-12.9 knots
Motorships, 9,000-10,999 dwt., 13-15 knots	\$2.71	2.93	\$2.35	2.54
Motorships, 11,000-12,999 dwt., 13-15 knots	\$2.87	3.10	\$2.23	2.41
Motorships, 13,000-15,000 dwt., 13-15 knots	\$2.73	2.95	\$2.18	2.35
Steamships, 9,000-10,999 dwt., 9-10.9 knots	\$2.56	2.76
Steamships, 11,000-12,999 dwt., 9-10.9 knots
Steamships, 11,000-12,999 dwt., 13-15 knots
General trading (approximately 12 months)				
Motorships, 9,000-10,999 dwt., 9-10.9 knots
Motorships, 9,000-10,999 dwt., 11-12.9 knots
Motorships, 9,000-10,999 dwt., 13-15 knots	\$3.39	3.66
Motorships, 11,000-12,999 dwt., 13-15 knots	\$2.94	3.18	\$2.37	2.62
Motorships, 13,000-15,000 dwt., 13-15 knots	\$3.30	3.56
Steamships, 9,000-10,999 dwt., 9-10.9 knots	\$2.37	2.56
Steamships, 11,000-12,999 dwt., 9-10.9 knots	\$2.66	2.87
Steamships, 13,000-15,000 dwt., 13-15 knots
West African Rounds				
Motorships, 9,000-10,999 dwt., 11-12.9 knots	18s. 1d.	2.74	15s. 7½d.	2.37
Motorships, 9,000-10,999 dwt., 13-15 knots	21s. 1d.	3.19
Motorships, 11,000-12,999 dwt., 11-12.9 knots
Motorships, 11,000-12,999 dwt., 13-15 knots	19s. 1d.	2.89
Steamships, 9,000-10,999 dwt., 9-10.9 knots
Steamships, 9,000-10,999 dwt., 11-12.9 knots
Steamships, 9,000-10,999 dwt., 13-15 knots

TRIP CHARTERS

Average rates for the third quarter of the year were as follows:

	1963		1962	
	Third Quarter		Third Quarter	
	A £ or U.S.\$	B Can.\$	C £ or U.S.\$	D Can.\$
Heavy grain (per long ton)				
St. Lawrence to Britain	43s. 10d.	6.64	28s. 10d.	4.73
St. Lawrence to Belgium/Holland	\$4.38	4.73	\$2.64	2.85
St. Lawrence to U.S.S.R. Baltic	\$6.88	7.43
St. Lawrence to U.S.S.R. Black Sea	\$8.22	8.88
Churchill to Britain	44s. 5d.	6.73	40s. 2d.	6.09
Churchill to Belgium/Holland	\$4.94	5.34	\$3.88	4.19
Great Lakes to Britain	70s. 10d.	10.73	52s. 9d.	7.99
Completing St. Lawrence	35s. 11d.	5.44	23s. 3d.	3.52
Great Lakes to Belgium/Holland	\$8.30	8.96	\$6.58	7.11
Completing St. Lawrence	\$4.39	4.74	\$2.65	2.86
Halifax/Saint John to Britain	48s. 8d.	7.37
British Columbia to Britain	\$7.17	7.74
British Columbia to Belgium/Holland	\$7.02	7.58
British Columbia/North Pacific to Japan	\$6.25	6.75	\$4.60	4.97
British Columbia to West Coast of India	68s. 4d.	10.35	46s. 3d.	7.01
British Columbia to Communist China	48s. 0d.	7.27
British Columbia to U.S.S.R. Pacific	\$6.91	7.46
British Columbia to U.S.S.R. Black Sea	\$9.25	9.99
Lumber and General cargo (per long ton)				
British Columbia to Britain	\$12.29	13.27	\$9.84	10.62
Scrap, Iron and Steel (per long ton)				
U.S. Atlantic to Japan	\$12.13	13.10	\$9.46	10.21
California to Japan	\$7.55	8.15	\$5.58	6.03
Coal (per long ton)				
Hampton Roads to Belgium/Holland	24s. 0d.	3.64	18s. 2d.	2.75
Hampton Roads to Japan	\$7.11	7.67	\$6.45	6.97
Black Oil (per long ton, tankers)				
Venezuela to Portland, Maine	\$1.01	1.09	\$1.55	1.67
Persian Gulf to Portland, Maine	\$3.33	3.60	\$4.72	5.10

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Brazil	Wm. Jones Commercial Counsellor J. P. Richards Assistant Commercial Secretary	Canadian Embassy Edificio Metropole Av. Presidente Wilson 165 RIO DE JANEIRO	<i>Mail:</i> Caixa Postal 2164-ZC-00 <i>Cable:</i> CANADIAN <i>Phone:</i> 42-4140 <i>Telex:</i> RIO 175 (DOMINION RIO)
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Britain	B. C. Butler Minister (Commercial) S. G. Tregaskes Commercial Counsellor J. M. Rochon Commercial Counsellor (Metals and Minerals)	Office of the High Commissioner for Canada One Grosvenor Square LONDON, W.1	<i>Mail:</i> (City Address) <i>Cable:</i> SLEIGHING, LONDON, W.1 <i>Phone:</i> MAYfair 9492 <i>Telex:</i> 2-2526, OR 2-8240 (DOMINION LDN)

Territory	Officer	City Address	Mail and Cables, Office Telephone & Telex
Britain	D. B. Laughton Commercial Counsellor (Agriculture) H. M. Maddick Commercial Counsellor W. M. Miner Commercial Secretary (Agriculture) E. J. Ward Commercial Secretary (Timber) L. D. Burke Commercial Secretary O. Hickie Assistant Commercial Secretary (Timber) G. W. Rooney Assistant Commercial Secretary (Industrial Development) E. L. Bobinski Assistant Commercial Secretary Miss M. A. Armstrong Attaché (Exhibitions) H. G. Garland Attaché (Fisheries)		<i>Cable:</i> TIMCOM, LONDON, W.1
Britain (Midlands, North England)	W. R. Van Canadian Government Trade Commissioner D. S. Armour Assistant Trade Commissioner	Martins Bank Building Water St. LIVERPOOL	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> MARitime 2177
Britain (Scotland)	Finlay Sim Canadian Government Trade Commissioner N. L. Williams Assistant Trade Commissioner	Cornhill House 144 West George St. GLASGOW C.2	<i>Mail:</i> (City Address) <i>Cable:</i> CANTRACOM <i>Phone:</i> DOUglas 6751
Britain (Northern Ireland)	Finlay Sim Canadian Government Trade Commissioner N. L. Williams Assistant Trade Commissioner	15-17 Chichester St. BELFAST 1	<i>Mail:</i> (City Address) <i>Phone:</i> 21867
Cameroun Central African Republic, Chad, Congo (Brazza- ville), Gabon		Canadian Embassy Soppo Priso Bldg. rue Joseph Clerc YAOUNDE	<i>Mail:</i> P.O. Box 572 <i>Phone:</i> 38 03
Ceylon	Commercial Division	Office of the High Commissioner for Canada 6 Gregory's Road Cinnamon Gardens COLOMBO	<i>Mail:</i> P.O. Box 1006 <i>Cable:</i> CANADIAN <i>Phone:</i> 91341
Chile	J. R. Midwinter Commercial Secretary	Canadian Embassy 5th Floor Agustinas 1225 SANTIAGO	<i>Mail:</i> Casilla 771 <i>Cable:</i> CANADIAN <i>Phone:</i> 64189
Colombia Ecuador	J. H. Bailey Commercial Secretary and Consul J. C. Bradford Assistant Commercial Secretary	Canadian Embassy Edificio Banco de Los Andes Carrera 10, No. 16-92 BOGOTA	<i>Airmail:</i> Apartado Aereo 8582 <i>Surface Mail:</i> Apartado 1618 <i>Cable:</i> CANADIAN <i>Phone:</i> 43-00-65

Territory	Officer	City Address	Mail and Cables, Office Telephone & Telex
Congo	Chargé d'Affaires	Canadian Embassy C.C.C.I. Building Boulevard Albert 1er LEOPOLDVILLE 1	<i>Mail:</i> Boîte Postale 8341 <i>Cable:</i> CANADIAN <i>Phone:</i> 2706 <i>Telex:</i> LEO 68 (DOMCAN LEO)
Cuba	Commercial Division	Canadian Embassy Calle 30 No. 518 esquina 7ª Avenida Miramar HAVANA	<i>Mail:</i> Gaveta 6125 <i>Cable:</i> CANADIAN <i>Phone:</i> 32-3526
Denmark Greenland, Poland	K. Nyenhuis Commercial Counsellor K. O. Hillyer Assistant Commercial Secretary	Canadian Embassy Prinsesse Maries Allé 2 COPENHAGEN V	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> Hilda 3306
Dominican Republic Puerto Rico	J. C. Leith Acting Commercial Secretary and Vice Consul	Canadian Embassy Edificio Copello 408 Calle El Conde SANTO DOMINGO	<i>Mail:</i> Apartado 1393 <i>Cable:</i> CANADIAN <i>Phone:</i> 2-8138
France Algeria, Morocco	A. G. Kniewasser Commercial Counsellor R. G. Woolham Assistant Commercial Secretary Y. C. Jauron Assistant Commercial Secretary G. P. Morin Assistant Commercial Secretary D. H. M. Branion Assistant Commercial Secretary	Canadian Embassy 35 Avenue Montaigne PARIS 8e	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> BALzac 99-55 <i>Telex:</i> 2-0600 (DOMCAN PARIS)
Germany Federal Republic (States of Baden-Wurt- temberg, Bavaria, Hesse, Rhineland-Palatinate, Saar)	H. J. Horne Commercial Counsellor W. F. Hillhouse Commercial Counsellor (Agriculture) C. Renaud Assistant Commercial Secretary	Canadian Embassy Frankengrabenstrasse 35 BAD GODESBERG	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> 76995 <i>Telex:</i> 886421 OR 886422 (DOMCAN BONN)
Germany (State of North-Rhine- Westphalia)	H. E. Campbell Consul Louis de Salaberry Vice Consul G. D. Valentine Vice Consul	Canadian Consulate Bismarckstrasse 95 4 DUESSELDORF 1	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> 2-05-25
Germany (City States of Bremen and Hamburg, States of Lower Saxony and Schleswig-Holstein)	R. E. Gravel Consul General Richard Turcotte Vice Consul	Canadian Consulate General Ferdinandstrasse 69 HAMBURG	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> 326149
Ghana Guinea, Ivory Coast, Liberia, Mali, Maure- tania, Togo, Upper Volta	M. S. Strong Commercial Counsellor R. A. Kilpatrick Assistant Commercial Secretary	Office of the High Commissioner for Canada E 115/3 Independence Ave. ACCRA	<i>Mail:</i> P.O. Box 1639 <i>Cable:</i> CANADIAN <i>Phone:</i> 4824

Territory	Officer	City Address	Mail and Cables, Office Telephone & Telex
Greece Turkey	B. A. Macdonald Commercial Counsellor F. I. Wood Assistant Commercial Secretary	Canadian Embassy 31 Vassilissis Sophias Ave. ATHENS 138	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> 714-041
Guatemala Costa Rica, El Salvador, Honduras, Nicaragua, Panama and Canal Zone	H. E. Lemieux Commercial Counsellor J. H. Nelson Commercial Secretary P. D. Donohue Assistant Commercial Secretary	Canadian Embassy 5a Avenida 11-70, Zone 1 GUATEMALA CITY, C.A.	<i>Airmail:</i> P.O. Box 400 <i>Surface Mail:</i> P.O. Box 444 <i>Cable:</i> CANADIAN <i>Phone:</i> 28448
Haiti	Chargé d'Affaires, a.i. and Consul	Canadian Embassy Route du Canape Vert St. Louis de Turgeau PORT AU PRINCE	<i>Mail:</i> P.O. Box 826
Hong Kong Cambodia, Communist China, Laos, Vietnam, Macao	R. K. Thomson Senior Canadian Government Trade Commissioner P. M. Roberts Trade Commissioner J. M. T. Thomas Trade Commissioner D. Molgat Assistant Trade Commissioner N. R. Gish Assistant Trade Commissioner	Hong Kong and Shanghai Banking Corporation Bldg. HONG KONG	<i>Mail:</i> P.O. Box 126 <i>Cable:</i> CANADIAN <i>Phone:</i> 27743
India (except States of Gujerat, Maharashtra, Andhra Pradesh, Mysore, Madras, Kerala) Bhutan, Nepal, Sikkim	G. A. Newman Commercial Counsellor for Canada J. H. Suggitt Assistant Commercial Secretary	13 Golf Links Road NEW DELHI 1	<i>Mail:</i> P.O. Box 11 <i>Cable:</i> CANADIAN <i>Phone:</i> 61-8254
India (States of Gujerat, Maharashtra, Andhra Pradesh, Mysore, Madras, Kerala)	W. G. Brett Canadian Government Trade Commissioner	Gresham Assurance House Mint Road BOMBAY 1-BR	<i>Mail:</i> P.O. Box 886 <i>Cable:</i> CANADIAN <i>Phone:</i> 255154
Iran	Commercial Division	Canadian Embassy Bezrouke Building Corner of Takht Jamshid Ave. and Forsat St. TEHRAN	<i>Mail:</i> P.O. Box 1610 <i>Cable:</i> CANTRACOM <i>Phone:</i> 4-9291
Ireland	P. V. McLane Commercial Counsellor for Canada	66 Upper O'Connell St. DUBLIN	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> 44251
Israel Cyprus	B. C. Steers Commercial Secretary for Canada	84 Hahashmonaim St. TEL AVIV	<i>Mail:</i> (P.O. Box 20140) <i>Cable:</i> CANADIAN <i>Phone:</i> 221203
Italy Libya, Malta	J. H. Stone Commercial Counsellor W. J. Jenkins Commercial Secretary J. J. R. Gagnon Assistant Commercial Secretary	Canadian Embassy Via G. B. De Rossi 27 ROME	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> 864-327 <i>Telex:</i> RMO 86 (RMO 86 DOMCAN OR RMO 56 DOMCAN)

Territory	Officer	City Address	Mail and Cables, Office Telephone & Telex
Jamaica Bahamas, British Honduras	R. W. Blake Commercial Counsellor R. H. M. Cathcart Assistant Commercial Secretary	Office of the High Commissioner for Canada 32 Duke St. (corner Duke and Barry Sts.) KINGSTON	<i>Mail:</i> P.O. Box 225 <i>Cable:</i> CANADIAN <i>Phone:</i> 26948
Japan Korea, Okinawa	R. G. C. Smith Minister (Commercial) P. A. Savard Commercial Counsellor J. D. Blackwood Commercial Secretary D. A. Hilton Assistant Commercial Secretary	Canadian Embassy 16, Omote-Machi 3-chome, Akasaka, Minato-ku TOKYO	<i>Mail:</i> Canadian Embassy c/o Akasaka Post Office, Tokyo <i>Cable:</i> CANADIAN <i>Phone:</i> 408-2101/8 <i>Telex:</i> TK 2218 (DOMCAN TK 2218)
Lebanon Iraq, Jordan, Persian Gulf area, Saudi Arabia, Syria	L. A. Campeau Commercial Counsellor C. E. Rufelds Assistant Commercial Secretary V. G. Lotto Assistant Commercial Secretary	Canadian Embassy Alpha Building Rue Clemenceau BEIRUT	<i>Mail:</i> Boîte Postale 2300 <i>Cable:</i> CANADIAN <i>Phone:</i> 250955
Mexico	F. B. Clark Commercial Counsellor H. S. Hay Assistant Commercial Secretary J. E. G. Gibson Assistant Commercial Secretary	Canadian Embassy Melchor Ocampo 463, 7th Floor MEXICO 5, D.F.	<i>Mail:</i> Apartado 25364 <i>Cable:</i> CANADIAN <i>Phone:</i> 25-15-60
Netherlands	D. A. B. Marshall Commercial Counsellor J. E. Montgomery Assistant Commercial Secretary	Canadian Embassy Sophialaan 5-7 THE HAGUE	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> 61-41-11 <i>Telex:</i> 31270 (DOMCAN HAGUE)
New Zealand Fiji, Samoa, Tahiti, Tonga	W. B. McCullough Commercial Counsellor C. A. Carruthers Assistant Commercial Secretary	Office of the High Commissioner for Canada Government Life Insurance Bldg. WELLINGTON	<i>Mail:</i> P.O. Box 1660 <i>Cable:</i> CANADIAN <i>Phone:</i> 70-644 <i>Telex:</i> WGN 9 (DOMCAN WGN)
Nigeria Dahomey, Gambia, Niger, Senegal, Sierra Leone	G. F. Mintenko Commercial Secretary R. A. Food Assistant Commercial Secretary	Office of the High Commissioner for Canada Barclays Bank Building, 4th Floor 40 Marina Road LAGOS	<i>Mail:</i> P.O. Box 851 <i>Cable:</i> CANADIAN <i>Phone:</i> 25262
Norway Iceland	J. E. P. Lancaster Commercial Secretary M. R. Bell Assistant Commercial Secretary	Canadian Embassy Fridtjof Nansens Plass 5 OSLO 1	<i>Mail:</i> P.O. Box 1379—Vika <i>Cable:</i> CANADIAN <i>Phone:</i> 33-30-80 <i>Telex:</i> 1880
Pakistan Afghanistan	J. A. Elliott Acting Commercial Secretary	Office of the High Commissioner for Canada Hotel Metropole, Victoria Road KARACHI	<i>Mail:</i> P.O. Box 3703 <i>Cable:</i> CANADIAN <i>Phone:</i> 50322 <i>Telex:</i> KRC 10

Territory	Officer	City Address	Mail and Cables, Office Telephone & Telex
Peru Bolivia	K. G. Ramsay Commercial Secretary D. J. McEachran Assistant Commercial Secretary	Canadian Embassy Edificio Boza, Carabaya 831 Plaza San Martin LIMA	<i>Mail:</i> Casilla 1212 <i>Cable:</i> CANADIAN <i>Phone:</i> 72760
Philippines Republic of China (Taiwan)	J. L. Mutter Consul General and Trade Commissioner W. B. Walton Consul and Assistant Trade Commissioner	Canadian Consulate General L & S Building, 3rd Floor 1414 Dewey Boulevard MANILA	<i>Mail:</i> P.O. Box 1825 <i>Cable:</i> CANADIAN <i>Phone:</i> 5-85-97
Portugal Angola, Azores, Cape Verde Islands, Madeira, Portuguese Guinea	T. J. Monty Commercial Counsellor P. A. Theberge Assistant Commercial Secretary	Canadian Embassy Rua Marques de Fronteira No. 8—4 ^a D ^o LISBON	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> 55-31-18
Rhodesia and Nyasaland Seychelles Is., Zanzibar	L. S. Glass Canadian Government Trade Commissioner	8th Floor Grindlays Bank Chambers Baker Ave. SALISBURY	<i>Mail:</i> P.O. Box 2133 <i>Cable:</i> CANTRACOM <i>Phone:</i> 26571
Singapore Burma, Federation of Malaysia, Thailand, Brunei	E. H. Maguire Canadian Government Trade Commissioner Geo. Hazen Assistant Trade Commissioner D. S. McCracken Assistant Trade Commissioner	American International Building Robinson Road and Telegraph St. SINGAPORE	<i>Mail:</i> P.O. Box 845 <i>Cable:</i> CANADIAN <i>Phone:</i> 74633
South Africa (Natal, Orange Free State, Transvaal)	C. R. Gallow Canadian Government Trade Commissioner S. B. McDowall Assistant Trade Commissioner	Mobil House 17th Floor, Corner Rissik and De Villiers Sts. JOHANNESBURG	<i>Mail:</i> P.O. Box 715 <i>Cable:</i> CANADIAN <i>Phone:</i> 33-2628
South Africa (Cape Province), St. Helena, South West Africa	H. W. Richardson Canadian Government Trade Commissioner R. G. Godson Assistant Trade Commissioner	13th Floor African Life Centre St. George's St. CAPE TOWN	<i>Mail:</i> P.O. Box 683 <i>Cable:</i> CANADIAN <i>Phone:</i> 2-5134/5
Spain Balearic Islands, Canary Islands, Gibraltar, Rio Muni, Rio de Oro	M. T. Stewart Commercial Counsellor R. M. Dawson Assistant Commercial Secretary C. S. Collins Attaché (Commercial)	Canadian Embassy Edificio Espana Avenida de Jose Antonio 88 MADRID	<i>Mail:</i> Apartado 117 <i>Cable:</i> CANADIAN <i>Phone:</i> 47-54-00
Sweden Finland	G. A. Browne Commercial Counsellor J. P. Bell Assistant Commercial Secretary	Canadian Embassy Strandvagen, 7-C STOCKHOLM	<i>Mail:</i> P.O. Box 14042 <i>Cable:</i> CANADIAN <i>Phone:</i> 67-92-15
Switzerland Tunisia	S. G. MacDonald Commercial Counsellor B. Horth Assistant Commercial Secretary	Canadian Embassy Kirchenfeldstrasse 88 BERNE	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> 44-63-81 <i>Telex:</i> 2-2386 (DOMCAN GENEVE)

Territory	Officer	City Address	Mail and Cables, Office Telephone & Telex
Trinidad and Tobago Barbados, Leeward and Windward Islands, British Guiana, French Guiana, Surinam, Guadeloupe, Martinique	R. F. Renwick Commercial Counsellor C. J. St. Pierre Assistant Commercial Secretary	Office of the High Commissioner for Canada Colonial Building 72 South Quay PORT-OF-SPAIN	<i>Mail:</i> P.O. Box 125 <i>Cable:</i> CANADIAN <i>Phone:</i> 34787
Union of Soviet Socialist Republics	R. V. N. Gordon Commercial Counsellor	Canadian Embassy 23 Starokonyushenny Pereulok Moscow	<i>Mail:</i> (City Address) <i>Cable:</i> CANAD <i>Phone:</i> 415142
United Arab Republic Aden, Sudan, Ethiopia, Yemen	W. Gibson-Smith Commercial Counsellor	Canadian Embassy 6 Sharia Rouston Pasha Garden City CAIRO	<i>Mail:</i> Kasr el Doubara Post Office <i>Cable:</i> CANADIAN <i>Phone:</i> 23110
United States	M. Schwarzmann Minister (Economic) W. J. Van Vliet Commercial Counsellor (Agriculture) R. R. Parlour Commercial Counsellor W. R. Hickman Commercial Secretary (Agriculture) N. W. Boyd Commercial Secretary S. G. Harris Assistant Commercial Secretary	Canadian Embassy 1746 Massachusetts Ave., N.W. WASHINGTON 36, D.C.	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> DEcatur 2-1011
United States	N. R. Chappell Counsellor (Energy)	Canadian Embassy 1746 Massachusetts Ave., N.W. WASHINGTON 36, D.C.	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> DEcatur 2-1011
United States (Connecticut, the eleven northern counties of New Jersey, New York) Bermuda	B. I. Rankin Deputy Consul General (Commercial) A. A. Caron Consul and Trade Commissioner A. A. Lomas Consul and Trade Commissioner W. G. Huxtable Consul and Trade Commissioner C. G. Bullis Consul and Assistant Trade Commissioner	Canadian Consulate General 680 Fifth Ave. NEW YORK CITY 19	<i>Mail:</i> (City Address) <i>Cable:</i> CANTRACOM <i>Phone:</i> JUdson 6-2400 <i>Telex:</i> 0-01-26242
United States (Maine, Massachusetts, New Hampshire, Rhode Island, Vermont)	M. R. M. Dale Consul and Trade Commissioner L. D. R. Dyke Consul and Assistant Trade Commissioner	Canadian Consulate General 607 Boylston St. BOSTON 16	<i>Mail:</i> (City Address) <i>Phone:</i> CONgress 2-1245 <i>Telex:</i> 0-094-567

Territory	Officer	City Address	Mail and Cables, Office Telephone & Telex
United States (Illinois, North Dakota, South Dakota, Minnesota, Wisconsin, Indiana, Iowa, Kansas, Kentucky, Missouri, Nebraska)	D. H. Cheney Consul and Senior Trade Commissioner	Canadian Consulate General 310 South Michigan Ave. Suite 2000 CHICAGO 4	<i>Mail:</i> (City Address) <i>Phone:</i> 427-7926 <i>Telex:</i> 0-025-571
	V. B. Chew Consul and Trade Commissioner		
	N. L. Currie Consul and Assistant Trade Commissioner		
	M. Rowan Vice Consul and Assistant Trade Commissioner		
United States (Michigan, Ohio)	I. V. Macdonald Consul and Trade Commissioner	Canadian Consulate 1139 Penobscot Building DETROIT 26	<i>Mail:</i> (City Address) <i>Phone:</i> WOODWARD 5-2811 <i>Telex:</i> 0-023-445
United States California (the ten south- ern counties), Clark County in Nevada, Arizona, New Mexico	G. F. J. Osbaldeston Consul and Trade Commissioner	Canadian Consulate General 510 West Sixth St. LOS ANGELES 14	<i>Mail:</i> (City Address) <i>Phone:</i> MADISON 2-2233 <i>Telex:</i> 0-06-74119
	R. C. Anderson Consul and Assistant Trade Commissioner		
	L. J. Taylor Consul and Assistant Trade Commissioner		
United States (Louisiana, Texas, Oklahoma, Arkansas, Mississippi, Tennessee, Alabama, North Carolina, South Carolina, Georgia, Florida)	T. F. Harris Consul and Trade Commissioner	Canadian Consulate General Suite 1710 225 Baronne St. NEW ORLEANS 12	<i>Mail:</i> (City Address) <i>Phone:</i> JACKSON 5-2136 <i>Telex:</i> 0-058-237
	G. E. Blackstock Consul and Assistant Trade Commissioner		
United States (Delaware, Maryland, the nine southern coun- ties of New Jersey, Pennsylvania, Virginia, West Virginia)	W. J. Millyard Consul and Trade Commissioner	Canadian Consulate 3 Penn Center Plaza PHILADELPHIA 2	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> LOCUST 35838
	J. B. McLaren Consul and Assistant Trade Commissioner		
United States California (except the ten southern counties), Wyoming, Nevada (ex- cept Clark County), Utah, Colorado, Hawaii	Consul General	Canadian Consulate General 333 Montgomery St. SAN FRANCISCO 4	<i>Mail:</i> (City Address) <i>Phone:</i> YUKON 1-2670 <i>Telex:</i> 0-03-431
United States (Oregon, Idaho, Washington, Montana), Alaska	Consul General	Canadian Consulate General The Tower Building Seventh Avenue at Olive Way SEATTLE 1	<i>Mail:</i> (City Address) <i>Phone:</i> MUTUAL 2-3515 <i>Telex:</i> 0-032-462
Uruguay Falkland Islands	Commercial Division	Canadian Embassy No. 1409 Avenida Agraciada Piso 7° MONTEVIDEO	<i>Mail:</i> Casilla Postal 852 <i>Cable:</i> CANADIAN <i>Phone:</i> 96096
Venezuela Netherlands Antilles	W. D. Wallace Commercial Counsellor D. I. Campbell Assistant Commercial Secretary	Canadian Embassy Avenida La Estancia No. 10 Ciudad Comercial Tamanaco CARACAS	<i>Mail:</i> Apartado 11452-Este <i>Cable:</i> CANADIAN <i>Phone:</i> 32.40.41.44

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

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

Except when buying and selling rates are specified, the mid rates only are quoted. The buying rate is that at which banks purchase exchange from exporters. The selling rate is that at which banks sell exchange to importers.

When several rates are indicated, the rate applicable depends on the commodity traded. Information on the rate for any specific commodity may be obtained from the Office of Trade Relations and Trade Policy, Department of Trade and Commerce, Ottawa.

Rates used exclusively in non-merchandise trading are *not* included in the table.
For conversion to United States dollar equivalent multiply by .92781.

Foreign Exchange Rates

Country	Unit	Type of Exchange	Can. dollar equivalent Nov. 1	Units per Canadian dollar	Notes (see below)
Argentina	Peso	Free007362	135.83	
Australia	Pound	2.4128	.4145	
Austria	Schilling04171	23.98	
Bahamas	Pound	3.0160	.3316	
Belgium and Luxemburg	Franc02162	46.25	
Bermuda	Pound	3.0160	.3316	
Bolivia	Peso09095	11.00	
Brazil	Cruzeiro	Official Free Special Category001767 †	565.93 †	
Britain	Pound	3.0160	.3316	
British Guiana	Dollar6283	1.59	
British Honduras	Dollar7540	1.33	
Burma	Kyat2263	4.42	
Ceylon	Rupee	2262	4.42	
Chile	Escudo	Bank rate	5461	1.83	
		Free	3575	2.80	
Colombia	Peso	Certificate1198	8.35	
Congo, Republic of	Franc02162	46.25	
Costa Rica	Colon1627	6.15	
Cuba	Peso	‡	‡	
Czechoslovakia	Koruna1497	6.68	
Denmark	Krone1560	6.41	
Dominican Republic	Peso	1.0778	.9278	
Ecuador	Sucre	Official05988	16.70	
		Free05712	17.51	
El Salvador	Colon4311	2.32	
Fiji	Pound	2.7171	.3680	
Finland	Markka3368	2.97	
France Monaco, etc.	Franc2200	4.55	(1)
Franco-African Republics, etc.	Franc004400	227.27	(2)
French Pacific	Franc01210	82.64	(3)
Germany	D Mark2710	3.69	
Ghana	Pound	3.0160	.3316	
Greece	Drachma03592	27.84	
Guatemala	Quetzal	1.0778	.9278	
Haiti	Gourde2156	4.64	
Honduras	Lempira5389	1.86	
Hong Kong	Dollar	Free1880	5.32	*Oct. 18
		Official1885	5.31	

†Exchange auctions will be held each week for limited amounts of exchange.

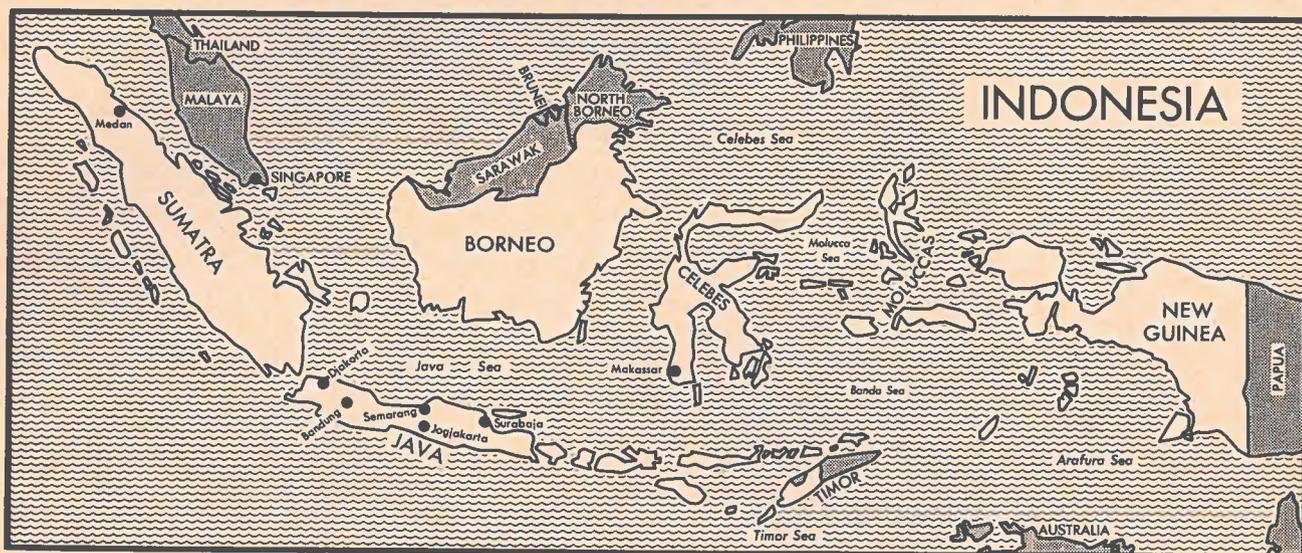
‡There is no trading in Cuban pesos in U.S. or Canadian banks at present.

*Latest available date.

Country	Unit	Type of Exchange	Can. dollar equivalent Nov. 1	Units per Canadian dollar	Notes (see below)
Iceland	Krona	Official	.02507	39.89	(4)
India	Rupee		.2262	4.42	
Indonesia	Rupiah		.003422	292.26	(4)
Iran	Rial		.01423	70.28	
Iraq	Dinar		3.0179	.3314	
Ireland	Pound		3.0160	.3316	
Israel	Pound		.3593	2.78	
Italy	Lira		.001732	577.36	
Japan	Yen		.002994	334.00	
Lebanon	Pound	Free	.3462	2.89	
Malaysia	Straits dollar		.3521	2.84	
Mexico	Peso		.08623	11.60	
Morocco	Dirham		.2156	4.64	
Netherlands	Florin		.2993	3.34	
Netherlands Antilles	Florin		.5715	1.75	
New Zealand	Pound		2.9954	3.34	
Nicaragua	Cordoba		.1540	6.49	
Nigeria	Pound		3.0160	.3316	
Norway	Krone		.1506	6.64	
Pakistan	Rupee		.2262	4.42	
Panama	Balboa		1.0778	.9278	
Paraguay	Guarani	Free	.009700	103.09	
Peru	Sol	Free	.04018	24.89	
Philippines	Peso	Free	.2764	3.62	
Portugal & Colonies	Escudo		.03749	26.67	(5)
South Africa	Rand		1.5080	.6631	
Spain and Dependencies	Peseta		.01796	55.68	
Sweden	Krona		.2075	4.82	
Switzerland	Franc		.2497	4.00	
Syria	Pound	Free	.2825	3.54	
Thailand	Baht	Free	.05260	19.01	(4)
Tunisia	Dinar		2.6083	.3834	
Turkey	Lira		.1198	8.35	(4)
United Arab Republic	Pound	Official	2.4790	.4034	
United States	Dollar		1.0778125	.9278	
Uruguay	Peso	Free	.06055	16.52	
Venezuela	Bolivar	Controlled market rate	.3215	3.11	
		Official Free	.2374	4.21	
West Indies	Dollar		.6283	1.59	(6)
	Pound		3.0160	.3316	(7)
Yugoslavia	Dinar	Official	.001437	695.89	

Notes

1. Franc is also used in Algeria, French Guiana, Guadeloupe and Martinique.
2. Chad, Central African Republic, Congo, Dahomey, Gabon, Ivory Coast, Mali, Islamic Republic of Mauritania, Niger, Senegal, Upper Volta, Camerouns, Togoland, and Malagasy. Also Reunion, Comoro Islands, St. Pierre and Miquelon.
3. New Caledonia, New Hebrides, French Polynesia.
4. Additional rates are in effect.
5. Portugal: approximately same rate for Portuguese territories in Africa.
6. Barbados, Trinidad and Tobago, Leeward and Windward Islands.
7. Jamaica.



Markets in Brief: INDONESIA

Area: 735,340 square miles.

Population: 97 million (1961 census).

Climate: tropical.

Language: Indonesian; business correspondence in English.

Currency: Rupiah. Basic rate U.S.\$1.00=Rp.45; rate for exports and tourists, U.S.\$1.00=Rp.315; rates for imports vary with category from U.S.\$1.00=Rp.315 to U.S.\$1.00=Rp.810.

Weights and measures: metric system.

Electric supply: 50 cycles; single and three phase 127/220 volts; frequency stable.

Capital: Djakarta.

Chief ports: Djakarta, Semarang and Surabaya on Java, Medan on Sumatra, Makassar on Celebes (Sulawesi).

Marketing centres: Djakarta (population) 2,973,052, Surabaya 1,007,945, Semarang 503,153, Bandung 972,566, Jogjakarta 312,698, Medan 479,098, Makassar 384,159.

Economy: based primarily on agriculture, oil production and mining.

Total Indonesian imports: (provisional figures, at basic rate U.S.\$1.00=Rp.45) 1962—Rp.29,133 million; 1961—Rp.35,732 million.

Imports by category: (million rupiahs) 1962—consumer goods 7,945 (1961, 11,491); raw materials and textiles 11,482 (15,546); capital goods 9,706 (8,695).

Chief imports: (million rupiahs) 1962—industrial and commercial machines 4,384; rice 2,771; mineral oils and derivatives 1,768; cotton yarn 1,615; coloured and printed fabrics 1,435; automobiles, trucks and buses 1,290; ammonium sulphate and other fertilizers 1,226.

Chief suppliers: (per cent) 1960—Japan 16.1, United States 15.6, Germany 9.5, Britain 8.2.

Value of imports from Canada: (DBS figures) 1963 (six months)—Can.\$423,000; 1962—Can.\$2,463,355; 1961—Can.\$2,027,082.

Chief imports from Canada: (Can.\$) 1962—vehicles and parts 1,058,946; wheat flour 337,899; sheet and strip steel 128,998; card punching machines, computers and parts 88,680; prefabricated buildings, structures and parts 66,424; aircraft engines and parts 50,723.

Total Indonesian exports: (provisional figures, at basic rate U.S.\$1.00=Rp.45) 1962—Rp.30,675 million; 1961—Rp.35,266 million.

Chief exports: (million rupiahs) 1962—rubber 13,432, crude oil and derivatives 9,710, tin ore 1,571.

Chief markets: (per cent) 1960—Singapore and Penang 28.9, United States 23.1, Britain 10.9, Germany 6.4.

Value of Canadian purchases: (DBS figures) 1963 (six months)—Can.\$41,000; 1962—Can.\$172,712; 1961—Can.\$289,591.

Chief Canadian purchases: (Can.\$) 1962—spices 91,695; crude rubber 35,858; knitted hoods and shapes 19,893.

Dollar exchange: all foreign exchange severely restricted; import licences required for all products from all sources.

Prices: quote only c. & f. Indonesian port; insurance must be placed in Indonesia.

Samples: not restricted if of no commercial value.

Trade agreements: most-favoured-nation agreement with Canada; equal tariff treatment of imports from all countries.

Banks: Canadian—none; British—The Chartered Bank.

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

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

For detailed information on this market, write to:

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

or

Canadian Government Trade Commissioner
P.O. Box 845
Singapore

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