

MAY 16. 64

FOREIGN TRADE

DEPARTMENT OF TRADE AND COMMERCE, OTTAWA



**Canada's
Fisheries Markets
in 1963**

FOREIGN TRADE

MAY 16, 1964

Vol. 121 No. 10

COVER: These West Coast fishermen are using purse seines to catch herring. Last year they landed over 571 million pounds worth \$6.5 million, an all-time record. Only salmon and halibut exceeded the herring catch in value.

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

The Hon. MITCHELL SHARP, Minister.

JAMES A. ROBERTS, Deputy Minister.

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

Price \$5.00 a year in Canada; \$7.00 abroad. Single copies: 25 cents each.

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

Canada's Fisheries Markets in 1963 2

Once a year, Foreign Trade reports to its readers on the vital fisheries industry and on its contribution to export trade. In 1963 the story was encouraging, with 90 countries buying our fisheries products and paying us a record \$172 million.

Selling in the Kingston Territory 8

In the next four weeks, the Commercial Counsellor in Jamaica will be visiting businessmen in Western Canada. Before leaving Kingston, he prepared this article, giving basic information about the area he covers and some advice on selling.

Taiwan: Island with a Future 11

The Assistant Trade Commissioner in the Philippines visits Taiwan regularly and from his own observations and his contacts there discusses the progress the island has made in the last ten years and the trading opportunities that have opened up.

Come to Copenhagen 17

It won't take long to assess whether Denmark is a potential market for your product—especially if you ask the Trade Commissioner to do an initial survey of the possibilities before you book your flight. The next steps you will find on page 17.

What's Current in Commodities?

The Market for Timber in Greece 22

Last November, our Commercial Secretary (Timber) in London travelled to Athens with the Mobile Timber Exhibit that Canada sent to Greece. This gave him an opportunity to study the expanding market for Canadian woods and to talk with the trade. Here he reports on what the Greeks are looking for in lumber.

Selling Premiums and Business Gifts in Britain 24

One out of every four adults in Britain collects trading stamps—a small indication of the opportunities to sell products that can be used as premiums or giveaways. It's a specialized field, and one that calls for special sales techniques.

Taiwan Expands Its Industries 14

Assistant Trade Commissioners Posted 20

Selling Knowhow to Central America 26

Sweden's Forest Products Industry 40

Commodity Notes	27	Foreign Trade Service Abroad	30
Foreign Exchange Rates	38	Trade Commissioners on Tour	28
Foreign Tariffs and Trade Regulations	29	Transportation Notes	19

COMING—TRADE AND DEVELOPMENT IN INDIA, PAKISTAN AND CEYLON

Canada's Fisheries Market

T. R. KINSELLA, *Chief, Fisheries Division, Agriculture and Fisheries Branch.*

EXPORTS of Canadian fisheries products during 1963 had a value of \$172,126,000, an all-time high, and 10 per cent over the previous record of \$156,621,000 set in 1962. Nearly all forms shared in the gains, including fresh and frozen whole or dressed sea fish; sea fish fillets and blocks; smoked fish; salted ground-

abroad. Of interest was the larger quantity of freshwater fish fillets shipped in 1963, notably pickerel and perch. Exports of hard-cured smoked round herring bloaters and of salted groundfish were up. Shipments went to 90 countries.

Imports Also Up

Over-all imports of fisheries products during 1963 were valued at \$20.1 million, compared with \$19.2 million in 1962; they came from 46 countries. Major imports included fresh or frozen shrimp supplied by 19 different countries, mainly the United States, Mexico and Hong Kong. Canned shrimp, also an important item, came chiefly from the United States, Japan, and India. Imports of canned tuna were significant, with Japan and Peru the principal suppliers. The United States was the leading source of fresh or frozen fish products, with the Netherlands, Norway, and West Germany shipping quantities as well. Imports of frozen fish blocks and fish sticks are grouped together in the statistical returns and the United States, Iceland, Republic of South Africa, and Norway are listed as suppliers. Portugal furnishes the major portion of canned anchovies and Norway the largest supply of canned sardines. The United States shipped almost the entire quantity of canned salmon, with Japan selling us only 5,300 pounds (\$7,043) out of a total of 1,474,300 pounds (\$1.2 million) during 1963. Of interest was the 5,964,600 pounds of fish meal valued at \$326,641 imported into Canada, with Peru, the Republic of South Africa, and the United States the sources.

Fresh and Frozen Fish

Exports of fresh and frozen fish in 1963 reached a record \$108.7 mil-

Last Year, Fisheries Exports

- Reached an all-time high of \$172.1 million, 10 per cent over the 1962 record.
- Went to 90 countries, with the United States, Britain, and Jamaica the leading customers.
- Were led by fresh and frozen fish, at \$108.7 million, with canned fish and shellfish in second place, \$25.6 million.
- Included important quantities of lobster in the shell, fresh or frozen, shipped to the U.S. and Europe.

fish; pickled and dry salted fish; canned fish; molluscs and crustaceans; fish meals, and marine oils. The exception was fresh or frozen freshwater fish whole or dressed, which was below the 1962 returns both in volume and value.

The trend towards exporting cod in the blocked form for making fish sticks and portions continued in 1963. Nearly 51 million pounds were processed and exported in this form as against 23.4 million pounds of frozen cod fillets. Frozen salmon, whole or dressed, from the Atlantic and Pacific fisheries was in strong demand in all world markets. The Pacific canned salmon pack was lower but exports of canned sardines were higher. Lobsters in all forms were keenly sought after. Fresh or frozen scallops found ready markets and greater quantities of fish meal and marine oils were shipped

In 1963

lion as against \$103.1 million in 1962. The bulk went to the United States, but Britain continued to buy important quantities of frozen fillets and blocks. Small quantities of frozen flatfish fillets from both the Atlantic and Pacific coasts were shipped to France as well as sample lots of frozen hake and cod fillets. A limited quantity of frozen inland fish, including frozen pike fillets, also found a market in France. This seems to indicate a growing interest by various European countries in the high quality frozen fish that Canada produces.

The Soviet Union recently announced a 1964 goal of 4.9 million metric tons of fisheries landings (including whales and other marine mammals). This represents an increase of about 8.9 per cent over the estimated 1963 Soviet catch of 4.5 million tons. Nevertheless, the 1963-65 Protocol to the Icelandic-Soviet Trade Agreement, which came into effect on August 1, 1963, stipulates that Iceland will deliver annually to the U.S.S.R. 15,000 to 20,000 tons of frozen fillets and 12,000 tons of salted herring. This Protocol is still operative. Indications are that over 15,000 tons of Icelandic frozen fillets were shipped to the U.S.S.R. in 1963 and further shipments of 15,000 tons of frozen fillets and 12,000 tons of frozen herring will be made during 1964. This should tend to strengthen the world market demand for frozen fish in the ensuing year.

Imports of fresh and frozen ocean perch and groundfish fillets and blocks (cod and related species) from all sources into the United States during 1963 reached 231.7 million pounds (the largest in history), compared with 221.4 million pounds in 1962. Canadian exporters furnished 127.7 million pounds (127.9 million pounds in 1962). According to the preliminary statis-



This spanking new trawler of the latest design fishes in Nova Scotian waters. The use of vessels like the "Cape Blomidon" helped the Atlantic fishermen to land a catch worth \$73.2 million last year, as against a value of \$66.5 million in 1962.

tics, our exports of fresh and frozen cod fillets were down slightly from the 1962 figures, but we provided 20.5 million pounds of the 32.7 million imported into the United States. Iceland was the other leading supplier, with 9.8 million pounds as against 8.5 million pounds in 1962.

Imports of fresh and frozen fillets of haddock, hake, pollock, and cusk into the United States totalled 24.2 million pounds. Canadian shipments declined a little from 16.1 million pounds in 1962 to 15.4 million in 1963; Iceland 6.3 million pounds (6.7 million); Norway 1.2 million pounds (1.3 million), and Denmark 740,000 pounds (462,000). However, imports of ocean perch fillets were up to 21.5 million pounds compared with 19.5 million in the previous year. Canada's share was 16.1 million pounds (14.4 million); West Germany 3.9 million pounds

(3.6 million); and Iceland 902,000 pounds (1.1 million).

United States imports of frozen blocks or slabs increased from 143.5 million pounds in 1962 to 153.3 million pounds in 1963.

The main suppliers were:

	1962	1963
	(millions of pounds)	
Canada	76.1	75.7
Iceland	28.4	31.8
Norway	17.7	17.5
Denmark	9.2	12.0
West Germany	3.2	4.3
South Africa	1.9	2.8

A few other countries supplied the remaining 1.12 million pounds.

These frozen blocks or slabs went to some 36 manufacturers of fish sticks and to 40 firms putting up fish portions, the bulk of them in the Atlantic Coast states, although there are also a considerable number in the inland, Gulf and Pacific Coast states. Total U.S. production of fish

What Canadian Fishermen Caught

THE Canadian catch of seafish and shellfish during 1963 totalled 2,181,516,000 pounds valued at \$113.1 million in comparison with 2,041,004,000 pounds worth \$115.6 million in the previous year—an increase of 7 per cent in quantity but a decrease of 2 per cent in value. The disagreement about price between the fishermen's representatives and the processors which suspended the Pacific Coast salmon operations during the height of the fishing season was mainly responsible for the over-all drop in value. Landings of sockeye salmon—the most valuable variety—were the lowest in the history of the Pacific Coast salmon fishery.

Atlantic Fisheries

Fishermen in the Atlantic Provinces landed 1,413,522,000 pounds with a landed value of \$73.2 million as against 1,353,482,000 pounds with a value of \$66.5 million in 1962. Cod, ocean perch, flounder, sole, herring, mackerel, swordfish, and scallops made major gains. The lobster fishery continued to be the most valuable in the Atlantic area. Although the catch was down, a higher unit price increased the value over the previous year—to \$21.2 million (44,232,000 pounds) in 1963 compared with \$19.8 million (46,450,000 pounds) in 1962. The cod fishery was a close second at \$20.1 million (605,305,000 pounds) compared with nearly \$19 million (585,385,000 pounds) in 1962. Newfoundland, with some 398,892,000 pounds, led in the quantity of cod landed. The important haddock fishery was smaller in volume but the value was up.

One development in the Atlantic fisheries that is being watched with

great interest is the experiment begun in the fall of 1962, when 2.5 million pink salmon eggs collected in British Columbia rivers were transplanted to North Harbour River on the Avalon Peninsula of Newfoundland—some 5,000 miles away. The exceptionally good survival rate and the minor loss through predation augur well for the success of this attempt to introduce a new species of salmon into Newfoundland.

Pacific Fisheries

Pacific coast fishermen caught 767,994,000 pounds in 1963, or about 12 per cent more than the 687,522,000 pounds of the previous year. However, the smaller salmon catch, particularly the sockeye and pink varieties, was the principal factor in lowering the over-all value from \$49.1 million to \$39.8 million, or nearly 19 per cent. The halibut fishery produced 33,664,000 pounds (\$8.3 million) as against 34,577,000 pounds (\$10.9 million) during 1962. Landings of herring in 1963 totalled 571,277,000 pounds worth \$6.5 million, an all-time record catch for any calendar year. In 1962 the figures were 445,275,000 pounds with a landed value of \$4.8 million.

The catch of Pacific Coast molluscs and crustaceans, including crabs, clams, oysters, and shrimp, amounted to 20,654,000 pounds (\$1.4 million), as against 16,622,000 pounds (\$1.2 million) in the previous year.

Canada's salmon is in demand in all markets. To help maintain its superior quality, the use of ship-board refrigeration systems, developed by the Fisheries Research Board of Canada, continues to increase. In British Columbia alone last year,

salmon packers—the vessels used to transport fish from the fishing grounds to the plants—accounted for 1,250,000 pounds of added refrigerated seawater capacity. This brings the total holding capacity of refrigerated seawater systems for a single trip to nearly four millions pounds.

Inland Fisheries

Current returns of the inland or fresh water fisheries are incomplete and are not included in the figure of total landings given above. The latest available statistics indicate that 1962 landings reached 130,456,000 pounds with a landed value of \$12.6 million, in comparison with 117,117,000 worth about \$11.8 million in 1961. Ontario was the leading producer, followed by Manitoba, Saskatchewan, Alberta, the Northwest Territories, New Brunswick, and Quebec. The main species taken were whitefish, yellow pickerel, perch, pike, trout, and smelt.

After seven long years of continually declining catches attributed to the spread of the predatory sea lamprey, the Canadian Lake Superior lake-trout fishery in 1963 had increased production for the second successive year. The 1963 catch of 105,000 pounds, although still less than 10 per cent of the pre-lamprey figure, was a great encouragement; only two years ago the fishermen were hard pressed to take 44,000 pounds. The fact that the increase occurred despite additional restrictions that closed the fishery for six weeks in the summer and although it terminated for the year in late October, heightened the mood of optimism. ●

sticks and portions during 1963 reached 173.1 million pounds—an increase of 15 per cent over the previous year. Fish sticks (78.8 million pounds) were 9 per cent greater than in 1962, and portions (nearly 94.3 million pounds) were up 20 per cent. Fish sticks and portions are produced in Canada but

prohibitive tariffs on imports of these into the United States limit sales to the domestic market.

Salted Fish

Shipments of Canadian salted groundfish (cod and related species) to foreign markets were larger in 1963 at some 106,359,000 pounds

valued at \$21.3 million, compared with 88,393,000 valued at \$17.5 million in the previous year. Jamaica continued to be the most important outlet and Puerto Rico was in second position. At the end of September 1963, however, Jamaica reimposed on salt cod price ceilings that had been withdrawn in

September 1959. Exchange difficulties persisted in Brazil and only 752,200 pounds of dried salt cod were sold there during 1963—and it was once a major outlet for Canadian salt fish. The lack of direct shipping from Atlantic Coast ports to Brazil also affects this trade. There were no sales of salt cod to Cuba in 1963 because of the shortage of foreign exchange there. Norway and Portugal purchased important quantities of wet salt cod for processing into the dried form. Both Portugal and Spain bought larger quantities of dried salt cod than in the previous year, but Spain, which started exporting salted cod in 1961, has become one of our competitors in Brazil and Puerto Rico.

Exports of light salted cod (43 per cent moisture content or less) were up, with 25,760,000 pounds shipped, valued at \$5.5 million, as against 23,572,000 pounds worth \$4.5 million in 1962. Jamaica, Spain, Puerto Rico, Italy, Portugal, and the United States were the main markets. Shipments of heavy salted cod (43 per cent moisture content or less) were also bigger: some 37,995,000 pounds worth \$7.1 million compared with 32,066,000 pounds (\$5.8 million) in the previous year. Jamaica was the leading outlet, followed by Puerto Rico, Trinidad, Portugal, Leeward and Windward Islands, and Barbados. Quantities were shipped to Pakistan, Indonesia, and Korea for relief feeding. Of interest were the one million pounds of heavy salted dried cod exported to Greece—a former traditional market for Canadian salt cod which has been buying cod in recent years from Scandinavian sources in the wet salt form.

Over-all sales of boneless salt cod were a little lower in 1963—7,221,000 pounds (\$2.57 million) compared with 7,586,000 pounds (\$2.62 million) in 1962. The bulk went to the United States, Puerto Rico, Trinidad, Bermuda, Dominican Republic, Netherlands Antilles, and Jamaica.

The over-all quantity of salted scale fish (pollock, hake, and cusk) shipped in 1963 was higher. Exports of dried salted pollock to the Dominican Republic, British Guiana, and Puerto Rico increased and they were the principal purchasers. However, in recent years, a considerable quantity of pollock has been processed in the frozen form and this demand may affect future output of salted pollock.

Total exports of pickled and dry salted fish were higher—20,891,000 pounds (\$2.7 million) in comparison with 19,246,000 pounds (\$2.4 million) during 1962. They consisted mainly of pickled herring fillets, vinegar-cured herring fillets, pickled split mackerel, and pickled mackerel fillets. Shipments of hard-cured smoked round herring bloomers were up considerably to 7,119,000 pounds (\$910,000) as against 4,172,000 pounds (\$611,000) in 1962; the Dominican Republic, Haiti, Leeward and Windward Islands, and Puerto Rico were the chief markets.

Canned Fish

Exports of canned fish in 1963 were greater both in quality and value—some 48,285,000 pounds worth \$23.8 million compared with 35,484,000 pounds (\$19.3 million) in the previous year. Shipments of canned sardines and canned pink salmon were the principal items. The canned salmon pack in 1963 was the lowest since 1959, with 1,200,906 cases of 48 pounds each put up, in comparison with 1,816,585 cases in 1962. The wage dispute between the fishermen and the operators during the peak of the salmon-fishing season affected drastically the size of the pack. The sockeye output was the smallest in the history of the B.C. salmon fishery.

Canned Salmon Exports—Exports of all varieties of Pacific Coast canned salmon in 1963 were valued at \$19.2 million, considerably above the \$15.5 million of the previous year. Britain was the leading market; other important outlets included

SALMON PACK BY VARIETIES

	1962	1963
	(in cases of 48 lbs.)	
Sockeye	297,717	157,747
Springs	9,940	7,174
Steelheads	815	770
Bluebacks	12,097	11,361
Coho	175,638	145,692
Pinks	1,188,661	757,087
Chums	134,483	118,309
Total Canadian pack	1,816,585	1,200,906
Total U.S. pack*	3,800,000	3,295,000
Total Japanese pack	1,409,257	1,058,000

*The pack in Alaska was nearly 800,000 cases less than in 1962 because of reduced runs of the sockeye and chum varieties, but the Washington and Oregon pack of 616,000 cases was nearly 90 per cent greater than in 1962 largely because of the excellent run of pink salmon in Puget Sound.

Belgium, Australia, New Zealand, France, Italy, Ireland, Netherlands, Philippines, Republic of South Africa, Trinidad, Jamaica, Venezuela, Denmark, and West Germany. There are no restrictions on imports of canned fish into Australia but shipments into New Zealand are under global licence. The situation remains unchanged in South Africa, where imports are subject to a quota program.

The canned sardine pack in 1963 at 997,277 cases (20 pounds) was below the all-time record of 1,097,597 cases put up in the previous year. However, exports were higher, 10,570,000 pounds valued at \$3,523,000 as against 7,686,000 pounds (\$2,613,000) in 1962. The increasing demand for the popular Bay of Fundy product was apparent in all traditional markets. Sales were made to some 46 countries, including Jamaica, Australia, Republic of South Africa, Trinidad, British Guiana, Britain, Dominican Republic, Barbados, Leeward and Windward Islands, Fiji, Liberia, New Zealand, Ireland, and Austria. Britain has climbed to sixth position—and, because the sardine packers continue to participate in International Food Fairs in Britain, even greater progress is expected during 1964.

Other canned fish and shellfish packs exported in 1963 included canned chicken haddie, canned herring, canned kippered snacks, canned lobster, and canned clams.

Molluscs and Crustaceans

Exports of molluscs and crustaceans during 1963 were larger both in volume and in value. Shipments to foreign markets reached 40,309,000 pounds (\$29.1 million), compared with 38,413,000 pounds valued at \$27.5 million in 1962. Despite smaller landings of lobster in 1963, some 44,232,000 pounds (46,450,000 in 1962), a higher unit price increased the landed value to \$21.2 million (\$19.8 million).

Lobsters—Shipments of lobster in the shell, fresh or frozen during 1963 were valued at \$13.6 million as against \$12.7 million in 1962. The United States was the major market. However, the demand in Europe for live lobster, coupled with the reduced air transport rates, accounted for the important quantities exported to France, Belgium, Britain, the Netherlands, West Germany, Switzerland, and Sweden. Shipments of lobster meat, fresh or frozen, went chiefly to the United States, although Britain bought a considerable amount. Token lots went to Belgium, West Germany, the Netherlands, Sweden, and Switzerland. The lobster pack reached only 40,036 cases of 30 pounds each in 1963, a drop from the 43,807 cases put up in 1962. Consequently, canned lobster sales of 744,000 pounds (\$1.8 million) were lower than the 1,213,000 pounds (\$2.5 million) sold in the previous year. The United States and Britain were the most important outlets for the heat pack of lobster, followed by Sweden, West Germany, Denmark, Belgium, and the Netherlands. Relatively smaller quantities were exported to France, Austria, Switzerland, St. Pierre, Finland, Spain, Norway, and Israel.

Scallops—Landings of scallops in 1963, at 16,228,000 pounds (\$6.3 million) were higher—13,483,000

pounds worth \$4.5 million in 1962, which had been a record year. Nearly 98 per cent of the total was caught in Nova Scotia. The location pattern of scallop fishing changed during 1963. Georges Bank no longer held a virtual monopoly of the scallop draggers, although it was still the main area; many Nova Scotia boats fished on St. Pierre and Brown's Banks as well. About four-fifths of the catch is eaten outside Canada, mostly in the United States. France purchased important supplies and limited quantities went to Britain, Belgium, and Bermuda. Over-all exports in 1963 were valued at \$6.1 million (12,810,000 pounds) in comparison with \$4.6 million (11,104,000 pounds) in 1962.

The output of Atlantic oysters and squid was higher, but landings of clams were lower. Production of Pacific coast oysters, shrimps and crabs was up, but landings of clams down.

Table I

Canadian Exports of Fisheries Products by Forms, 1959-1963

	1959	1960	1961	1962	1963
	(millions of dollars)				
All Fish Products	147.82	138.13	143.35	156.62	172.13
Fresh and Frozen	85.74	89.47	94.97	103.12	108.67
Whole or dressed	33.15	34.94	35.53	37.70	37.50
Fillets	33.37	33.89	37.00	40.59	43.95
Shellfish (in shell and meat)	19.22	20.64	22.44	24.83	27.22
Cured	21.79	22.16	20.68	21.35	25.59
Smoked	1.43	1.31	1.30	1.38	1.65
Bloaters and kippers	0.92	0.85	0.82	0.90	1.16
All other	0.51	0.46	0.48	0.48	0.49
Salted and Dried	17.72	18.48	17.07	17.57	21.27
Cod	14.77	14.98	14.50	14.67	17.94
All other	2.95	3.50	2.57	2.90	3.33
Pickled	2.64	2.37	2.31	2.40	2.67
Herring	1.45	1.40	1.53	1.52	1.66
All other	1.19	0.97	0.78	0.88	1.01
Canned Fish and Shellfish	28.00	17.77	19.87	21.90	25.63
Salmon	22.46	10.93	13.00	15.53	19.21
Sardines	2.95	3.52	3.62	2.61	3.52
Lobster	1.93	2.45	2.06	2.54	1.79
All other	0.66	0.87	1.19	1.22	1.11
Miscellaneous	12.29	8.73	7.83	10.25	12.24
Meal	6.70	3.83	4.53	6.51	7.68
Oil	2.35	2.05	0.61	0.54	1.07
All other	3.24	2.85	2.69	3.20	3.49

Fisheries Byproducts

Landings of herring in British Columbia during 1963 reached an all-time record of 572,579,000 pounds (\$6.5 million), in comparison with 445,275,000 pounds (\$4.7 million) in 1962. Some 51,818 tons of Pacific coast herring meal were produced in 1963 against 40,478 tons in the previous year. The output of herring oil in British Columbia was also greater—5,712,788 gallons compared with 4,408,495 processed in 1962. Most of the herring meal exported went to the United States (43,500 tons), although some supplies were sold to Britain. The strong domestic demand for herring oil accounted for the bulk of the output; limited quantities were marketed in Britain and the United States.

Over-all production of fish meal in the Atlantic area was down in 1963 to some 33,649 tons (28,371 tons groundfish meal and 4,667 tons herring meal) from 37,794 tons

Table II
Canadian Exports of Fisheries Products by Countries, 1959-1963

	1959		1960		1961		1962		1963	
	\$'000	Per cent								
All Areas	147,816	100.0	138,130	100.0	143,347	100.0	156,621	100.0	172,126	100.0
United States	98,645	66.7	98,839	71.6	103,824	72.4	114,303	73.0	115,879	67.3
Total Europe	28,751	19.4	18,006	13.0	20,143	14.1	22,710	14.5	32,761	19.0
Britain	22,363	15.1	11,525	8.3	12,965	9.0	14,126	9.0	17,104	9.9
Belgium and Luxemburg	1,139	0.8	1,081	0.8	1,077	0.8	1,603	1.0	2,400	1.4
France	883	0.6	640	0.5	1,010	0.7	2,027	1.3	3,947	2.3
West Germany	487	0.3	438	0.3	525	0.4	675	0.5	709	0.4
Italy	1,364	0.9	1,132	0.8	1,147	0.8	1,404	0.9	1,973	1.1
Netherlands	613	0.4	604	0.4	597	0.4	824	0.5	1,027	0.6
Portugal	993	0.7	906	0.7	1,255	0.9	41	*	1,835	1.1
Spain	285	0.2	878	0.6	514	0.4	609	0.4	1,145	0.7
Other	624	0.4	802	0.6	1,053	0.7	1,401	0.9	2,621	1.5
Total British Caribbean	7,909	5.4	8,191	5.9	8,491	5.9	9,483	6.0	10,166	5.9
Jamaica	4,336	2.9	4,372	3.2	4,495	3.1	5,263	3.0	5,693	3.3
Trinidad and Tobago	1,130	0.8	1,145	0.8	1,364	0.9	1,256	0.8	1,407	0.8
Leeward and Windward Islands	995	0.7	1,040	0.7	1,019	0.7	1,204	0.8	1,338	0.8
Barbados	431	0.3	464	0.3	540	0.4	540	0.3	586	0.3
British Guiana	801	0.5	926	0.7	836	0.6	949	0.6	883	0.5
Other	216	0.2	244	0.2	237	0.2	271	0.2	259	0.2
Total Non-British Caribbean	9,027	6.1	8,907	6.7	7,182	5.0	6,993	4.5	7,385	4.3
Puerto Rico	2,773	1.9	3,635	2.6	3,709	2.6	2,984	1.9	3,341	2.0
Dominican Republic	1,669	1.1	1,723	1.3	1,294	0.9	2,472	1.6	2,792	1.6
Haiti	677	0.5	724	0.5	645	0.4	550	0.4	573	0.3
Cuba	2,736	1.8	1,839	1.3	693	0.5	308	0.2	-----	-----
Panama	146	0.1	195	0.2	143	0.1	137	0.1	52	-----
Other	1,026	0.7	791	0.6	698	0.5	542	0.3	627	0.4
Total All Other Countries	3,484	2.4	4,187	3.0	3,707	2.6	3,132	2.0	5,935	3.5
Australia	840	0.6	1,335	1.0	1,477	1.0	1,293	0.8	2,039	1.2
New Zealand	740	0.5	1,412	1.0	906	0.6	511	0.3	1,062	0.6
Other Commonwealth	466	0.3	591	0.4	504	0.4	419	0.3	729	0.4
Brazil	524	0.4	22	*	143	0.1	76	0.1	161	0.1
Other Non-Commonwealth	914	0.6	827	0.6	677	0.5	833	0.5	1,944	1.2
Total Commonwealth Countries	32,318	21.9	23,054	16.7	24,343	17.0	25,832	16.5	31,100	18.1

*Less than half the unit used.

(33,392 tons groundfish meal and 4,375 tons herring meal) in the previous year. The major portion was sold in the Canadian domestic market, although some 10,400 tons were exported. Britain and the United States were the principal markets, with Ireland and the Leeward and Windward Islands taking lesser quantities.

The output of Atlantic Coast fish and marine mammal oils was up to 1,234,967 gallons from 1,159,555 in 1962. Exports went mainly to the United States and Britain. Shipments of whale oil went to Britain, Italy, the Netherlands, France, and the United States. Fish liver visceral oil, fish solubles, fish scales, and seaweeds were in demand in the

United States; Japan was the leading outlet for fish roe.

Fish Flour Experiments

Scientists of the Fisheries Research Board of Canada's technological station in Halifax are opening a new chapter with "Project Fish Flour". Until now, their experiments in the development of this high-protein product have involved the use of commercial salt water fish. Now the scientific team is turning its attention to using "waste" or non-commercial fish, which include dogfish, skate, argentine, capelin, sculpin and, in fact, any type that fishermen discard. Their experiments with commercial fish have been highly successful. The highest

quality flour was produced from haddock and cod fillets, but in other experiments whole fish, including herring, fish offal and "press cakes" (semi-processed fish meal) were used. The fillet produced the highest protein rating and the flour was whiter than that made from other raw materials. In all cases, however, the protein rating was excellent.

Development of fish flour was a project sponsored by the Food and Agriculture Organization of the United Nations. It was undertaken by many of the world's leading fishery research laboratories, including the Fisheries technological station at Halifax. The program was prompted by a desire to furnish certain countries with a cheap supply

of animal protein. One of the simplest uses of the product has been as an additive to bread and cereals.

Conferences and Trade Fairs

Officials of the Department of Trade and Commerce attended the Federal-Provincial Conference on

Fisheries Development held in Ottawa, January 20-24, 1964, and participated in the deliberations. They also were present at the annual meeting of the Fisheries Council of Canada held in Charlottetown, P.E.I., April 20-22, taking part in the panel discussions on exports of fisheries products.

During the calendar year 1963, several Canadian exporters of fisheries products displayed their products at trade fairs specializing in food. These fairs offer excellent opportunities for Canadian firms to introduce new products, as well as increasing sales of established lines. ●

Selling in the Kingston Territory



ROY W. BLAKE, Commercial Counsellor in Kingston, Jamaica, begins a tour of Canada to talk with businessmen on May 14. Here he discusses the market in his territory, which includes Jamaica, the Bahamas, and British Honduras, and how to make sales there.

THE trend in business in both Jamaica and the Bahamas is definitely upward. To a large extent this improvement resulted from the removal of the uncertainties caused by elections and, in Jamaica, the settling-down period after attaining independence. Activity—especially in building, construction, industrial development and the tourist trade—is increasing at a fairly steady pace in both areas. With the present stable political situation contributing to the confidence of investors, this expansion should continue for some time.

Jamaican Trade Up

According to figures just released by the Jamaican Department of Statistics, the value of visible trade in Jamaica last year totalled approximately Can.\$453 million, the highest figure in the Island's history and Can.\$27.9 million above the corresponding figure for 1962.

Both imports and exports contributed to this rise. Imports in-

creased by about Can.\$3 million to Can.\$241.8 million and domestic exports by about Can. \$24.9 million to Can.\$211.5 million.

The balance of trade was adverse by about Can.\$30.3 million compared with Can.\$52.2 million in the previous year. This was the lowest adverse balance since 1954, when it was about Can.\$20.1 million.

The Budget just presented to Parliament estimated that Jamaica will need to spend nearly Can.-\$192.0 million this year, compared with just over Can.\$166.5 million last year.

In Other Areas

In the Bahamas, the Minister of Finance stated that the country's finances were stable and he forecast a good year in 1964. He said that as of December 1963, the Colony's cash assets were far greater than its cash liabilities, and he believed that the security of the Colony would be sufficient to justify the borrowing of substantial amounts if necessary.

British Honduras has made a good recovery from the effects of Hurricane Hattie in 1961 and although the economy is not booming, it is at least progressing steadily.

Opportunities for Canadians

In Jamaica the Government and private housing schemes now under way should create a demand for household goods and fittings and the over-all increase in wages earned as a result of water, drainage and road-building projects financed under AID and other loans should step up spending in all sectors.

This is less true in the Bahamas, where the tourist trade is the biggest contributor to the national income. It is interesting to note that last year over half a million visitors travelled to Nassau and the Out Islands, compared with about 53,000 in 1953. Figures up to the present indicate a further increase this year.

Foodstuffs continue to be a major import into this area. In 1962 Jamaica imported foodstuffs to the value of approximately Can.\$48 million; Canada's sales totalled over Can.\$13 million. This figure is not likely to decline much in spite of the efforts being made to increase domestic production, because demand is keeping ahead of production, thanks to the increase in population and a rising standard of living.

This is also true of the Bahamas, where development in Nassau and the Out Islands is expanding all the time, with little domestic production of any sort except a few crops, dairy and poultry products.

Methods of Doing Business

In the three countries covered by this office (Jamaica, the Bahamas, and British Honduras) the major part of the business is carried on through agents or distributors appointed by overseas firms, most of them handling many lines. In Jamaica, legislation has been passed making it compulsory for foreign firms to employ an agent, but so far Commonwealth countries are exempt from this requirement. Firms in the area operating strictly as commission agents import goods on a consignment basis and do not stock, but the large importing firms which act as commission agents, distributors and wholesalers do carry stocks that they try to keep to a minimum.

Terms of Payment

Business used to be done on sight draft and payment was made when documents were taken up, but the practice now is for terms of 30, 60, 90 days or even longer to be given and Canadian exporters usually follow suit in order to compete on an equal footing. This office should always be consulted before a new agent is appointed because of the number of new firms starting up, some of which have little capital and others little or no experience. Some of the new firms, however, are enterprising and should be encouraged because many of the old-established ones handle so many lines that new products do not get the active promotion they sometimes need.

Watch the Packing

Canadian products compare favourably with competing products in quality and packaging and with the improved transportation services both by sea and air, delivery times are good. Some complaints have been received about packaging

Want to Sell in This Area?

1. Pay a visit to the area and find out what the market requires and what competition you must face.
2. Appoint a good agent and support him by following up his inquiries promptly. Renew your calls on him as often as you can: even a good agent will lose interest if he is left to his own resources for too long without attention from his principals.
3. Reply to correspondence promptly, if only to state that the matter is receiving attention. It is frustrating for an importer not to receive an acknowledgement of his letters and cables. The excuse often given is that the export manager is away and has only just returned. But a short note from his secretary to this effect will relieve the agent's mind and let him know that his letter has arrived.
4. Make sure that documents are properly filled out and mail them in time to arrive at destination before the goods.
5. Pack goods shipped by sea in containers strong enough to stand up to the rough handling they may receive on the wharves.
6. Quote c.i.f. prices in Canadian dollars. Duty is charged on the landed cost and is not included in the c.i.f. value. Quote prices in Canadian dollars. When they are buying Canadian goods, importers prefer to have quotations and invoices made out in Canadian dollars.
7. Always send enough descriptive literature to a new agent or on a new product so that the importer may compare your product with competing lines.
8. Consult the Commercial Counsellor's office when appointing an agent and keep the Commercial Counsellor informed of developments so that he may follow up as needed.

which is sometimes not strong enough for export. This is mainly in foodstuffs and importers should ensure that containers are strong enough to withstand the rough treatment they are likely to receive on the wharves.

Documentation

Another frequent complaint is the late arrival of documents, or the fact that documents are not made out correctly and have to be sent back to the exporter to be completed properly. This delay often results in

charges levied for storage in customs warehouses, which adds to the cost of the goods. To eliminate unnecessary delays and expense in clearing goods, exporters should make sure that the invoice, and the accompanying certificate of value and of origin, are completely and correctly made out.

The thing which annoys importers most of all is the failure of Canadian businessmen to answer correspondence. Even if the inquiry is of no interest to the Canadian firm, a simple acknowledgement helps to

establish goodwill and enables the local firm to look elsewhere for a supplier without delay. This, of course, works both ways, but it is embarrassing for this office to line up an agent for a Canadian exporter only to have the deal fall through because the exporter does not follow up. The importer then forms the opinion, often expressed, that Canadian manufacturers are not seriously interested in export.

Places to Visit

Canadian businessmen planning a trip to the Caribbean should definitely call at Nassau in the Bahamas and Kingston, Jamaica. Most of the agents in Nassau have exclusive rights for all of the Bahamas, which includes the Out Islands. However, for certain items it would be worthwhile to go to Freeport, Grand Bahama Island, to have a look at

this rapidly expanding tax-free area, because some of the Nassau firms are too busy to visit the Out Islands as often as they should. There are daily flights from Nassau and Miami to Grand Bahama Island, so not much time need be lost. Oil bunkering for ships is the big thing in Freeport at the present time, but a U.S. \$50 million cement plant will soon be in production as well as some small light industry and offshore operations. The promoters of Freeport aim to make it the Riviera of the Western Hemisphere and a Casino Hotel is already in business, with more planned if the tourist trade lives up to expectations.

Most of the trade in Jamaica has always been done through agents in Kingston, the major port of call for ships bringing goods to the Island. Plans have been announced recently for fulfilling a long-cherished dream

of Montego Bay residents for building a deep-water harbour in this second largest town in Jamaica, so that goods can be unloaded there to avoid trucking them across the hills to the North Shore resort area. An import-export firm with substantial backing has just been formed in Montego Bay and there is no doubt that some time in the future, more foreign business will be transacted directly with firms in this area.

Canada's trade with British Honduras is not large, partly because of the difficulties of transportation compared with the frequency of service offered from the Gulf ports of the United States. However, there is a direct monthly service from Eastern Canadian ports which is not being fully used by Canadian companies.

In order to get to Belize and back from Jamaica, one must go via Miami with a stopover both ways. Unless there are special reasons for making the trip, Canadian exporters are advised to make use of the experience gained by the representatives of this office, who make business trips to British Honduras about three times a year. *Foreign Trade* carries notices of these tours well in advance to enable Canadian firms to contact the office for any help they may need.

Effort Means Success

Since the devaluation of the Canadian dollar, Canada's share of the market in the Caribbean has increased steadily, if not spectacularly. The fact that there are good opportunities for doing more trade with the area is illustrated by the success of the various federal and provincial trade missions which have visited us. The members of these missions were pleased by the favourable reception they received and the desire of local importers to buy Canadian goods if at all possible.

The prerequisites for success in export here are the same as for doing business in Canada and continued effort should bring continued success. ●



A visiting Canadian businessman demonstrates one of his company's refrigerators to a comely and appreciative group in Jamaica. The market for Canadian-made freezers and refrigerators, although it is still comparatively small, is expanding rapidly.

Larger exports last year changed trade deficit of 1962 into a trade surplus. Raw materials, capital equipment continue to be important imports, as industrial build-up progresses. Canada's sales fell slightly last year, but are picking up now.

W. B. WALTON, *Consul and Assistant Trade Commissioner, Manila.*

Taiwan: Island with a Future

TAIWAN'S economy has continued its steady progress since 1952, with much greater agricultural production and rapid industrialization. In relation to net domestic production, agricultural output fell from 35 per cent to 31 per cent during the decade 1952-1962, and industrial production rose from 17 per cent to 23 per cent. Maximum food pro-

duction, however, is still of paramount importance in Taiwan, which must feed a population estimated at 11.8 million, increasing at the rate of over 3 per cent a year. Yet out of a total land area of 13,800 square miles, only about 3,500 square miles are suited to raising food.

Factors in Industrial Growth

Industry in Taiwan consists of a relatively few large companies and many small labour-intensive enterprises. There are at present about 50,000 factories, of which only 460 employ over one hundred workers each. The smaller industries mainly turn out foodstuffs, textiles, paper, leather, chemicals, drugs, bricks and tiles, metal products and electric appliances. Some of them make component parts for assembly by larger factories. These smaller industries are often protected by high tariffs or import quotas.

The growth of industry in Taiwan has been governed by:

- Limited natural resources, including the scarcity of arable land
- growing population pressure
- a small home market

- a plentiful supply of low-cost, relatively skilled and hard-working labour

- an adequate supply of cheap electric power.

Established industries fall into the following twenty categories:

- Sugar
- Textiles (including cotton, wool, artificial fibre, ramie, and jute)
- Fertilizer
- Basic chemical products (alkali, chlorine, etc.)
- Plastics and products
- Cement
- Aluminum
- Machinery
- Transportation equipment (including automobiles, trucks, bicycles and ships)
- Leather and products
- Food processing (including canning, pickling, dehydration, quick freezing and baking)
- Paper, pulp and paperboard
- Wood and products
- Rubber products
- Petroleum exploration and refining
- Glass
- Metal (gold, copper and silver)
- Electrical apparatus
- Wine and tobacco
- Electric power

The larger industries—those that produce sugar, fertilizer, cement, aluminum, etc.—are government-owned or operated. Wine and tobacco are government monopolies. Government encouragement of large manufacturing enterprises has greatly assisted the growth of smaller allied industries. The Taiwan Sugar Corporation (which earned about U.S.\$1 million worth of foreign exchange from exports in 1963) has stimulated the development of many privately-owned plants, such as those making pulp and paper, hardboard and shaving board from bagasse; agricultural insecticides; machinery; antibiotics; food yeast, canned fruits, candy, and monosodium glutamate and animal feed from molasses. Production of this

last item has in turn encouraged small farmers to raise poultry and livestock.

The large flour mills support numerous bakeries and also small-scale producers of shortening, margarine, eggs, milk, baking powder, dairy and peanut butter.

The domestic production and/or importing of logs for processing have received government support. This has facilitated the growth of sawmills, plywood, particle board and hardboard plants, paint and varnish factories, paper mills, woodcraft shops, match and box factories, etc.

Government initiative in the establishment of the basic chemical and fertilizer industries (which require large-scale operation to be economical) has helped to increase output of foods, feeds, and fibres for industrial processing.

Power Output Greater

Vital to the growth of industry has been the establishment of a number of thermal and hydroelectric power stations. Installed capacity has increased from 275,680 kw. in 1950 to 923,420 in 1962. The integrated power network is served by 24 hydroelectric stations (58 per cent of installed capacity) and eight thermal plants (42 per cent). Electricity is available to more than four-fifths of the island's population and in 1962 sales reached a record 4,066 million kwh., of which industry used 82 per cent. Planning by the Taiwan Power Corporation includes several large thermal plants and hydro installations. The Tachia River basin, with a developed capacity of 180,000 kw., will eventually have a total capacity of one million. A Canadian consulting engineering firm is currently preparing a feasibility study of the Choshui-Chi and Wu River basin multi-purpose project.

Third Plan Targets

The Third Four Year Economic Development Plan (1961 to 1964) aims at an annual economic growth rate of 8 per cent, compared with annual increases in gross national

product of 7.6 and 6.4 per cent during the First and Second Plans.

National income is expected to rise 8 per cent a year and the increase in per capita income should average 4.8 per cent each year, taking into account an annual population growth of about 3 per cent.

Trade Surplus Achieved

Exports in 1963 amounted to U.S.\$357.5 million, 50 per cent above the 1962 figure of U.S.\$238.6 million, because of larger sales of sugar, rice, plywood, metals and manufactures, canned mushrooms, textiles and cement, etc. Imports in 1963 were valued at U.S.\$336.8 million, U.S.\$10 million more than in 1962.

The year thus ended with a favourable trade balance of U.S.\$20.7 million compared with a trade deficit in 1962 of U.S.\$88 million. Gold and foreign exchange reserves increased by U.S.\$107 million and totalled U.S. \$214 million at the end of December 1963.

Capital equipment imports in 1963 were valued at U.S.\$76.5 million, or 23 per cent of total imports. Agricultural and industrial raw materials were worth U.S.\$174 million, just over half of all overseas purchases. Consumer goods reached U.S.\$84 million, about one-quarter of the total. This was 20 per cent above the 1962 figure for consumer goods because of larger purchases of essentials such as soybeans, wheat, and edible oil. Luxury-type goods make up a very small part of imports into Taiwan. Table II lists a number of the principal imports.

Imports are financed principally by government foreign exchange reserves, with some private financing. U.S. AID funds totalled U.S.\$76 million in 1963, less than one-quarter of the value of total imports.

Taiwan's main customers include Japan, the United States, South Vietnam, Hong Kong, Malaysia, Korea, West Germany, Thailand, the Philippines and Canada (1.8 per cent of total).

Its leading suppliers are the United States, Japan, the Philip-

	1952	1962
	Percentage Distribution	
Sugar	58.3	20.8
Textile products	15.9
Chemicals	0.1	8.6
Timber and timber products	7.4
Metals and machinery	0.6	5.6
Cement and building materials	0.2	4.8
Canned pineapple	1.7	4.6
Canned mushrooms	3.6
Bananas	5.6	3.4
Tea	4.8	3.3
Rice	19.4	3.1
Citronella oil	2.1	2.2
Total exports 1952—U.S.\$119.5 million		
Total exports 1962—U.S.\$238.6 million		

ines, Kuwait, West Germany, Malaysia, Britain, Australia, Canada (2 per cent of total), Hong Kong, Italy and Thailand.

Table III shows that Taiwan's foreign trade is clearly oriented towards Asia and North America.

Canada's Share

Canada's share of the Taiwan market fell off slightly from Can.\$4.4 million in 1962 to just over Can.\$4 million in 1963. It is worth noting that the value of our sales to Taiwan in January 1964 was Can.\$1.2 million—an encouraging sign. The principal Canadian exports to Taiwan are wood pulp, sulphur, primary metals, cereals, asbestos fibre and milk powder.

Canadian purchases from Taiwan rose from Can.\$2.9 million in 1962 to Can.\$5.9 million in 1963; the most important commodities were hardwood plywood, clothing, monosodium glutamate, mahogany, vinyl chloride film and sheet, rubber footwear, canned mushrooms, canned vegetables and juices.

Import Controls Relaxed

The Government is continuing its efforts to relax import controls and simplify import procedures. On September 30, 1963, the foreign exchange certificate system was abolished, thereby exempting traders from the requirement of a 100 per

TABLE II
PRINCIPAL IMPORTS INTO TAIWAN, 1963
 (U.S.\$'000)

Item	Gov't. Exchange		U.S. Aid Arrivals		Other		Total	
	Amount	Per Cent	Amount	Per Cent	Amount	Per Cent	Amount	Per Cent
Grand total	226,469	100.00	76,068	100.00	34,249	100.00	336,786	100.00
Capital equipment	46,864	20.69	7,695	10.12	21,957	64.11	76,516	22.72
Machinery and tools	27,050	11.94	5,761	7.58	16,218	47.35	49,029	14.56
Vessels, vehicles and parts	13,150	5.81	883	1.16	4,244	12.39	18,277	5.43
Electrical equipment	6,664	2.94	1,051	1.38	1,495	4.37	9,210	2.73
Agricultural and industrial raw materials	141,650	62.55	27,324	35.92	5,079	14.83	174,053	51.68
Raw cotton	13,664	6.03	12,818	16.85	21	0.06	26,503	7.87
Cotton yarn	22	0.01	22	0.01
Wool and manufactures	6,246	2.76	264	0.77	6,510	1.93
Rayon and manufactures	8,756	3.87	86	0.25	8,842	2.62
Ores, metals and products	32,926	14.54	6,182	8.13	3,457	10.09	42,565	12.64
Chemical raw materials	9,639	4.26	1,965	2.58	306	0.89	11,910	3.54
Chemical fertilizers	15,571	6.87	38	0.11	15,609	4.63
Paints and dyes	3,913	1.73	176	0.23	77	0.22	4,166	1.24
Plastics and products	2,934	1.30	293	0.39	26	0.08	3,253	0.96
Paper and pulp	4,955	2.19	1,249	1.64	113	0.33	6,317	1.88
Rubber and products	2,869	1.26	666	0.88	211	0.62	3,746	1.11
Timber and products	12,596	5.56	25	0.07	12,621	3.75
Stone, earth and manufactures	1,317	0.58	3	57	0.17	1,377	0.41
Gypsum, asbestos and manufactures	613	0.27	1	4	0.01	618	0.18
Coal, pitch and coal tar	320	0.14	1	321	0.10
Consumer goods	36,313	16.03	40,849	53.70	7,160	20.91	84,322	25.04
Cotton piecegoods	61	0.03	12	0.04	73	0.02
Cotton manufactures	76	0.03	13	0.04	89	0.03
Marine products	229	0.10	9	0.03	238	0.07
Food, drink and seeds	350	0.16	249	0.33	23	0.07	622	0.18
Wheat flour and cereals	1,899	0.84	26,996	35.49	516	1.51	29,411	8.73
Edible oil	2,215	0.98	219	0.29	2,434	0.72
Milk and its products	4,118	1.82	30	0.04	13	0.04	4,161	1.24
Vegetables	260	0.11	4	0.01	3	0.01	267	0.08
Tobacco and wine	953	0.42	2,387	3.14	6	0.02	3,346	0.99
Pharmaceuticals	8,450	3.73	785	1.03	780	2.28	10,015	2.97
Office requisites	371	0.16	14	0.04	385	0.12
Scientific instruments	3,675	1.62	505	0.66	334	0.98	4,514	1.34
Hides, leather and products	400	0.18	554	0.73	25	0.07	979	0.29
Others	1,642	0.73	200	0.26	53	0.15	1,895	0.56

Source: Bank of Taiwan.

cent deposit at the time of filing an import application. The Foreign Exchange and Trade Control Commission now permits factories to apply for imports of raw materials and equipment required for one whole year. Formerly, they were limited to quarterly needs. Traders no longer need to fill out record cards (for statistical purposes) when filing import applications and certificates of origin signed by consuls in Hong Kong may now be used for the import of products from Hong Kong, where materials and/or com-

ponents originated in certain European countries. Foreign suppliers without sole agents need no longer send copies of quotations directly to the FETCC for screening of import applications.

The FETCC has moved a number of items from the controlled list to the permissible imports list. They include piano parts, power tiller and automobile parts, electrodes, bolts, nuts, washers, nails, rivets, screws, spikes, tacks and water faucets. Limited quantities of motorcycle parts may be imported under quota

TABLE III
TRADING AREAS OF TAIWAN
 1960 1963
 (per cent)

EXPORTS		
Total	100.0	100.0
Asia	68.8	67.3
Middle East	9.0	1.5
Europe	6.4	8.0
Africa	2.4	1.4
North America	13.3	18.1
Latin America	0.1	1.0
Oceania	2.0	2.7
IMPORTS		
Total	100.0	100.0
Asia	49.3	51.0
Middle East	6.8	5.5
Europe	12.4	12.2
Africa	0.8	1.3
North America	27.7	26.4
Latin America	0.6	0.8
Oceania	2.4	2.8

and the list of permissible agricultural chemicals has been broadened.

It is government policy to furnish foreign exchange for imports essential to economic development. Because foreign exchange reserves are adequate at present, applications for imports, especially raw materials and equipment necessary for industrial production, are being approved more speedily.

Prospects Are Good

Trade and production figures for 1963 are generally good and give grounds for optimism about 1964. Business improved last year, although perhaps not as much as it might had the country not suffered from severe drought, flood and frost during the first nine months.

Businessmen seem to feel that profits are still marginal, because of excessive competition and price-cutting. On the other hand, the efforts of the Government to ease unnecessary restraints and eliminate red tape are meeting with a good deal of success.

Given favourable weather during 1964, the outlook for greater agricultural and industrial production is good. The emphasis will be on the development of basic industries and sound foreign investment opportunities will emerge as business improves further. ●

Taiwan Expands Its Industries

Processing of crops like sugar, mushrooms and tea forms basis of the island's industry but forest products, chemical, iron and steel, aluminum and textile plants are also going up. Government is encouraging foreign investment and recently offered added incentives.

W. B. WALTON, *Consul and Assistant Trade Commissioner, Manila.*

TAIWAN, basically an agricultural country, owes its present economic health in large part to the intensive and efficient cultivation and processing of sugar cane, rice, mushrooms, pineapple and tea.

The leading industry in Taiwan is sugar refining. The government-owned Taiwan Sugar Corporation is one of the largest earners of foreign exchange and plays an important rôle in the encouragement of allied industries. Sugar production rose rapidly from 375,108 metric tons in 1951 to 966,809 by 1953; output totalled 844,645 metric tons in 1961 and 703,880 in 1962. As the most important sugar exporter in Asia, Taiwan sends over half its overseas shipments to Japan (404,256 metric tons in 1962). Other customers include the U.S. (89,821 metric tons in 1962), Iraq (23,481), Iran (10,300), Malaysia (36,106), Hong Kong (13,676) and East Africa (1,082).

Enough rice is produced to permit some exports. Overseas sales in 1963 were exceptionally high at U.S.\$23.3 million, compared with U.S.\$7.4 million in 1962. This level will probably not be maintained, the Taiwanese state.

Other agricultural products actively cultivated for export include:

● **Mushrooms**—a canning industry has developed within recent years and the number of canneries has increased from 31 in 1962 to 78 today. Exports of canned mushrooms have risen from a value of U.S.\$1,000 in 1958 to U.S.\$16.2 million in 1963. The leading customers are West Germany, which

took 99,416 cases (24 pounds) in 1961 and the United States, with 70,798 cases. Taiwan is now the world's leading exporter of canned mushrooms.

● **Pineapple**—there were 23 canneries in 1962, with a total capacity of ten million cases a year. The present pineapple crop permits a yearly production of about 2.5 million cases. Exports of canned pineapple rose from a total of U.S.\$2.6 million in 1953 to U.S.\$11.2 million in 1963. Production of fresh and canned pineapple has increased from 484,000 cases in 1953 to 2.4 million in 1960.

● **Tea**—Over 100 tea producers cultivate the 70 species of plants and process the leaves into four varieties: green or unfermented, black or fermented, Oolong (semi-fermented), and Pouchong, which is somewhere between Oolong and green. Tea was shipped to 47 countries in 1963. The main customers were Morocco, the United States, Hong Kong and Tunisia. Production in 1963 totalled approximately 20 million kilograms, of which 13.65 million were exported and earned U.S.\$8.1 million. The 1962 figures were 12.63 million kilograms worth U.S.\$7.9 million.

Forest Products

Forests cover two-thirds of Taiwan and the species found include bamboo, teak, spruce, hemlock and pine. The annual timber cut totals over a million cubic feet.

Large quantities of lauan logs are imported from the Philippines

for processing into sawn lumber and plywood. The local plywood industry established in 1958 consists of a dozen plants with a total capacity of 346 million square feet per year, but 90 per cent of its raw materials have to be imported. Timber valued at U.S.\$12.6 million was brought in during 1963, mainly from the Philippines.

Plywood production rose from one million square meters in 1950 to 18.8 million in 1961. Exports of plywood and other wood manufactures amounted to U.S.\$27.7 million in 1963, and the principal markets were the United States, Canada and Hong Kong. Taiwan's main competitor is Japan.

The pulp and paper industry consists of 62 mills producing 2.1 million metric tons a year of paper, pulp and paperboard, but U.S.\$4.5 million worth of paper and pulp has to be imported, particularly kraft pulp and art printing paper. Approximately the same value of low-quality paper and pulp is exported from Taiwan. The China Paper and Pulp Trading Company, an export organization representing all mills, hopes to export 60 per cent of total production in 1964, or about 1.2 million metric tons of paper, pulp and paperboard, worth U.S.\$6 million.

Many of the smaller mills are marginal and much of the existing equipment is old and small. The Canadian Consulting Engineering Trade Mission which visited Taiwan in February 1964 felt that in view of the relatively modest stands of timber, many of which are in the mountains and not economically accessible, the Chinese should concentrate on the production of high-grade paper with a high labour content.

Basic Chemicals

The Sino-American Mobil China Allied Chemical Industry, Ltd. has

begun operating its U.S.\$22.5 million ammonia-urea plant at Miaoli in northern Taiwan. This joint project (Socony Mobil Oil and Allied Chemical Corporation, with the China Petroleum Corporation) is the ninth fertilizer plant in Taiwan. It will produce 100,000 metric tons of urea and 45,000 of ammonia a year. The Taiwan Fertilizer Corporation will use these to produce 120,000 metric tons of ammonium sulphate and 30,000 of nitro phosphate. The annual demand for nitrogenous fertilizer is 776,000 metric tons and the country is expected to be self-sufficient by the end of this year. The Taiwan Fertilizer Corporation and the Kaohsiung Ammonium Sulphate Corporation consume approximately 44,000 metric tons of sulphur and 67,000 of pyrites annually. Local production is only 12,200 and 42,000 metric tons respectively per year. A good proportion of Taiwan's sulphur imports has recently come from Canada.

The Taiwan Fertilizer Corporation's plant No. 5 is being expanded to include the production of 120,000 metric tons of ammonium sulphate a year. After completion in July, there will be a surplus for export and imports of this chemical will presumably cease. The Taiwan Fertilizer Corporation is also planning the production of phosphoric acid at its No. 3 plant, with a view to reducing imports of phosphatic fertilizers.

The Atlas Taiwan Corporation (Atlas Chemical Industries, Inc. of Delaware and the Kaohsiung Ammonium Sulphate Corporation) has completed the first industrial explosives plant at Kaohsiung in southern Taiwan. The annual capacity is 2,400 metric tons of dynamite, part of which is for export to Southeast Asia.

Estimated imports of basic chemicals during 1964 include 5,000 metric tons of potassium sulphate, 58,000 of potassium chloride, and 10,000 of ammonium phosphate.

Officials responsible for economic planning indicate that in 1964 Tai-

Joint Ventures in Taiwan

The following are some of the joint ventures that have been set up in Taiwan in co-operation with foreign firms.

Sewing Machines—The Singer Company is building a U.S.\$400,000 plant in Taichung to be completed this year. Annual output of 30,000 units will be sold locally and some exported to Southeast Asia. About 60 per cent of the components will be obtained domestically.

Lubricants—The Gulf Oil Co. and the Chinese Petroleum Corporation will invest U.S.\$11 million in a lubricants plant at the CPC refinery in Kaohsiung. It will eventually turn out about 547,000 barrels a year, 80 per cent of which will be exported to Asian countries.

Power Tillers—The Chinese Agricultural Machinery Co. and Shin Taiwan Agricultural Machinery Co. have entered into technical co-operation agreements with Japanese firms to make power tillers to be used in Taiwan.

Pharmaceuticals—A number of pharmaceutical manufacturers in Taiwan have entered into joint ventures and/or technical co-operation agreements with foreign producers, such as Olin-Mathieson, Carter Products, Charles Pfizer, and American Cyanamid. Several Japanese producers have also established plants in Taiwan and there are licensing agreements in effect with Italian firms.

Extensible Kraft Paper—The Taiwan Chung Hsing Paper Corporation has signed a licensing agreement with Clupak, Inc. of the U.S. to produce this type of kraft paper for bags and wrappings.

Tinplate, Galvanized Sheet—A technical co-operation agreement between the Taiwan Machinery Mfg. Corporation and two Japanese companies covers the production of 17,700 metric tons of tinplate a year, 8,000 metric tons of galvanized sheet, and the manufacture of ten pipe-type boilers a year.

wan will turn out 750,500 metric tons of fertilizer, as follows:

	'000 metric tons
Ammonium sulphate	150
Calcium cyanamide	50
Nitro chalk	50
Urea	310
Nitro phosphate	40
Calcium superphosphate	140

Polyvinyl Chloride

The production of PVC rose by 55 per cent in 1962 and by 45 per cent in 1963, to a total of 15,892 metric tons. Approximately half of this was exported in the form of finished products, turned out by the plastics processing industry.

Pharmaceuticals

In the last decade, the number of pharmaceutical plants has risen from twelve to 659. Seventy-four are Class A and can manufacture antibiotics and drugs for injection. A number of them are joint ventures with foreign capital and licensing from U.S., Japanese and Italian firms.

As a result of improved quality and expanded local production, more than 1,000 items, such as vitamins, hormones and nutrients, were put under import control in December 1961. Taiwan nevertheless imports about U.S.\$10 million worth of pharmaceuticals annually, of which 55 per cent comes from Japan, 15 per cent from the United States, and 10 per cent from Italy. Imports consist mainly of antibiotics, vitamins and hormones. There is a modest export of pharmaceuticals to Southeast Asia which amounted to U.S.\$800,000 in 1963.

Iron and Steel

There are about 50 small and medium-sized iron and steel works, with an annual capacity of one million metric tons, mainly pig iron, wire, nails, screws, nuts, galvanized wire, steel bars and steel pipe. Much of the local production is of too low a quality for industrial needs.

Some 600 plants manufacture machinery for textile spinning, sugar processing, printing, and the production of bicycles, diesel engines,

pumps, sewing machines and power tillers. There is one automobile producer, assembling under licence from a Japanese firm.

Exports of iron and steel products in 1963 totalled U.S.\$22 million in value. Most of this went to South Vietnam under U.S. aid commercial procurement. The local industry buys annually U.S.\$8 million worth of scrap metal from abroad. Imports of machinery and tools have risen from U.S.\$32 million in 1951 to U.S.\$50 million in 1963.

The Government of Taiwan is actively encouraging the construction of a U.S.\$60 million integrated steel mill to supply 300,000 metric tons of steel and products. Foreign participation is welcomed. Coal would be obtained locally, ferrous ores imported from Southeast Asia.

Aluminum

With the installation in August 1963 of 26 new cells, the Taiwan Aluminum Corporation is now operating 86 cells with an annual capacity of 20,000 metric tons. In 1963, 16,000 metric tons of ingots and 800 tons of aluminum foil were produced—an increase of 8.5 and 14.2 per cent, respectively, over 1962. Other items turned out at the integrated plant in Kaohsiung include sheet, sections, pipe, wire, windows, doors and castings. One-half of output is exported to Southeast Asia, the United States and West Germany.

Textiles

Following World War II, only two cotton mills were in operation; today there are 100 employing 60,000 workers. Exports, mainly to the U.S., rose from U.S.\$1.5 million in 1958 to U.S.\$38 million in 1962. This industry is the second largest earner of foreign exchange for Taiwan. It is working hard to diversify its markets and its success is attributed to the high quality and competitive prices of its products.

Mining

Coal production reached a peak in 1963 of 4.81 million metric tons,

6.7 per cent higher than in 1962; the target for 1964 is 4.85 million metric tons. Marketing it presents some problems and excessive inventories are built up from time to time. Exports are extremely modest—only 95,000 metric tons in 1963. Modernization of mining techniques and equipment is badly needed.

Rich reserves of natural gas were discovered at Miaoli in 1959. The Chinese Petroleum Corporation has 16 wells capable of supplying 1.2 million cubic metres per day. It will be used to make ammonia and urea at the newly established Sino-American plant nearby. Eventually natural gas will be piped to the cities of Hsinchu and Taipei.

Production of salt in 1963 reached 564,024 metric tons, of which 284,835 metric tons were exported and 176,145 used in the country.

Rich deposits of white marble have been found on the east coast; reserves are estimated at some 30 million metric tons, one of the largest deposits in Asia. Production is limited at present but some shipments are going to Hong Kong, Japan and the Philippines.

Foreign Investment

Taiwan needs foreign investment and the Government is actively encouraging it by creating a favourable investment climate.

The Statute for Investment by Foreign Nationals and the Statute for Investment by Overseas Chinese have recently been amended. A further Statute for Encouragement of Investment has just been promulgated. The incentives offered under these laws include:

- Unlimited remittance of earnings and repatriation of up to 15 per cent of invested capital a year commencing two years after completion of the project.
- No legal restrictions on the nationality or domicile of sponsors, shareholders or directors.
- A five-year income tax holiday for productive enterprises conforming to

certain criteria and a composite tax ceiling rate of 18 per cent.

- Payment by instalments of customs duties on machinery and equipment.

- Refund of customs duties, harbour dues, defence tax and commodity tax on raw materials used for the manufacture of export products.

- Guarantee against expropriation or requisition for a period of 20 years.

Capital may include machinery, equipment, raw materials, technical knowhow and patent rights.

The largest overseas investments are in the chemical and chemical products industries (U.S.\$27 million), the electrical engineering and appliance industries, and machinery and textile manufacturing.

A number of local firms have technical co-operation and licensing agreements with foreign manufacturers covering products such as synthetic fibres, automobiles, tires, steel wire and cable, and electrical household appliances.

During 1963, the Government of Taiwan approved 83 overseas investment proposals totalling U.S.\$26.2 million, bringing over-all foreign investment to about U.S.\$145 million. Forty-six applications, representing U.S.\$15.6 million (U.S.\$9.7 million in soybean processing), came from Overseas Chinese. Thirty-seven applications representing U.S.\$10.5 million were received from firms in the United States, Japan, the Philippines, Canada and Panama. There are technical co-operation agreements with French, Italian, West German and Swedish companies.

Canadian trade representatives at the Consulate General (P.O. Box 1825) in Manila, the Philippines, endeavour to visit Taiwan regularly and are in close contact with Chinese government officials and businessmen. They are anxious to help Canadian exporters, consultants and contractors in any way they can. ●



This distinctive building, the Stock Exchange in Copenhagen, is also the home of the Merchants' Guild—the Danish equivalent of a Chamber of Commerce. It was finished early in the 17th century. Copenhagen has other attractions, not all architectural.

Come to Copenhagen

It's the attractive, busy centre of a country that needs and buys Canadian raw materials and semi-manufactures. The Danes like doing business face to face and you'll like them—but come well briefed, bring sales literature, and be prepared to do some keen selling.

K. O. HILLYER, *Assistant Commercial Secretary, Copenhagen.*

Wonderful, Wonderful Copenhagen attracts more tourists every year: in 1963, over 1,125,000 visited the city. But not all of the visitors were here to see the Little Mermaid or visit the famous Round Tower. Many of them were your competitors—doing the face-to-face selling that is a must in today's fiercely competitive world of trade.

Denmark is in geographical terms a small country. Yet the 4½ million Danes enjoy one of the highest standards of living in Europe today. Many people still think of Denmark as an agricultural land dotted with

cottage industries. Although agriculture still plays a leading rôle in the economy, the development of industry, especially since 1950, has dramatically altered the over-all picture. Denmark is rich in neither mineral nor energy resources. Its industrial development is therefore not based on the growth of basic or heavy industry (with the exception of shipbuilding, which has long been a major Danish occupation) but rather on the expansion of secondary industry. And it is in the supply of raw materials and industrial semi-manufactured goods used by Danish

secondary industry that Canadian exporters will find their greatest opportunities.

To sell any product, however, it must be landed in Denmark at the right cost and it must be what the customer wants. The best way for any exporter to judge the prospects for his product is to visit Denmark. In a short period, he can easily canvass a rich potential market. Now may be the right time for your firm to consider such a trip. The following suggestions will help you make the most of it.

Before You Leave

The first step before you visit Denmark is to write to the Commercial Counsellor at the Canadian Embassy in Copenhagen about your plans. If this is your first contact with the market, you should include details of the product (plus brochures, prices and samples if pos-

sible) and request us to do an initial market survey for you. In this survey we will provide information on import duties, import licence restrictions, technical standards, and an estimate of the competition your products will probably face. We will make hotel reservations for you and will draw up a schedule of appointments that will give you as broad a picture as possible of the Danish market.

When to Come, Where to Stay

The first thing to avoid is arriving at the time of a national holiday (see list). Denmark has a changeable climate throughout the year with (by Canadian standards) cool summers and mild winters. The best weather is from June to September, but as this is the height of the tourist season and also the time of the year when many Danish businessmen are away on holiday, it is usually not the best period for active selling. March, April, May, October and November are probably the best months to come. Because you can expect rain almost any time, you should bring a light topcoat. Suits of ordinary weight plus a topcoat will usually keep you comfortable except in January and February.

Hotel accommodation in Copenhagen is excellent but expensive. Room rates vary from \$6 to \$12 for a single room and from \$9 to \$15 for a double room, including a Continental breakfast. Most hotels add a 15 per cent service charge and small daily charges for "shoe shine and internal transportation". Rooms are at a premium from May to September, when Copenhagen is invaded by tourists. If you are coming then, be sure to have your reservations confirmed before your departure from Canada. It would be wise to let your hotel know your method of travel and the time of your arrival.

Visas and Customs Regulations

Canadian businessmen and tourists need only their passports to enter Denmark—no visa is required,

Holidays in Denmark, 1964

January 1	New Year's Day
March 26	Maundy Thursday
March 27	Good Friday
March 28	Easter Saturday
March 30	Easter Monday
April 24	Great Prayer Day
May 7	Ascension Day
May 18	Whit Monday
June 5	Constitution Day
December 25	Christmas Day
December 26	Christmas Holiday

nor are any vaccinations or inoculations needed if you are coming directly from Canada. (You will need a smallpox vaccination certificate to re-enter Canada.) Samples without commercial value enter duty-free but those of commercial value—including products of a value of more than 50 kroner (Can.\$8.00)—must pay duty, which is refunded if the samples are re-exported within 12 months. The easiest way to obtain rapid clearance of your samples through Customs is to present on entry an International Sample Carnet. Failing this, you must present an extra copy of the invoice for the samples and this must state that the items are samples. You must also make reservations for their re-export.

How to Come

Direct flights from Montreal to Copenhagen are now available on an experimental basis, which means that you could easily start or end a European sales trip with a visit to Denmark. There are direct daily connecting flights to most major air centres in Europe. If you can afford the time for a more leisurely trip, Copenhagen is a regular port of call for both Norwegian and Swedish passenger vessels operating between Scandinavia, Great Lakes ports,

Montreal and New York (sometimes with calls at Halifax).

How Long?

From the initial market survey, we will be able to judge whether the best market prospects centre around Copenhagen or whether you should also visit some other part of the country. If you can get a good idea of the market from a visit to Copenhagen alone, then your first Danish sales trip need only be two or three days long. If it is your second trip or you wish to visit customers in other parts of the country, then you should allot four to five days. If we know your plans, we can ensure that you make full use of every minute.

Travelling in Denmark

Copenhagen, with its population of 1½ million, is both the largest and the wealthiest segment of the Danish market. The provincial towns of Aarhus, Odense and Aalborg are becoming increasingly important, both as distribution and industrial centres. If this is a follow-up trip you should certainly plan to visit your customers in those areas. Travel around Denmark is easy and relatively fast. There is excellent train service to all parts of the country and there are usually two return flights a day from Copenhagen to the more distant cities in Jutland. If you bring a valid Canadian driver's licence, you can rent any make of car at rates comparable to those in Canada and drive to your destination. Because the country is small and the roads good and not congested, this is a simple and pleasant way to get around. The frequent ferry trips needed to get from island to island, although they may lengthen the trip, will add much to its enjoyment.

Within Copenhagen itself, electric trains, buses, streetcars and taxis all are used to make travelling around the city pleasant and easy. Because you will occasionally find taxi-drivers who do not understand English, it is wise to have your destination

typed out beforehand to show to the driver.

Sales Appointments

Business hours are from 8:30 a.m. to 4:30 p.m. for most industries and government offices and from 9 a.m. to 5 p.m. for other types of business. Danish businessmen much prefer appointments to be made beforehand (we will be glad to do this) and because Danes are always punctual, they expect their visitors to arrive on time. Almost every businessman can speak English. It is the major second language taught in Danish schools and is widely spoken in Copenhagen.

Danish importers and agents expect foreign businessmen to have the following information ready when

they discuss the sales prospects for any product:

1. A sample.
2. Enough sales and technical literature in English to leave copies with the importer.
3. A laid-down, duty-paid price list in Danish kroner (crowns) (Can. \$1.00=6.40 Danish kroner).
4. A description of the credit terms you are prepared to extend. (Danish importers expect from 30- to 90-day credit terms from foreign suppliers. We can obtain confidential credit information on the firms you are to see if you want it.)

Danes enjoy entertaining visitors to lunch, particularly if the visitor is

a stranger to the magnificent variety of Danish open sandwiches. They will appreciate your hospitality too. In Copenhagen there are many excellent restaurants where both lunch and dinner can be an enjoyable experience. Danish beer and aquavit are the usual drinks served with open sandwiches rather than wine.

Before you leave the hotel for the airport, don't forget to keep out 15 kroner (Can.\$2.25) to pay the airport poll tax as you leave. We would appreciate your giving us a call before you depart and letting us know how your interviews turned out. If you concluded a sales agreement with someone, we would welcome a letter from you because we can sometimes help to keep business coming your way. ●

TRANSPORTATION NOTES

Britain

NEW RUNWAY FOR LIVERPOOL—Plans are almost ready for construction to start shortly on a new 7,000-foot runway which would give Liverpool not only the opportunity of gaining a significant footing in the long-range services, particularly to the American seaboard, but also of becoming a first-class airport of national importance. The airport is in heavy use currently: during 1962, it handled 293,203 passengers, 18,789 aircraft movements, 12,899 air transport movements, 13,649 short tons of terminal freight (this excludes 466 short tons of transit freight), and 718 short tons of mail—Liverpool.

Colombia

CANAL TO PACIFIC—The River Atrato route for a canal linking the Caribbean and Pacific is under study by the Colombian Ministry of Public Works. Two construction methods are possible. The first would use conventional methods and require several series of locks; the second would produce a sea-level canal by controlled nuclear blasting—Bogotá.

ROADS PROGRAM—Construction of 750 miles of new roads has been announced by the Colombian Ministry of Public Works. Highways linking the Pacific and Atlantic coasts with the central regions of the

country and access roads into the eastern llanos or grasslands will be stressed in the program. The Inter-American Development Bank will provide 30 per cent of the financing for these projects—Bogotá.

Ghana

WEST AFRICA-GREAT LAKES SERVICES—Ghana's national shipping company, the Black Star Line, will soon inaugurate a new service between West African and Great Lakes ports. It will offer direct service to Canadian importers of cocoa, coffee, lumber and other West African products. The main ports of call will include Montreal, Toronto and Fort William, where the vessels will load machinery, industrial products and flour for West African markets. The need for direct service from Canadian industrial areas has been apparent for a long time and it is hoped that direct shipping will facilitate and expand Canadian exports to newly independent West African countries.

Greece

SHIPPING—At the end of 1963, 1,314 ships of 100 gross registered tons or more were registered under the Greek flag. Total g.r.t. amounted to 6,938,042, or 4.89 per cent of the world's shipping. Tramps and bulk

carriers account for 65.2 per cent of Greek flag shipping, and tankers for almost a quarter of the total. The trend among Greek shipowners is to acquire modern ships and vessels of five years of age and under; newer types represent 21.5 per cent of the tonnage, compared with a 27.07 per cent average for the world fleet.

Greek interests control another 7.5 million g.r.t. sailing under foreign flags. However, the Government recently introduced incentives that are attracting many of these ships back to home registry. On the basis of gross registered tonnage under the Greek flag alone, Greece ranks sixth among maritime nations, after Britain, the United States, Norway, Liberia and Japan—Athens.

South Africa

ELECTRIC RAILWAYS—The current phase in the electrification plans of South African Railways is due to be completed early in 1965, and by that time some 16 per cent (about 2,115 miles) of the network covering South Africa and South West Africa will have been electrified—from Johannesburg to Kimberley, to the Mozambique border, and to Durban, and from Cape Town to Beaufort West. The Railway administration considers electrification the most effective way of keeping up with the rapidly growing freight traffic. In addition to the large sums that are being spent on electrification of the lines themselves, about \$60 million is being spent on electric locomotives. These are now being made in South Africa for the first time, although some important components are still imported. Suburban services in and around Cape Town, Durban and Johannesburg-Pretoria are already fully electrified—Johannesburg.

SHIPPING RATES—Freight rates on cargoes from South Africa to Europe were increased by 7½ per cent effective April 1. Four classes of exports are excluded—wool in the grease; canned fruits and fruit juices, jams, marmalades and canned vegetables; fish; deboned beef; certain types of hardboard. Since fresh citrus and deciduous fruit was subjected to a 7½ per cent increase in freight rates in November 1963, this classification is also exempted from the new increase. No mention has been made yet of an increase in the freight rates from Europe to South Africa—Johannesburg.

United States

BONDED PORT FACILITIES FOR AUTOMOBILES—Chicago will become the first Great Lakes port in the United States to operate a bonded yard for the storage of foreign automobiles, according to port authorities here. The seven and a half acre yard will be capable of holding several thousand cars under bond awaiting delivery assignment or transshipment by rail or truck—Chicago.

Assistant Trade Commissioners Posted



Dennis S. Baker

Born: Hamilton, Ontario.

Educated: Queen's University, B.Sc. 1960, M.B.A. 1963.

Posting: Boston, as Vice-Consul and Assistant Trade Commissioner.



Edward L. Gray

Born: Weyburn, Saskatchewan

Educated: University of Saskatchewan, B.S.A. 1958; Oregon State University, M.S. 1963.

Posting: Tokyo, Japan, as Assistant Commercial Secretary.



Robert D. Lee

Born: Toronto, Ontario.

Educated: University of Alberta B.A., LL.B. 1963.

Posting: Karachi, Pakistan, as Assistant Commercial Secretary.



William G. Roberts

Born: Vancouver, British Columbia.

Educated: Nova Scotia Technica College, B.E. (Honours) 1958; Imperial College, London, D.I.C. 1960; University of Manchester, M.Sc. 1961.

Posting: New Delhi, India, as Assistant Commercial Secretary.

THEY will have travelled thousands of miles even before they leave Canada, visiting industries, business organizations and government offices from the east to west coasts. These cross-country tours give the Assistant Trade Commissioners a vivid picture of Canadian business and industry and fit them to be better representatives of Canada abroad. Their hosts in every province give generously of their time to make these familiarization tours profitable and pleasant. By the time the twelve young men in the 1963/64 group complete their western tour (May 25-July 17), they will have made well over 200 calls and talked of many things—from ships to salt, surveying and shoes; from cattle and cars to clocks and clothes; farming, fishing, food and furniture; minerals, motor boats, textiles and toys. The eastern tour, covering the Atlantic Provinces, Quebec and Eastern Ontario, was made last autumn (September 15-October 30). During their training period in Ottawa, the Assistant T.C.'s have had on-the-job training in each branch of the Department of Trade and Commerce, and have paid visits to other government departments. They will leave Canada for their first foreign posts during the latter half of this year.



Robert W. Burchill

Born: Loon Lake, Saskatchewan.

Educated: University of Saskatchewan, B.A. 1959, LL.B. 1961.

Posting: São Paulo, Brazil, as Vice-Consul and Assistant Trade Commissioner.



Zen W. Burianyk

Born: Saskatoon, Saskatchewan.

Educated: Michigan State University, B.A. (Economics) 1959; National University of Mexico (International Economics) 1960.

Posting: Santiago, Chile, as Assistant Commercial Secretary.



Donald H. Leavitt

Born: Victoria, British Columbia.

Educated: University of British Columbia, B.Comm. 1963.

Posting: Glasgow, Scotland, as Assistant Trade Commissioner.



Leonard G. Lee

Born: Wadena, Saskatchewan.

Educated: Royal Roads; Royal Military College; Queen's University, B.A. (Honours Economics and Mathematics) 1963.

Posting: Chicago, as Vice-Consul and Assistant Trade Commissioner.



Michael F. Mulkern

Born: Chatham, Ontario.

Educated: Assumption University of Windsor, B.A. (Honours Economics) 1963.

Posting: Singapore, as Assistant Commercial Secretary.



George H. Musgrove

Born: Hanover, Ontario.

Educated: Ontario Agricultural College, B.S.A. (Economics) 1963.

Posting: Copenhagen, Denmark, as Assistant Commercial Secretary (Agriculture).



John D. Tennant

Born: Medicine Hat, Alberta.

Educated: McGill University, B.Comm. 1963.

Posting: Melbourne, Australia, as Assistant Commercial Secretary.



James D. Welsh

Born: Toronto, Ontario.

Educated: University of Toronto, B.A. (Honours Political Economy) 1963.

Posting: New York, as Vice-Consul and Assistant Trade Commissioner.

What's current in commodities?

Timber

Greece—Importers are showing great interest in Eastern Canadian softwoods; several shipments have already been made. Potential suppliers should understand preferences and practices in this market.

O. HICKIE, *Commercial Secretary (Timber), London.*

IT is not surprising that in Greece, where other building materials are plentiful and marble is perhaps more abundant and frequently cheaper than timber, the per capita consumption of lumber is relatively low. According to available statistics, apparent timber consumption in Greece over the past five years has approximated only some 220 to 250 million board feet. The bulk of this consists of softwood timber, which accounts for between 180 to 200 million feet, or about 75 per cent of the total. The various species of hardwoods used by the domestic furniture industry and joinery trades make up the remaining 40 to 50 million feet. Almost all of the hardwood requirements are met by the output of domestic mills (see Tables I to III).

These tables also show that domestic production of softwood lumber in relation to consumption is higher than one would normally expect in a country where forest resources are not particularly abundant. Output over the past three years has remained fairly steady, at slightly over 80 million feet a year. This has been enough to meet 40 to 45 per cent of Greek needs. (A high proportion of the domestic timber, however, is generally regarded as suitable only for end-uses where strength and appearance are not important factors.) This means that softwood lumber imports from other sources normally total between 100 to 120 million feet per year. The main supplying countries are the U.S.S.R., Sweden and Austria,

which together ship nearly 80 per cent of total imports.

Species and Grades

As an importer of softwoods, Greece is primarily what Europeans call a "whitewood" market. This is mainly because most softwood timber is used for construction work, particularly in scaffolding and concrete shuttering, to which the whitewood species are well suited. Whitewood timber is also considerably cheaper than redwood and in a price-conscious market like this, where competition is keen and the need to conserve foreign exchange is a continuing problem, delivered prices of imported woods are naturally important. These factors also explain why most of the imported softwoods are usually of a lower grade than most other European countries buy. A rather high proportion of the timber bought is normally unsorted fourth and fifth quality and even a quantity of sixth (utskott) grade. Only minor quantities of higher grade redwoods are currently being imported, chiefly for engineering and joinery and for other work requiring strength and better quality.

Sizes and Specifications

One of the singular features of the Greek softwood market—and also characteristic of a number of other countries along the eastern Mediterranean—is the lumber sizes that the trade normally prefers. These include a range of standard and fancy fractional widths and

thicknesses, a high percentage of which are preferred in 4-metre (13-foot) lengths. Several Greek importers who were questioned about the reasons for these unique specifications admitted that there was no logical basis for them. It was merely something that had become traditional practice through long usage. They also pointed out that a growing number of the more progressive members of the trade are gradually easing away from this practice and are showing greater willingness to consider lumber sizes on the basis of suitability for specific end uses rather than tradition.

From the Canadian shipper's viewpoint, the required grades and some of the traditional widths and thicknesses would not be particularly difficult. However, the 4-metre lengths and certain other fractional sizes would pose something of a problem because they do not correspond closely with the standard range of sizes produced for other markets. For this reason, the current trend away from these difficult specifications could have special significance for Canadian suppliers who have demonstrated an interest in this market. For a more detailed list of representative lumber sizes and grades normally purchased by the Greek timber trade from European supply sources, see Table IV.

Trade Channels and Competition

By comparison with most other European countries, Greece does not possess a tightly knit or closely controlled timber trade organization. This probably accounts for the fact that, although there are the usual trade channels—exporters ship through an agent, who sells to importers, from whence the lumber

TABLE I
SOFTWOOD LUMBER TRADE IN GREECE, 1958-1962
(in million board feet)

Year	Production	Imports	Exports	Apparent Consumption
1958	76.3	113.2	—	189.5
1959	62.8	111.0	—	173.8
1960	84.8	111.0	—	195.8
1961	81.0	99.6	—	180.6
1962	80.6	120.4	—	201.0

Source (for all tables): OECD, *Timber Statistics*, October 1963.

TABLE III
HARDWOOD LUMBER TRADE, GREECE, 1958-1962
(in million board feet)

Year	Production	Imports	Exports	Apparent Consumption
1958	39.9	.8	—	40.7
1959	42.9	.8	—	43.7
1960	52.2	1.7	—	53.9
1961	49.2	2.5	—	51.7
1962	50.9	1.7	—	52.6

TABLE IV
PREFERRED WHITEWOOD GRADES AND SIZES—GREECE

The following are the representative grades and sizes normally purchased from:
U.S.S.R.

Grades: 60/70 per cent unsorted; 30/40 per cent fourth grade

Thicknesses: 18, 24, 38 and 48 mm.

Widths: 10, 12, 15 cm. (Narrows); 17, 19, 22, 25, 28, 30 cm. also 8-15 cm. as falling, rising by 1 cm. and 16-30 cm. as falling, rising by 1 cm.

Lengths: mainly 4 metres, also ends 1-2.75 metres, rising by 25 cm. and random lengths 3-6 metres, rising by 25 cm.

Rumania, Czechoslovakia, Austria

Grades: as falling 0-III "Tombante"

Thicknesses:
per cent

Widths

8	12 mm.	17, 19, 22, 25, 28, 30 cm.
22	18 mm.	17, 19, 22, 25, 28, 30 cm.
6	24 mm.	10, 12, 15 cm.
24	24 mm.	17, 19, 22, 25, 28, 30 cm.
10	38 mm.	17, 19, 22, 25, 28, 30 cm.
10	48 mm.	17, 19, 22, 25, 28, 30 cm.
20	squares (poutres)	24×25 32×65 45×45 mm. 45×65 65×65 75×75 mm. 55×55 27×55 mm.

Lengths: 4 metres with up to 20/25 per cent in lengths of 3 and 3.50 metres acceptable.

Yugoslavia, Bulgaria, Hungary

Grades and sizes similar to above.

moves to merchants and end-users—these rules are not always rigidly followed. There appear to be no serious trade consequences for an importer or industrial end-user should he elect to buy direct from exporting firms without using the services of an agent. However, this is not a recommended practice for Canadian shippers. There are definite long-term advantages in fol-

lowing accepted trade practices in all markets and a good agent can be extremely useful, particularly where markets are rather specialized and relatively distant. Lack of effective control by the Greek trade organization may also be reflected to some extent in the fierce competition among timber trade members. There is growing concern because this is forcing many of them into extend-

TABLE II
MAJOR SUPPLIERS OF SOFTWOOD LUMBER, GREECE
(in million board feet)

Country	1961	1962
U.S.S.R.	36.5	37.3
Sweden	17.4	32.2
Austria	20.8	22.5
United States	3.8	8.1
Rumania	3.4	6.8
Finland	7.6	5.1
Yugoslavia	5.9	3.8
Czechoslovakia	3.8	3.4
Other	.4	1.2
Total	99.6	120.4

ing credit terms to customers for periods as high as six months in order to maintain satisfactory sales.

Current Market Developments

Perhaps the most striking thing about the Greek timber market at present is the almost phenomenal revival of interest in Eastern Canada as an alternative source of white-wood timber. Even more important, this interest is being actively followed up by the Greek trade and, to a lesser extent, by Canadian shippers as well. During the past few months several leading softwood agents and importers have made visits to various parts of Eastern Canada to establish supply connections with spruce producers and shippers, and a number of others have definite plans to do so early in 1964. At least two Greek importers are known to have purchased trial orders of eastern spruce of about 200 standards each, through a Canadian exporter in Montreal. These shipments were received in October/November 1963 and the importing firms were enthusiastic about the competitive price and delighted with the quality of the timber. This had the effect of heightening interest among the trade and a number of other importers indicated their intention of placing orders in Canada, including the largest Soviet lumber-importing firm in Cyprus.

More Interest Shown

Shortly after receiving the first shipment and just before leaving for a visit to Canada last November, the

president of one of the importing companies, by far the largest in the country, announced that an additional order for 540 standards had been placed in Canada for delivery in January. He also stated in all seriousness that if he succeeded in establishing satisfactory connections with reliable Canadian spruce sources, and provided timber prices remained competitive, his firm alone was prepared to buy ultimately as much as 30 to 40,000 standards of eastern Canadian spruce per year on a continuing basis. On the Canadian side, in addition to actual shipments made by a Montreal supplier, the vice-president of one of the largest single spruce-producing firms in Eastern Canada visited Greece while the Mobile Timber Exhibit from Canada was on display in Athens last November. This pro-

vided him with an excellent opportunity of meeting and talking with a major cross-section of the trade and he indicated that, as a result of his findings, his company would be taking immediate action in an attempt to sell a substantial volume of timber to Greece once the necessary preliminary arrangements had been made.

Because Greece is primarily a whitewood market and high freight costs tend to make Western Canadian timbers costly, there is less noticeable interest in those woods. However, it is clearly evident that the current prospects for eastern spruce and even jack pine (the latter as a possible cheaper substitute for European redwood) are remarkably bright—perhaps more so than at any time in the past. It is urgent and essential, therefore, that as

broad a segment of the Eastern Canadian lumber industry as possible knows about this unprecedented opportunity so that suppliers can participate in developing the market potential in Greece to the full. Eastern Canadian spruce shippers now have everything in their favour and there is no reason why they should not obtain a substantial share of the Greek market if they approach it in an intelligent and serious way. Shipping should not be a problem because at least two lines have regular services from Eastern Canada to Mediterranean markets, including the Greece—United Arab and the Zimm Lines.

To take advantage of these opportunities, current Greek interest must be encouraged and stimulated by Canadian suppliers displaying an equal interest. ●

Premiums and Business Gifts

Britain—If you are selling your product to trading-stamp houses or for use as premiums or give-aways, you may find a good market in Britain. Begin by offering it to the specialized premium and gift houses, which handle both local and imported products.

L. D. BURKE, *Commercial Secretary, London.*

PREMIUMS, trading stamps, gifts and give-aways have become a popular means of sales promotion in Britain. Apparently reluctant at first, manufacturers and retailers have now turned to this technique in an attempt to hold present customers and woo new ones. As a result, a large market has suddenly been created for goods that can be used as gifts or premiums. Equally important, this market is expected to grow at a lively rate. Canadian firms with products they feel would be suitable for premiums or business gifts should make sure that they are covering this potential outlet.

Variety and Scope of Market

Premium promotions really came into their own here about two years

ago, as a result of changes that had been taking place gradually in both merchandising and demand. On the selling side, these changes included the growth of self-service and supermarkets, the standardization of products through mass production to the point where all brands became much alike, and increased competition in retailing in general. The use of television, the movies and the national press also had its effect on public demand, making it better informed and more sophisticated. Under these conditions, the manufacturer found that he needed a new way of making his products stand out in comparison with others and of capturing the interest and loyalty of customers. Many firms in Britain have now decided that the

way to do this is through premiums and gift promotions.

The premium goods first used in Britain were inexpensive items and there is still a market for these products today. The trend, however, has been towards items of greater value and products now used range from ballpoint pens and bath salts to free holidays in Egypt or Spain. The two main categories of products that will interest Canadian exporters are those used as give-aways and as premiums.

● **Give-Aways**—These are items that are offered free, either banded on the pack or simply distributed free as a means of advertising. Products used in Britain for give-aways up to now have included spoons, knives, foreign stamps, records, table mats, hair-nets and books.

● **Premiums**—These are goods offered at a reduced price when the customer sends in a label, bottle top or similar proof of purchase. Products featured so far as premium

items have included fine bone china, jewellery, wrought iron furniture, beach umbrellas, record players, carpet sweepers, bathroom scales, leather goods and toys.

The foregoing will, I hope, suggest to Canadian exporters the types of products in their range of goods that they might offer as premium or gift items in Britain. Here again, emphasis is on "types" of goods, because any product that is novel and competitive in price and quality can be used as a consumer incentive here. One good criterion is that if an article is suitable as a premium in Canada, it is likely to be suitable here. If it is not acceptable in Canada, it probably will not be in Britain either. Another criterion is that premiums generally are less expensive in Britain than in North America. It is estimated, for example, that the average item offered as a premium here has a retail value of about \$2.50.

There is no available figure on the over-all value of goods sold for premiums or gifts in Britain. However, the current annual turnover of the trading-stamp companies alone is estimated at about \$25-30 million. The expansion that is possible in this field alone can be appreciated when one realizes that in Britain, one adult out of four is currently

collecting stamps. The ratio in the United States is three out of four.

Two Types of Customers

There are two established and readily recognized types of customers in Britain for premium goods—traditional users and the trading stamp companies.

● **Traditional Users**—As in all parts of the world, the companies making breakfast cereals, soaps, toothpaste and similar fast-moving consumer products are accustomed to use premium goods as sales aids. They were the first in the field and remain important and growing customers for premium items.

● **Trading Stamp Companies**—There are approximately 30 trading stamp companies operating in Britain, six on a national and the rest on a regional basis. These firms function in much the same manner as their counterparts in North America. They sell stamps to traders and the traders give these stamps to their customers. Once the customer has filled a book, he can turn it in for a gift at a redemption shop. Stamps can also be redeemed by mail. The two largest trading stamp companies in Britain feature about 1,000 different lines in their current catalogues.

In addition, many of the smaller and medium-sized firms here are becoming interested for the first time in the use of premiums and gifts for advertising and sales purposes. The number and range of potential customers are limited, therefore, only by the manufacturer's ability to offer a product that is suitable in price, quality and design for the purposes the local company has in mind.

How to Sell

The premium market in Britain is a specialized one. For this reason, the best way for Canadian companies to attempt to sell in this market is probably through a group here known as "premium and gift houses". These firms handle the products of a number of manufacturers, both local and overseas, and offer these as promotion items. In addition, the better ones act as consultants, giving suggestions about and advice on gifts to premium users and to manufacturers wishing to enter the premiums market.

The business and industrial gift houses have their own showrooms where they display samples of the goods they are able to offer. They also produce their own catalogues and distribute them throughout the country. They are particularly suit-



So brisk has the business in products suitable for premiums or give-aways become that certain British firms specialize in handling them. One of these is David Mappin Ltd.; Mr. Mappin is photographed here with a range of goods that this company offers—everything from a picture of the Taj Mahal to a mustard pot and kitchen aids.

able contacts for overseas firms wishing to sell premium goods here because they are in the business of promoting the use of gifts. This means that they are out actively selling products and call regularly on the trading-stamp companies and the other large users of premium goods. Moreover, they are the point of contact for the smaller and medium-sized firms who use premium goods only from time to time or in relatively small quantities.

For Canadian companies which do not have agents at present in Britain and which produce a line of goods particularly suitable for premiums, one possible arrangement is to appoint one of the premium or business gift houses to take care of the premium market. Firms which already have representatives in this country covering the regular trade could still appoint the premium or business gift house as an agent with sales responsibility restricted to the premium field. This office can recommend suitable premium and gift firms and interested Canadian exporters need only write us. We will then provide them with the names of our contacts and will outline the type of information they will have to give the premium and gift houses if their lines are to be considered.

Three Further Points

Canadian exporters should note three further points about the market in Britain for premium goods.

● **Not just any article will sell in this market.** In fact, it is very competitive. The feeling of the trade is that the Canadian firms likely to have most success are those which are already marketing their products as premium items in Canada.

● **Firms wishing to sell incentive goods here must have very flexible manufacturing processes.** The initial orders are usually small, followed by quick repeat orders. Delivery on subsequent shipments must therefore be prompt and co-ordinated with the client's needs. In certain instances, stocks may have to be held locally.

● **Because many of the gifts and premiums in this country are sent through the post, packing is also important.** Canadian firms should probably be prepared to deliver in bulk, with the items individually pre-packed ready for mailing here.

It has been estimated that there are normally about 100,000 applications for a popular premium in Britain. Even though a Canadian company may obtain only an occasional order for premiums here, this nevertheless could be worthwhile business. And the premium approach could be a means of getting a new product launched in this market, because it has been proved that a slow mover in the shops may be a best seller as a premium. Any Canadian firm which has difficulty

in selling through normal channels might therefore consider offering its lines as incentive items. If its products move well as premiums or gifts, they could possibly be sold in the conventional way also.

Local manufacturers are certainly interested in the business in premium and gift items that is developing here. Many British firms now have salesmen who call exclusively on the users of such items. Overseas manufacturers are also taking note of the possibilities and several (including a few Canadian organizations) are already represented here. Other Canadian firms which feel they have suitable goods to offer might take a closer look at this market as well. The results could be rewarding. ●

Selling Knowhow to Central America

MANY Canadian manufacturers have a product they can sell in Central America without worrying about freight rates or tariffs. To promote this product may require a trip to "the land of eternal spring" but all the businessman need take with him is drawings. The product is called knowhow—and there is a rapidly growing demand for it in Central America.

The new and higher Central American Common Market tariff barriers against third-country products have made it almost mandatory to produce locally a wide range of products which hitherto could be imported competitively. More and more people in Central America are seeking to take advantage of the benefits afforded by the Common Market and the various industrial development and protection laws. As a result, there is an ever-growing interest and incentive for potential investors. Canadian companies can take advantage of this fact without having to invest themselves.

Many of Canada's manufacturing plants are small compared with those in Europe and the United States. Most of the secondary industrial development in Central America is, and will continue to be, on a similar scale and therefore our knowhow is more closely geared to their requirements.

There is no intention of discouraging the sale of Canadian finished products to this area, but foreign competition is becoming keener and countries such as

the United States and Japan are increasing their investment in local industry at an accelerated pace. Agencies like the U.S. Agency for International Development often lend financial support to this kind of private initiative. As the Common Market develops, far fewer finished articles will be imported by the member countries.

One advantage of supplying knowhow is that, in the first place, it opens the door for supplying raw materials to the new industry. This can be the form of payment specified for the technical assistance provided. Or revenues from a licensing arrangement may be the form of payment. And the benefits will include the country and investor where the new plant is located, the Canadian firm selling the knowhow, and any associated suppliers of equipment and raw materials.

Some of the larger agency houses are interested in helping to sell knowhow as well as goods, and are willing to act as intermediaries on a fee or commission basis. And by keeping in touch with the Department of Trade and Commerce in Ottawa, you may be informed of interesting ventures as news of them is relayed from its offices abroad. If you are currently selling in Latin America, include Central America in your itinerary and see whether you can sell knowhow there too.

—PAUL D. DONOHUE,
*Assistant Commercial Secretary,
Guatemala City.*

COMMODITY NOTES

All-Wool Stretch Fabric

SWEDEN—Kilsund AB of Boras has introduced a new type of stretch garment made entirely of wool; up to now stretch garments have always contained nylon or terylene. Inquiries have been received from a number of countries and the first articles will be on sale later this year.

The new product is unique in that it will stretch both ways—up to 10 per cent in the warp and up to 13 per cent in the weave. Special yarn and special preparation and weaving methods are required to produce this quality, and therefore the price will be higher than for woollen cloth made by traditional methods. Tests carried out at the Textile Research Institute at Gothenburg have demonstrated that this fabric can recover from creasing in 50 seconds compared with five minutes for cloth prepared in the ordinary way—Stockholm.

Aluminum

AUSTRALIA—The first shipload of alumina left Western Australia on February 21 for smelting at the Alcoa plant at Port Henry in the State of Victoria. The company's alumina plant at Kwinana was officially opened last November by the Premier of Western Australia, Mr. D. Brand. The shipment brings into being Alcoa's project to unite Western Australia and Victoria in the production of aluminum from all-Australian materials.

The Kwinana plant uses Western Australian bauxite and is capable of producing 210,000 tons of alumina a year. Bulk-loading equipment at the company's jetty (which stretches one-third of a mile into the harbour) handles the alumina at the rate of 750 tons an hour. Shipments to Geelong, Victoria, will be made in 10,000-ton bulk carriers of the Australian National Line—Melbourne.

Bamboo Pulp

VENEZUELA—Large reserves of bamboo suitable for producing paper pulp have recently been located. The Venezuela Development Corporation (Corporación Venezolana de Fomento) has signed an agreement with Brazilian interests for technical assistance and has requested the FAO to send a mission to Venezuela to examine the possibility of developing this product—Caracas.

Fertilizers

U.S.S.R.—Scientists of the Kirghiz Academy of Sciences have proved the high effectiveness of humic fertilizers, of which large supplies are obtainable from the moun-

tains of Central Tian-Shan. Humic fertilizers mixed with a small amount of superphosphate, ammonium nitrate and potash salt raise the productivity of alpine pastures seven to eight times, and increase sugar beet and maize harvests 15 to 20 per cent—Moscow.

Frozen Food

WEST GERMANY—One of Germany's largest processors and distributors of frozen foods intends to investigate the opportunities to supply frozen foods to institutional caterers, such as hospitals, factory kitchens and hotels. Because of the chronic shortage of kitchen help, institutions are finding it increasingly difficult to operate.

Although there are a few current restrictions on small packages of some frozen vegetables, the larger sizes are admitted more freely. Canadian exporters can obtain the names of institutional food suppliers from the Trade Commissioner posts in Hamburg, Bad Godesberg, and Duesseldorf—Duesseldorf.

Lawnmowers

NEW ZEALAND—Production of each of the three types of lawnmowers made in New Zealand increased in 1963: hand mowers 12,900 (1962, 11,800), reel-type motor 11,200 (8,400), and rotary-type motor 39,600 (30,900)—Wellington.

Machinery

SWITZERLAND—Exports of Swiss machinery rose by 3 per cent in 1963 to an all-time high of \$889 million. Principal customers were West Germany, France, Italy, the United States, Britain, the Netherlands, Sweden, Austria, Spain, Japan and India. Orders in hand have been declining slightly over the past two years and at the end of the year amounted to 9.4 months' production. Price competition is being felt more keenly in export markets, as are the effects of EEC internal tariff reduction. Sales to underdeveloped countries are reportedly becoming more difficult because of the longer credit terms being sought and the inability of Swiss industry to compete with some foreign governments in granting long-term credits—Berne.

Machine Tools

UNITED STATES—Orders for machine tools jumped sharply in January when new business booked totalled \$127.95 million, as against \$98.6 million in December, according to the National Machine Tool Builders Association. Of this total, domestic orders represented \$106.25 million compared with \$83.95 million in

December. The rise in orders for forming tools set a record—Chicago.

Oil

WEST GERMANY—New oil refineries are rapidly being opened in Bavaria and more are being planned. Three are located at Ingolstadt, 75 miles north of Munich: Shell Oil Company's 2.3 million-ton capacity refinery opened last December; Standard Oil Company's 3.4 million ton refinery, to be in operation early this year, and Sudpetrol's (a subsidiary of the Italian E.N.I.) refinery planned for completion late this year. Mobil Oil Co. planned to begin operating its new refinery at Neustadt, about 20 miles from Ingolstadt, this spring.

This new energy supply in the south could change the geographical pattern of West German industry, especially if plans for three more refineries in the area materialize. This area of Germany has been at a dis-

advantage compared with the Rhine-Ruhr with its large coal deposits and the northwestern areas with the ports of Bremen and Hamburg which handle the bulk of German imports.

With the exception of the Sudoil plant, the new refineries will receive their crude oil through the big Marseille-Karlsruhe pipeline which has recently been extended to Ingolstadt. The Sudpetrol refinery may be supplied by a proposed transalpine pipeline from either Venice or Trieste to Ingolstadt—Duesseldorf.

Proton Synchrotron

U.S.S.R.—A proton synchrotron of 70 milliards electronvolts is being constructed near the town of Serpukhov, 80 kilometres from Moscow. When completed, it will be the largest accelerator of charged particles in the world. The electro magnet of the accelerator will be housed in a ring-shaped building, 1500 metres long—Moscow.

TRADE COMMISSIONERS ON TOUR

In Canada

The following officers are undertaking tours of business centres throughout Canada as detailed below. Businessmen who wish to see them should get in touch with the Board of Trade or Chamber of Commerce in the cities mentioned, with the following exceptions: Toronto, Winnipeg and Edmonton, Canadian Manufacturers Association; Windsor (Ontario), Greater Windsor Industrial Commission; St. John's, Ottawa and Vancouver, Department of Trade and Commerce; Victoria, Department of Trade and Industry; Fredericton, Department of Industry and Development.

Britain—B. C. Butler, Minister (Commercial) in London.

Vancouver, Victoria, New Westminister—May 11-18
Kelowna—May 20
Edmonton—May 22
Calgary—May 25-26
Regina, Saskatoon—May 27-28
Winnipeg—May 29-June 2
Toronto, Brampton—June 3-9
Hamilton—June 10-11
St. Catharines, Welland—June 3-9
Brantford—June 15

London, Stratford—June 16
Windsor—June 17-18
Kitchener, New Hamburg—June 19
Montreal—June 22-26
Thetford Mines—June 27
Quebec City—June 28-29
Fredericton—June 30
Saint John—July 2
Halifax, Kentville—July 3-6
St. John's—July 7-10
Ottawa—July 13-

E. J. Ward, Commercial Secretary (Timber) in London.

Vancouver—May 9-26 Calgary—May 27-28

India—G. A. Newman, Commercial Counsellor in New Delhi.

Ottawa—May 24 Vancouver—May 27-28
Winnipeg—May 25-26

Jamaica—R. W. Blake, Commercial Counsellor in Kingston.

Vancouver—May 17-25 Saskatoon—May 29-June 7
Calgary—May 25-27 Regina—June 7-9
Edmonton—May 27-29 Winnipeg—June 9-11

Spain—M. T. Stewart, Commercial Counsellor in Madrid.

Toronto—May 13-20

Temporary Duty in Ottawa

R. W. Blake, Commercial Counsellor in Kingston, Jamaica, June 11-24. Contact Commonwealth Division, phone: 99-22421.

N. L. Williams, Assistant Trade Commissioner in Glasgow, Scotland, May 6-21. Contact Commonwealth Division, phone: 99-22421.

Geo. Hazen, Assistant Trade Commissioner, Singapore, Malaysia, May 18-29. Contact Commonwealth Division, phone: 99-22421.

In Territory

Iraq—V. G. Lotto, Assistant Commercial Secretary in Beirut, Lebanon, will visit Baghdad and Basra June 19-29.

Poland—K. O. Hillyer, Acting Commercial Secretary in Copenhagen, Denmark, will visit Warsaw June 4-17.

Saudi Arabia—C. E. Rufelds, Assistant Commercial Secretary in Beirut, Lebanon, will visit Jeddah and Riyadh June 6-17.

Businessmen who would like these officers to undertake assignments for them should write to them at their posts as soon as possible.

FOREIGN TARIFFS

AND TRADE REGULATIONS

Argentina

EXCHANGE RESTRICTIONS INTRODUCED—Our Commercial Counsellor in Buenos Aires has reported that, by Decree No. 2581, the Argentine Government has introduced selective exchange restrictions effective April 13, 1964. Main features are:

1. Foreign exchange obtained by residents of Argentina must be brought into Argentina and converted into pesos. Similarly, foreign currency deposits of residents must be converted into pesos.
2. Remittances of capital and profits are regulated by the Central Bank.
3. Foreign exchange will be made available to pay for imports. In the case of financing of imports which are not covered by letter of credit, bank guarantee or other documents, proof is required of the genuineness of the transaction.
4. Purchases of forward exchange, except between local banks, require a prior deposit of 50 per cent which must not be financed by banks. The Central Bank may waive this requirement for the purchase of exchange for the payment of imports covered by a documentary credit or other form of procedure covering the operation.
5. Export of gold and Argentine currency and securities requires the prior permission of the Central Bank.
6. Sales of foreign exchange and remittances for travel etc. are limited.

Indonesia

IMPORT DUTIES AND EXCHANGE REGULATIONS REVISED—The Canadian Embassy in Djakarta reports that new regulations were issued in Indonesia effective from April 17, 1964, revising the exchange rate of the rupiah for export and import transactions. The new rate for imports equals 250 rupiahs compared with the 315 rupiahs previously. The basic exchange rate remains at 45 rupiahs. Ordinary exporters may retain 20 per cent of the foreign exchange earned as incentive; exporters/producers may retain 25 per cent. These regulations are not valid for oil companies.

Imports are divided into five categories, each subject to a different rate of duty: 0, 50, 100, 300 or 800 per cent, except those tariffs bound under the General Agreement on Tariffs and Trade.

Detailed information will be available when the official texts of these new regulations are received.

Jamaica

IMPORT LICENSING REQUIREMENT REVISED—The Jamaican Government has revised, effective April 1, 1964, the schedule of products subject to import licence. In general, the schedule represents a consolidation of previous requirements, although some additions have been made to the list. As before, application for licence must be made by the importer to the Jamaican Trade Board and each application is considered on its merits.

Detailed information may be obtained from the Commonwealth Division, Office of Trade Relations and Trade Policy, Department of Trade and Commerce, Ottawa.

Japan

TARIFF QUOTAS ANNOUNCED—The Finance Ministry of the Japanese Government has announced tariff quotas applicable on 12 items when imported into Japan for the first half of fiscal year 1964 (April-September). Imports of such items within the quota are accorded the special duty indicated. Imports of these commodities in excess of the quota are subject to the regular import duty. The quotas and import duties announced and the commodities affected by the tariff quotas are:

Commodity	Tariff Quotas metric tons (2,204 .6 pounds)			Special Duty Applicable to Quota
	April-Sept. 1964	April-Sept. 1963	Oct.-Mar. 1963-1964	
Silica	120,000	63,000	99,000	Free
Gypsum	70,000	109,000	143,500	Free
Manganese ore	241,500	185,000	245,600	Free
Molybdenum ore	4,491	1,824	3,123	Free
Antimony ore	4,471	3,382	4,190	Free
Mercury	765	381	712	Free
Antimony trisulphite	150	20	310	Free
Camphor	562	8%
Calcium cyanamide	5,000	0	5,000	Free
High-speed steel	500	500	0	15%
Copper ingot	50,000	10,000	40,000	Free
Nickel ingot	1,190	100	600	Free

Items which were admitted into Japan under tariff quota during the previous fiscal year (April 1, 1963-March 31, 1964) and for which no quota has been announced include: seed lac; calcium citrate; brass and bronze lumps; other copper alloy lumps; nickel foil, powder and flake; nickel tubes and pipes; nickel anodes.

Foreign Trade Service Abroad

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

Argentina
Paraguay M. B. Bursey
Commercial Counsellor
J. G. Ireland
Commercial Secretary Canadian Embassy
Bartolome Mitre 478
BUENOS AIRES *Mail:* (City Address)
Cable: CANADIAN
Phone: 33-8237

Australia
(Capital Territory
New South Wales,
Northern Territory
Queensland)
Dependencies J. A. Stiles
Commercial Counsellor
for Canada
R. L. Richardson
Assistant
Commercial Secretary
E. E. Price
Assistant
Commercial Secretary 21st Floor
A.M.P. Building
Circular Quay
SYDNEY *Mail:*
P.O. Box 3952 G.P.O.
Cable: CANADIAN
Phone: 27-7565
Telex: SYD 20600
(CANGOV AA 20600)

Australia
(Victoria, South
Australia, Western
Australia, Tasmania) H. A. Gilbert
Commercial Counsellor
for Canada
R. D. Lucas
Assistant
Commercial Secretary Mobile Centre
2 City Road
SOUTH MELBOURNE *Mail:* (City Address)
Cable: CANADIAN
Phone: 61-3473
Telex: 30501
(CANGOV AA 3051)

Australia R. B. Nickson
Commercial Counsellor
D. I. Campbell
Assistant
Commercial Secretary Office of the High Commissioner
for Canada
Commonwealth Avenue
CANBERRA *Mail:* (City Address)
Cable: DOMCAN
Phone: 7-2541
Telex: CBA C217
(DOMCAN CBA)

Austria
Albania, Bulgaria,
Czechoslovakia, Hungary,
Rumania, Yugoslavia C. J. Van Tighem
Commercial Counsellor
for Canada
W. J. Collett
Commercial Secretary
L. R. Wilson
Assistant
Commercial Secretary Opernringhof
Opernring 1
VIENNA 1 *Mail:*
P.O. Box 106, Vienna I/15
Cable: CANADIAN
Tel.: 57-25-97
Telex: 1-3380
(DOMCAN VIENNA)

Belgium
Luxemburg,
European Economic
Community, European
Atomic Energy Com-
munity, European Coal
and Steel Community L. H. Ausman
Commercial Counsellor
M. Faguy
Assistant
Commercial Secretary Canadian Embassy
35 rue de la Science
BRUSSELS 4 *Mail:* (City Address)
Cable: CANADIAN
Phone: 13.38.50
Telex: 0-2613
(DOMCAN BRU)

Brazil Wm. Jones
Commercial Counsellor
J. P. Richards
Assistant
Commercial Secretary Canadian Embassy
Edificio Metropole
Av. Presidente Wilson 165
RIO DE JANEIRO *Mail:*
Caixa Postal 2164-ZC-00
Cable: CANADIAN
Phone: 42-4140
Telex: RIO 175
(DOMINION RIO)

Brazil D. M. Holton
Consul and Trade
Commissioner
R. H. Gayner
Consul and Assistant
Trade Commissioner Canadian Consulate
Edificio Alois
Rua 7 de Abril 252
SÃO PAULO *Mail:*
Caixa Postal 6034
Cable: CANADIAN
Phone: 36-6301

Britain B. C. Butler
Minister (Commercial)
(absent)
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 *Mail:* (City Address)
Cable: SLEIGHING,
LONDON, W.1
Phone: MAYfair 9492
Telex: 2-2526, OR 2-8240
(DOMINION LDN)

Territory	Officer	City Address	Mail and Cables, Office Telephone & Telex
Britain	D. B. Laughton Commercial Counsellor (Agriculture) H. M. Maddick Commercial Counsellor W. M. Miner Commercial Secretary (Agriculture) E. J. Ward Commercial Secretary (Timber) (absent) L. D. Burke Commercial Secretary O. Hickie 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	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	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 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
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)

Territory	Officer	City Address	Mail and Cables, Office Telephone & Telex
Cuba	Commercial Division	Canadian Embassy Calle 30 No. 518 esquina 7 ^a Avenida Miramar HAVANA	<i>Mail:</i> Gaveta 6125 <i>Cable:</i> CANADIAN <i>Phone:</i> 32-3526
Denmark Greenland, Poland	K. Nyenhuis Commercial Counsellor (absent) K. O. Hillyer Acting 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	K. F. Noble Commercial Counsellor and 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	R. Campbell-Smith Minister-Counsellor (Economic/Commercial) R. G. Woolham Assistant Commercial Secretary G. P. Morin Assistant Commercial Secretary Y. C. Jauron 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 Kennedy-Allee 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 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 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
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

Territory	Officer	City Address	Mail and Cables, Office Telephone & Telex
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 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 (Toscana, Marche, Umbria, Lazio, Abruzzi-Molise, Puglia, Campania, Basilicata, Calabria, Sicilia, Sardegna), 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> DOMCAN ROM 61056
Italy (Emilia-Romagna, Lombardia, Piedimonte, Trentino-Alto Adige, Veneto, Liguria, Trieste, Valle D'Aosta, Friuli-Venezia)	A. B. Brodie Consul General and Trade Commissioner N. R. Cumming Consul and Assistant Trade Commissioner	Canadian Consulate General Via Pirelli 19 MILAN	<i>Mail:</i> C.P. 3977 <i>Cable:</i> CANTRACOM <i>Phone:</i> 652.484 <i>Telex:</i> 31368

**Mail and Cables,
Office Telephone & Telex**

Territory	Officer	City Address	Mail and Cables, Office Telephone & Telex
Jamaica Bahamas, British Honduras	R. H. M. Cathcart Acting 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 (absent) C. E. Rufelds Acting 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
Malaysia Burma, Thailand, Brunei	E. H. Maguire Canadian Government Trade Commissioner Geo. Hazen Assistant Trade Commissioner (absent) 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
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 Postal 5-364 <i>Cable:</i> CANADIAN <i>Phone:</i> 25-15-60 <i>Telex:</i> 0001716
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, Tahiti, Tonga, Western Samoa	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

Territory	Officer	City Address	Mail and Cables, Office Telephone & Telex
Norway Iceland	J. E. P. Lancaster Commercial Secretary M. R. Bell Assistant Commercial Secretary	Canadian Embassy Fridtjof Nansens Plass 5 OSLO 1	Mail: P.O. Box 1379—Vika Cable: CANADIAN Phone: 33-30-80 Telex: 1880
Pakistan Afghanistan	R. D. Sirrs Commercial Secretary	Office of the High Commissioner for Canada Hotel Metropole, Victoria Road KARACHI	Mail: P.O. Box 3703 Cable: CANADIAN Phone: 50322 Telex: KRC 10
Peru Bolivia	K. G. Ramsay Commercial Secretary (absent) D. J. McEachran Acting Commercial Secretary	Canadian Embassy Edificio Boza, Carabaya 831 Plaza San Martin LIMA	Mail: Casilla 1212 Cable: CANADIAN Phone: 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	Mail: P.O. Box 1825 Cable: CANADIAN Phone: 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° D° LISBON	Mail: (City Address) Cable: CANADIAN Phone: 55-31-18
Rhodesia and Nyasaland Seychelles Is., Zanzibar	L. S. Glass Canadian Government Trade Commissioner I. R. Smyth Assistant Trade Commissioner	8th Floor Grindlays Bank Chambers Baker Ave. SALISBURY	Mail: P.O. Box 2133 Cable: CANTRACOM Phone: 26571
South Africa (Natal, Orange Free State, Transvaal) Malagasy, Mauritius, Mozambique, Reunion	C. R. Gallow Canadian Government Trade Commissioner S. B. McDowall Assistant Trade Commissioner	Mobil House 17th Floor, Corner Rissik and De Villiers Sts. JOHANNESBURG	Mail: P.O. Box 715 Cable: CANADIAN Phone: 33-2628
South Africa (Cape Province), St. Helena, South West Africa	H. W. Richardson Canadian Government Trade Commissioner R. G. Godson Assistant Trade Commissioner	13th Floor African Life Centre St. George's St. CAPE TOWN	Mail: P.O. Box 683 Cable: CANADIAN Phone: 2-5134/5
Spain Balearic Islands, Canary Islands, Gibraltar, Rio Muni, Rio de Oro	M. T. Stewart Commercial Counsellor (absent) R. M. Dawson Commercial Secretary C. S. Collins Attaché (Commercial)	Canadian Embassy Edificio Espana Avenida de Jose Antonio 88 MADRID	Mail: Apartado 117 Cable: CANADIAN Phone: 47-54-00
Sweden Finland	G. A. Browne Commercial Counsellor J. P. Bell Assistant Commercial Secretary	Canadian Embassy Strandvagen, 7-C STOCKHOLM	Mail: P.O. Box 14042 Cable: CANADIAN Phone: 67-92-15

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

Switzerland
Tunisia

S. G. MacDonald
Commercial Counsellor

B. Horth
Assistant
Commercial Secretary

Canadian Embassy
Kirchenfeldstrasse 88
BERNE

Mail: (City Address)
Cable: CANADIAN
Phone: 44-63-81
Telex: 2-2386
(DOMCAN GENEVE)

Trinidad and Tobago
Barbados, Leeward
and Windward Islands,
British Guiana, French
Guiana, Surinam,
Guadeloupe, Martinique

C. J. St. Pierre
Acting
Commercial Secretary

Office of the High Commissioner
for Canada
Colonial Building
72 South Quay
PORT-OF-SPAIN

Mail: P.O. Box 125
Cable: CANADIAN
Phone: 34787

**Union of Soviet Socialist
Republics**

Commercial Division

Canadian Embassy
23 Starokonyushenny Pereulok
Moscow

Mail: (City Address)
Cable: CANAD
Phone: 415142

United Arab Republic
Aden, Sudan, Ethiopia,
Yemen

W. Gibson-Smith
Commercial Counsellor

Canadian Embassy
6 Sharia Rouston Pasha
Garden City
CAIRO

Mail: Kasr el Doubara
Post Office
Cable: CANADIAN
Phone: 23110

United States

W. J. Van Vliet
Commercial Counsellor

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.

Mail: (City Address)
Cable: CANADIAN
Phone: DEcatur 2-1011
(Area Code 202)

United States

N. R. Chappell
Counsellor (Energy)

Canadian Embassy
1746 Massachusetts Ave., N.W.
WASHINGTON 36, D.C.

Mail: (City Address)
Cable: CANADIAN
Phone: DEcatur 2-1011
(Area Code 202)

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

Mail: (City Address)
Cable: CANTRACOM
Phone: JUdson 6-2400
Night Line: JUdson 6-2321
(Area Code 212)
Telex: 0-01-26242

United States
(Maine, Massachusetts,
New Hampshire, Rhode
Island, Vermont)

M. R. M. Dale
Consul and Senior
Trade Commissioner

L. D. R. Dyke
Consul and
Trade Commissioner

Canadian Consulate General
607 Boylston St.
BOSTON 16

Mail: (City Address)
Phone: 262-3760
(Area Code 617)
Telex: 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, ILLINOIS 60604	<i>Mail:</i> (City Address) <i>Phone:</i> 427-7926 (Area Code 312) <i>Telex:</i> 0-025-571
	V. B. Chew Consul and Trade Commissioner		
	N. L. Currie Consul and Assistant Trade Commissioner		
	M. Rowan 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 (Area Code 313) <i>Telex:</i> 0-023-445
	K. D. Taylor Vice Consul and Assistant Trade Commissioner		
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 (Area Code 213) <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 (Area Code 504) <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 (Area Code 215)
	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 (Area Code 415) <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 (Area Code 206) <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	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
	J. R. Caux Assistant Commercial Secretary		

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

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

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

When several rates are indicated, the rate applicable depends on the commodity traded. Information on the rate for any specific commodity may be obtained from the 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 .9256580.

Foreign Exchange Rates

Country	Unit	Type of Exchange	Can. dollar equivalent May 4	Units per Canadian dollar	Notes (see below)
Argentina	Peso	Free007914	126.35	
Australia	Pound	2.4200	.4132	
Austria	Schilling04181	23.92	
Bahamas	Pound	3.0250	.3306	
Belgium and Luxemburg	Franc02170	46.08	
Bermuda	Pound	3.0250	.3306	
Bolivia	Peso09186	10.89	
Brazil	Cruzeiro	Official Free000916	1,091.70	
Britain	Pound	3.0250	.3306	
British Guiana	Dollar6302	1.59	
British Honduras	Dollar7563	1.32	
Burma	Kyat2269	4.41	
Ceylon	Rupee2269	4.41	
Chile	Escudo	Bank rate4595	2.18	
		Free3350	2.99	
Colombia	Peso	Free1082	9.24	
		Certificate1200	8.33	
Congo, Republic of	Franc006002	166.61	(4)
Costa Rica	Colon1631	6.13	
Cuba	Peso	‡	‡	
Czechoslovakia	Koruna1500	6.67	
Denmark	Krone			
Dominican Republic	Peso1566	6.39	
Ecuador	Sucre	Official	1.0803	.9257	
		Free06002	16.67	
	05834	17.14	
El Salvador	Colon4321	2.31	
Fiji	Pound	2.7252	.3669	
Finland	Markka3376	2.96	
France, Monaco, etc.	Franc2205	4.54	(1)
Franco-African Republics, etc.	Franc004410	226.76	(2)
French Pacific	Franc01213	82.44	(3)
Germany	D Mark2718	3.68	
Ghana	Pound	3.0250	.3306	
Greece	Drachma03601	27.77	
Guatemala	Quetzal	1.0803	.9257	
Haiti	Gourde2161	4.63	
Honduras	Lempira5402	1.85	
Hong Kong	Dollar	Free1887	5.30	
		Official1891	5.29	

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

*Latest available date.

*April 24

Country	Unit	Type of Exchange	Can. dollar equivalent May 4	Units per Canadian dollar	Notes (see below)
Iceland	Krona	Official	.02512	39.81	(4)
India	Rupee		.2269	4.41	
Indonesia	Rupiah		.004321	231.41	(4)
Iran	Rial		.01426	70.12	
Iraq	Dinar		3.0249	.3306	
Ireland	Pound		3.0250	.3306	
Israel	Pound		.3601	2.78	
Italy	Lira		.001729	578.37	
Japan	Yen		.003001	333.22	
Lebanon	Pound	Free	.3468	2.88	
Malaysia	Straits dollar		.3529	2.83	
Mexico	Peso		.08643	11.57	
Morocco	Dirham		.2161	4.63	
Netherlands	Florin		.2990	3.34	
Netherlands Antilles	Florin		.5729	1.75	
New Zealand	Pound		3.0043	.3329	
Nicaragua	Cordoba		.1543	6.48	
Nigeria	Pound		3.0250	.3306	
Norway	Krone		.1512	6.61	
Pakistan	Rupee		.2269	4.41	
Panama	Balboa		1.0803	.9257	
Paraguay	Guarani	Free	.008574	116.63	
Peru	Sol	Free	.04027	24.83	
Philippines	Peso	Free	.2773	3.60	
Portugal & Colonies	Escudo		.03758	26.61	(5)
South Africa	Rand		1.5125	.6612	
Spain and Dependencies	Peseta		.01801	55.52	
Sweden	Krona		.2104	4.75	
Switzerland	Franc		.2504	3.99	
Syria	Pound	Free	.2825	3.54	
Thailand	Baht	Free	.05125	19.51	(4)
Tunisia	Dinar		2.6144	.3825	
Turkey	Lira		.1200	8.33	(4)
United Arab Republic	Pound	Official	2.4847	.4025	
United States	Dollar		1.0803125	.9256580	
Uruguay	Peso	Free	.05777	17.31	
Venezuela	Bolivar	Official Free	.2405	4.16	
West Indies	Dollar		.6302	1.59	(6)
	Pound		3.0250	.3306	(7)
Yugoslavia	Dinar	Official	.001440	694.44	

Notes

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

Sweden's Forest Products Industry



A look at production, exports and new developments last year in a vital sector of Swedish industry.

Office of the Commercial Counsellor, Stockholm.

from 195,000 tons in 1962 to 129,000 in 1963.

The steady international demand has encouraged several firms to increase their capacity, especially in sulphate pulp. Forest Owners Cellulose Co. is extending the capacity of its sulphate mill at Mönsterås to 180,000 tons per year. Another firm in Köpmanholmen has converted its sulphite mill to sulphate, with an output of 30,000 tons a year.

Paper Industry

The Swedish paper industry displayed moderate strength in 1963; production climbed 10 per cent to 2.7 million tons (total capacity is 2.9 million). Output of kraft liner exhibited the largest increase and it now accounts for 40 per cent of the 535,000 tons of board produced annually.

Exports of paper products in 1963 rose 12 per cent over 1962 to 1.65 million tons. Kraft paper (525,000 tons), newsprint (430,000), and board (345,000) are the paper industry's major exports.

Europe is the largest buyer of Swedish paper and board. In 1963 the EEC countries took 48 per cent of Swedish exports and the EFTA countries 28 per cent; other markets were widespread and appear to have less potential.

Efforts have been made to expand and modernize paper production. The AB Mölnbocka-Trysil Company is planning to consolidate its paper production now in Kalarafors and Deje by reconstruction and modernization of the Deje operations. It will thus achieve greater economies of scale and increase annual capacity from 50,000 to 57,000 tons.

Another firm, Hylte Bruks AB, Hyltebruk, plans to spend \$1½ million to raise paper capacity from 40,000 to 70,000 tons a year. Ry AB in Rydöbruk has expanded its particle board factory by 60 per cent to 22,000 tons a year. The Iggesund Bruk mills have recently put into operation a new Inverboard mill with a planned annual output of 30,000 tons of homogeneous bleached paperboard. A new mill turning out 30,000 tons a year of solid bleached paperboard has been established in northern Sweden near Hudiksvall. All these developments in pulp and paper should put Sweden into a more competitive and secure position in international markets.

Timber Industry

International competition has been making marked inroads into Swedish timber exports. Canada is challenging Sweden in the British market and the Eastern European countries and Yugoslavia are keen competitors in Western Europe. In an effort to recover its previous position in world markets, Sweden has instituted a complete reorganization and consolidation of its 7,000 sawmills.

Exports of timber last year reached 1,025,000 standards, an increase of only 5 per cent over 1962. Exports in 1964 are expected merely to equal the 1963 figure.

One interesting outlet for Swedish timber is prefabricated wooden houses; some 10,000 a year are now turned out for the domestic market and this year production should reach 18,000. About 1,000 of these houses, worth \$6 million, were sold to West Germany last year. ●

THE buoyant international market in 1963 for wood pulp generally and for sulphate pulp in particular did not catch Sweden unprepared. The Cellulose Association of Sweden reports that pulp exports in 1963 reached a record 3.13 million tons. Bleached sulphate pulp was the leading export, increasing by 25 per cent to 1.01 million tons. The outlook in 1964 is for a further increase of 100,000 tons. Unbleached sulphate exports rose 6½ per cent over 1962 to 586,000 tons and bleached sulphite by 15 per cent to 716,000 tons. The potential export gains for unbleached sulphate and bleached sulphite are more modest than for bleached sulphate. Sales of unbleached sulphite have recently been stagnating and are not likely to rise in 1964 above the 415,000 tons of 1963.

Pulp exports of all types in the first half of 1964 are likely to increase by 6 per cent over the corresponding period of 1963.

Pulp Industry

European countries were the major foreign buyers of Swedish pulp last year. The EEC countries took 1.3 million tons, 17 per cent more than in 1962. Britain, previously Sweden's main market, increased its purchases on the average by only 15 per cent to 725,000 tons. Exports to the U.S. were disappointing, falling

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

CANADA
POSTAGE PAID
PORT PAYÉ