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DEPARTMENT OF TRADE AND COMMERCE, OTTAWA

How Japanese Trading Companies Function

Market for Pharmaceuticals in Syria and Iraq

Foreign Trade Service Abroad Directory

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How Japanese Trading Companies Function

Few Japanese firms handle their own export and import business; they employ trading houses to act as middlemen. Canadian companies anxious to trade with Japan should understand how these trading houses originated, how they operate, and the vital rôle they continue to play in international commerce.

D. A. HILTON, *Assistant Commercial Secretary, Tokyo.*

THE large import/export business house has become familiar in international commerce but nowhere does it occupy such a prominent position as in Japan. Today the trend in world trade seems to be moving towards direct contact with the customer as sales volume grows. In Japan, however, the position of the general trading houses is stronger than ever and direct sales contacts, even for long-term purchases of raw materials, are rare. In 1962, Japan's ten biggest trading houses handled more than 55 per cent of exports and close to 60 per cent of imports. The dominance of the trading company in import trade is apparent from the breakdown given in Table I.

There are approximately 6,200 business enterprises in Japan engaged solely in import and export trade. Significantly, over 95 per cent of these are entirely Japanese owned and managed. The two largest trading companies employ over 7,000 people and do an annual business worth nearly \$3 billion. Several firms have 60 to 70 overseas offices. At the other end of the scale, there are close to 2,000 one- and two-man firms with an annual gross of between \$150,000 and \$1.5 million.

How Trading Houses Grew

The reasons for the dominance of the trading company in Japan's external trade are both historical and commercial. Many of the large houses came into operation about 100 years ago when Japan suddenly opened its doors to the western

world. Some form of business institution was needed to deal with the British, Dutch and American traders seeking access to the silk and crafts of this newly discovered country. The first trading houses grew out of the businesses of a number of prosperous Osaka merchants, at a time when Tokyo played an insignificant part in business operations. Today, Tokyo is the business and financial centre of the country but many of the large trading companies still keep their registered head offices in Osaka.

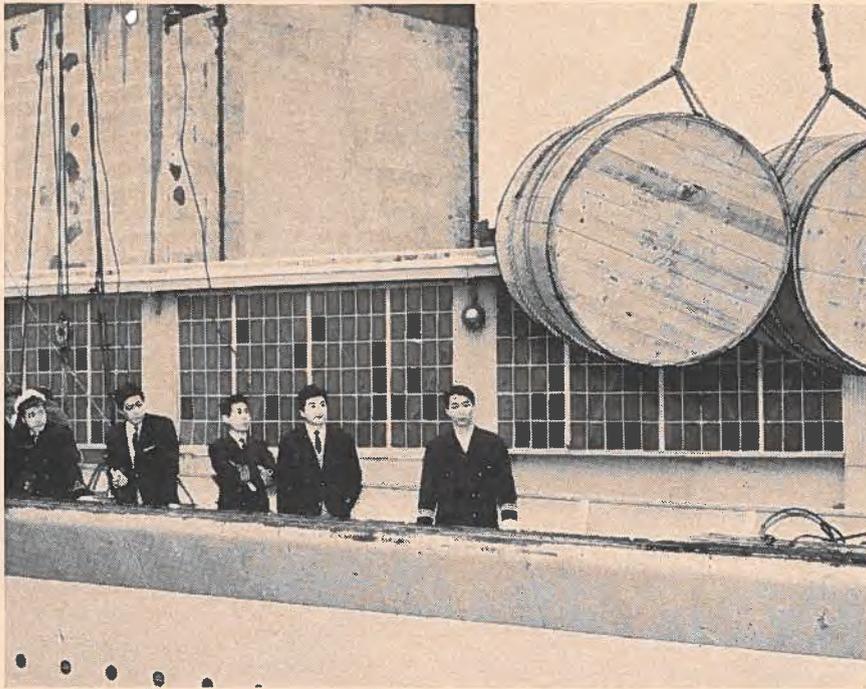
As the volume of trade grew, the specialized trading house began to act as intermediary between the foreigner and the Japanese businessman who was perhaps not familiar with foreign business practices or did not know foreign languages. It is only recently that Japanese businessmen have regarded marketing as an integral part of their business. During the first quarter of this century the accepted practice was for a manufacturer to sell his output, both domestic and destined for export, at a fixed price to one middleman. In international trade, the trading company became the middleman.

May Finance Producers

Another reason for the emergence of the large general trading firms and for their continuing importance is their rôle in financing not only export sales but also production

TABLE I
TRADING FIRMS' SHARES IN 1962 IMPORTS

Items	Trading Firms	Dept. Manufacturing		
		Stores	Firms	Others
	(in per cent)			
Foodstuffs, drinks, tobacco	95.0	4.8	0.2
Textile raw materials and goods	79.9	20.1
Lumber, pulp, paper	95.4	3.0	1.6
Animal and vegetable products	90.0	9.8	0.2
Oils, fats, petroleum, etc.	47.8	50.0	2.2
Chemical raw materials and products	80.1	18.6	1.3
Metals	99.0	1.0
Non-metallic minerals and products	95.8	4.0	0.2
Machinery	90.5	6.2	3.3
Others	85.8	0.4	5.5	8.3
Total	83.4	15.5	1.1



In Saint John, officers of the Mitsui Line ship, the "Mogamisan Maru", watch as the first shipment of Canadian tobacco to Japan, 860 hogsheads, is swung aboard. Mitsui, the second largest Japanese trading company, has a diversity of interests.

costs of small manufacturers. Nearly all of the early trading companies were built up as part of an oligarchical grouping of manufacturers and financiers. The trading company's function was to supply the materials and sell the goods the group produced. It soon became an adjunct to the group's bank and to a large degree financed the growth of its associated members. Commerce and industry in Japan became concentrated in a small number of powerful cartels, known as "Zaibatsu".

The immediate postwar years witnessed the disintegration of these established cartels. But more recently the old business groupings have re-emerged although they are not as tightly interwoven as before. Because of the shortage of capital in a fast growing economy, the trading company has once again gained prominence by financing the small producer of consumer goods manufacturing for the export market. On a bigger scale, the large trading companies formed more recently have ploughed their profits into equity

holdings of many Japanese postwar growth industries. This preserves their special place as suppliers of raw materials and exporters of the finished products of these enterprises.

Will Negotiate Contracts

Japan today has only a small number of companies which handle their own export sales and, with the exception of the petroleum companies (most of which are internationally owned), almost no firm imports on its own account.

The influence and complexity of trading company operations today might be illustrated by explaining briefly how contracts are written for import of, say, coking coal into Japan. The buyers in this instance are the major iron and steel companies. Instead of buying directly, they appoint as agent a designated trading company which then acts as the middleman in contract negotiations. In some import contracts the buyer may appoint a number of trading companies as recognized agents, or in certain instances one

trading company acts on behalf of others. The choice of the trading company is the buyer's alone and may be determined not only by past business connections but in many instances by existing financial relationships between the buyer and the trader.

How Companies Operate

In dealing with a Japanese trading company, there are certain things to keep in mind. The big trading companies are important institutions: they can recruit the cream of the current university crop. With international trade becoming more and more technical, they are today hiring and training more and more specialists. For instance, if a firm is selling bulk chemical products and negotiating an agency agreement with a major trading company, it will probably find that most of the staff in that section are graduate chemical engineers; some of them may also have postgraduate training in business administration.

The wide range of products handled by the major trading companies has resulted in a tendency to give more independence to various section chiefs and division heads within particular departments. The hierarchy of management in the big trading companies is sometimes a little difficult to understand. The president and chairman of the board are usually not actively engaged in a company's day-to-day trading operations. Their chief responsibility is the co-ordination of policy and financial agreements with affiliated producing and service companies. Operational control is usually at the managing director level and in the large companies, there are sometimes over 20 men with this title. Usually only a few are involved in the import section and the real point of contact for the foreign exporter is the department head or section chief. At this level the specialized sections usually have excellent and up-to-date market information, plus an accurate idea of

any competitive product, either imported or domestic.

How to Make Contact

For a Canadian exporter, the first point of contact with a Japanese trading company is often through one of the branch offices located in Canada. One thing to keep in mind when working through these offices is that, in many cases, the primary interest of overseas branches of the big Japanese companies is the export of Japanese products. In a few instances the staff of the Canadian branch offices of these companies may be specialists in a commodity field that is of substantial importance to that branch, but more often they are staffed with men from the sundry goods departments of head office. As a result, their knowledge of their firm's interest in imported products is not always precise.

The very size of these companies may mean a tendency for communication between the branch offices and the head office to become somewhat tangled. This is further complicated by the fact that some of the Canadian offices are subsidiaries of a North American holding company and must first report through New York. For a Canadian company looking for representation in Japan, it may be better practice sometimes to initiate contacts with the head office and follow through with the Canadian branch.

On the import side, the large trading companies prefer to handle raw or bulk materials or only those manufactured products that either have a large sales volume, or else industrial capital goods on which the profit is large. Often the exporter of consumer goods cannot find any trading company large enough to give him wide distribution which is interested in representing him in Japan.

Other Functions Added

With the Japanese economy becoming more and more open, the trading companies in recent months have placed increasing emphasis on a new sphere of activities. More and

These Leading Japanese Trading Companies Have Branch Offices in Canada

Mitsubishi Shoji Kaisha, Ltd.

Mitsubishi International Corp.
302 Toronto Dominion Bank Bldg.
717 West Pender Street
VANCOUVER
Suite 418-420
159 Bay Street
TORONTO

Mitsui & Co., Ltd.

Mitsui & Co. (Canada) Ltd.
3333 Place Ville Marie
MONTREAL 2
Suite 802,
The Board of Trade Bldg.
11 Adelaide Street West
TORONTO
1101, 409 Granville Street
VANCOUVER 2

Marubeni-Iida Co., Ltd.

Marubeni-Iida Canada Ltd.
Suite 702, North American
Life Assurance Bldg.
105 Adelaide Street West
TORONTO 1
Suite 816
Standard Bldg.
510 West Hastings Street
VANCOUVER

C. Itoh & Co., Ltd.

C. Itoh (Canada) Ltd.
1450 City Councillors Street
MONTREAL 2
613 United Kingdam Bldg.
409 Granville Street
VANCOUVER 2

Nichimen & Co. Ltd.

Nichimen & Co. Inc.
Room 270, City Centre Bldg.
1450 City Councillors Street
MONTREAL
Room 208
United Kingdam Bldg.
409 Granville Street
VANCOUVER 2

Toyo Menka Kaisha, Ltd.

Toyo Menka Inc.
Room 610, 1310 Green Avenue
MONTREAL

Nissho Co., Ltd.

Nissho (Canada) Ltd.
100 University Avenue
TORONTO
Suite 512
United Kingdom Bldg.
409 Granville Street
VANCOUVER 2

Sumitomo Shoji Kaisha, Ltd.

Sumitoma (Canada) Ltd.
Standard Building
510 West Hastings Street
VANCOUVER

Mr. Tashio Takabayashi
Representative
Sumitoma Shaji Kaisha, Ltd.
Suite 805
62 Richmand Street West
TORONTO 1

F. Kanematsu & Co., Ltd.

F. Kanematsu, New York, Inc.
Room 1203-4
Gordon Brown Bldg.
395 Mayor Street
MONTREAL

Ataka Sangyo Co., Ltd.

Ataka (Canada) Ltd.
Room 207-208, Rodgers Bldg.
470 Granville Street
VANCOUVER

Mr. A. T. Takaguchi
Representative
Ataka & Co., Ltd.
822 Carlaw Avenue
TORONTO 6

Gosho Co., Ltd.

400 Ontario Street West
MONTREAL
Room 920
510 West Hastings Street
VANCOUVER

Kishimoto Shoten Kaisha, Ltd.

Kishimoto of B.C. Ltd.
1955 West Broadway
VANCOUVER

more the trading company, which in the past has acted as the co-ordinator of a company's domestic expansion schemes, is now looking abroad and playing an important rôle in the development of Japanese overseas investments. Once again its prime rôle is not that of originator but co-ordinator. The large trading companies today are just as interested in licensing agreements, industrial development projects and joint ventures as they are in sales agencies and exclusive representation contracts.

Many trading companies whose expansion in the past ten years has been primarily into Southeast Asia are now much interested in third country trade, acting as distributors and sales agents for non-Japanese goods in foreign countries. Emphasizing this aspect of the business, many trading companies are asking exporters to give them a sales agency not only for Japan but for a large part of the Asian world.

Making a Choice

The selection of the right firm to act as your agent in Japan is not easy; in almost all cases, the choice is a trading company. Although the large firms handle almost all types of products, their size alone sometimes limits the effort they can expend on establishing a market for your goods. In manufactured and consumer goods especially the large trading company may not be the best outlet, because your line may compete with a domestic product made by one of the firms associated with the trading company.

Some smaller firms that have specialized in certain lines have excellent reputations as agents and distributors. However, there is always the risk that the specialist firm is so small that it cannot give national distribution. In addition, it may not have the needed relationships with the large buyers who are often part of a group of companies associated with a particular trading firm.

Listed below are the names of the largest trading companies in

Japan. They are ranked in order of sales volume, both domestic and foreign. This naturally does not reflect the order of sales of Japanese trading firms doing business with Canada.

● Mitsubishi Shoji Kaisha, Ltd.

This is the largest trading company in Japan and still growing. Its last statement of account shows a 15 per cent rise in sales over the preceding six months. It is the trading arm of the Mitsubishi group, perhaps the best organized and co-ordinated of the prewar Zaibatsu. The Mitsubishi group is particularly strong in shipbuilding, aircraft and heavy industry production. Mitsubishi Shoji handles almost 100 per cent of the foreign transactions undertaken by the group's manufacturers and plays an important rôle in contracting for the import of raw materials to serve the group's industrial plants. Mitsubishi Shoji has offices in both Toronto and Vancouver.

● Mitsui & Co., Ltd.

Mitsui & Co. ranks just behind its traditional competitor, Mitsubishi Shoji. It handles a more diverse group of products and this reflects the larger number of manufacturing companies that belong to the loose organization known as the Mitsui group. Mitsui & Co. maintains Canadian offices in Montreal, Toronto and Vancouver.

● Marubeni-Iida Co., Ltd.

This trading company, which now ranks third, has expanded phenomenally in the past ten years. Lacking the prewar background and strong business connections of its competitors, Mitsubishi and Mitsui, Marubeni-Iida, first known primarily as a textile exporter, has in recent years expanded over a wide area and today represents a number of key Japanese manufacturers in their foreign transactions. The company now lists 57 subsidiaries and is considered particularly strong in raw cotton and wool, forest products, and food products. The company

maintains 70 branches overseas and has offices in Toronto and Vancouver.

● C. Itoh & Co., Ltd.

In sales C. Itoh & Co. about equals Marubeni-Iida and its growth has followed a somewhat similar pattern, with the greatest expansion in recent years after the firm broadened its trading activities into general merchandise. In the early days it concentrated on textile raw materials and fabrics and, like many other companies who were first textile traders, it still maintains its head office in Osaka. In Japan, C. Itoh is referred to more commonly by its Japanese name, "Itochu". In recent months the firm has been prominent in negotiating overseas joint ventures, primarily in Southeast Asia and Latin America. It maintains offices in Montreal and Vancouver.

● Nichimen Co., Ltd.

Nichimen Co., Ltd. was formed late in the nineteenth century and was one of the first and largest of Japan's raw cotton importers. In the last ten years, it has expanded into general merchandise. Outside the textile lines, in which it is still prominent, its main activities cover the chemical and lumber fields. The company has also been involved in a number of turnkey contracts for the construction of Japanese heavy industrial projects in Southeast Asia. Nichimen has offices in both Montreal and Vancouver.

● Toyo Menka Kaisha, Ltd.

Originally formed as the raw cotton department of Mitsui & Co., this firm was split away from original Mitsui holdings after the Second World War. It is still prominent in the cotton trade, but has also become a large importer of lumber and has built up a big iron and steel division. Toyo Menka has one office in Canada, in Montreal.

● Nissho Co., Ltd.

Nissho Co., Ltd. is the successor to the large Suzuki Zaibatsu which

went bankrupt in the early 1930's. The company still retains its ties with the manufacturing firms surviving from the Suzuki organization and it is particularly prominent in metal goods and machinery. Nissho has been active in promoting the export of complete industrial plants and has also been involved in foreign licensing arrangements for Japanese industry. Nissho maintains offices both in Toronto and Vancouver.

● **Sumitomo Shoji Kaisha, Ltd.**

Although the Sumitomo industrial group is almost as large as Mitsubishi and Mitsui, the trading arm of the group was formed quite recently. The Sumitomo industries are mainly metal mining and chemicals and the trading company is leaning heavily on transactions for the manufacturing companies of the organization. Emphasis is now somewhat concentrated on the metal products trade but the company is taking some steps to diversify. There are Sumitomo offices both in Toronto and Vancouver.

● **F. Kanematsu & Co., Ltd.**

This company was set up in the late 1800's to open up the import trade in wool from Australia and its growth until recent years has been entirely in textiles. In recent years, it has diversified a great deal and is prominent in the trade in hides and skins and food products. It is also a large importer of logs and lumber. F. Kanematsu maintains an office in Montreal.

● **Ataka & Co., Ltd.**

Ataka & Co. was originally formed as an authorized dealer for the one-time Japanese government-owned Yawata Iron Works and still holds an influential position in the iron and steel trade. It is also important in the forest products field and lately has been diversifying more and more in machine tools. Ataka maintains an office in Vancouver and a representative in Toronto.

● **Gosho Co., Ltd.**

This firm is still one of the five biggest textile traders in Japan and while it has diversified in recent years, it is still prominent in this field. The company is primarily centered in Osaka although it maintains offices throughout Japan. Gosho & Co., Ltd., has offices in both Montreal and Vancouver.

This list is by no means exhaustive and there are a number of large and well-known Japanese trading companies which have been enjoying business relations with Canadian

companies for many years. Other large firms actively engaged in trade with Canada include Iwai & Co., Ltd., Tokyo Tsusho Kaisha, Ltd., and Kishimoto Shoten, Ltd., which in April of this year plans a merger with the well-known machinery trading house, Okura Trading Co., Ltd.

There are many other trading firms in Japan which are known to the Commercial Division of the Canadian Embassy in Tokyo. We will be glad to help and advise any Canadian exporter looking for a sales outlet in Japan. ●

Poultry Producers Group for Export

IMPROVEMENTS in production and processing techniques in the Canadian poultry industry have focused increasing attention on the need for new and expanding markets for its products. With both a larger output and more efficient marketing techniques, the industry has reached the point where it is thinking about selling in international markets. One of the major export problems is maintaining a continuous supply at a competitive price. To overcome this problem, the poultry industry voluntarily set about organizing a separate company in 1962 to export co-operatively.

Sponsored by the Ontario Poultry Processors, the new company is called Canadian Quality Poultry Exports Limited. It is not a government body and membership is open to any poultry processing firm in Canada. Although the company was organized in Ontario, it was incorporated under a federal charter so that firms from all provinces could participate.

The principal objective of the new company is to export poultry products and its formation was facilitated by amendments to the Combines Investigation Act. Federal poultry grading regulations were also changed to permit the export of poultry products without individual grade markings. The company is essentially a holding company which pools the members' products, exports them, and receives payment. All the products are sold under a common label designed especially for this purpose.

Western Europe, and West Germany in particular, is the world's most im-

portant export market for poultry products, and is dominated by the United States, the Netherlands and Denmark. Canadians have not shared in this market because no single Canadian firm has been able to produce in sufficient volume to sell at competitive prices and accept orders continuously. Grouping provides the answer to this problem.

To examine the export market in Europe at first hand and to test the workability of the new joint venture, the Department of Trade and Commerce organized a trade mission to Europe last September. The mission included representatives of the poultry industry in general as well as members of the new co-operative export company. The Canadian poultrymen visited Britain, Switzerland and West Germany to develop trade contacts and establish market outlets. They also displayed their products at the famous ANUGA Fair in Cologne, Germany, which is held every two years.

As a result of the Mission, Canadian Quality Poultry Exports Limited has obtained orders for 120,000 pounds of turkey for West Germany, and 30,000 pounds of frozen cooked chicken for Switzerland and Britain. In addition, the personal contacts that the mission made should result in further sales of Canadian products if sales opportunities are aggressively pursued. The Canadian poultry industry has gained a good deal of confidence from this exploration of the promising West European market and now that it has its own export organization, it looks forward to increasing sales in many world markets. ●

London Likes Canadian Toys

For five days last month, London was the scene of a Canadian Toy Fair, put on by 22 firms. Here is a firsthand account of how it was planned and staged—and what exhibitors learned about the market.

TWENTY-TWO Canadian toy manufacturers recently completed their first highly successful Toy Fair abroad, in London, England. To a man, they decided to make this an annual event. Many of them are now convinced that similar fairs in Europe, the West Indies, and even Australia would pay handsome dividends.

The Toy Fair was undertaken for a number of reasons, some of which may be of interest to other industries. The toy industry is relatively new in Canada; before World War II there were a handful of producers but it could scarcely be called an industry. After the war, growth was rapid. By 1961, sales of Canadian-made playthings were twelve times larger than in 1941 and domestic manufacturers were solidly entrenched. At this point the industry, loath to see its growth limited, began looking for new markets abroad.

Mission, Then Fair

Britain and the European Common Market appeared to offer the best prospects. As a first step to entering these markets, a Toy Trade Mission consisting of six representatives of the industry and financed entirely by its trade association went to Britain and West Germany in November 1962. It was a fact-finding mission only and did not attempt to make sales. On its return, the mission presented a detailed report to all 140 members of the association. This report said that prospects in this area were good—and the result was the Toy Fair in London in February 1964.

The fair was staged with the help of the Department of Trade and Commerce, Ottawa, which provided free of charge 4,000 square feet of

display space in Macdonald House, London. The London office of the Canadian Government Exhibition Commission supplied display units. The task of the association was to co-ordinate the efforts of member companies and the Canadian Government.

Actual sales made during the course of the Fair (February 10 to 14) totalled about \$250,000 but just as valuable were the contacts made with agents who will represent the various Canadian toy manufacturers in Britain. Every participant found the reception given his products went far beyond expectations, and that Canadian design and quality were at least equal to those in other countries. Packag-

ing was superior—an important asset in the British market which until recently looked on packaging as an expensive luxury. Canadian prices were considered competitive.

What Industry Learned

What has the toy industry learned from the fact-finding mission and from its first sales venture?

First, the fact-finding mission was an essential first step in the mounting of the fair because it helped manufacturers to avoid many pitfalls when preparing for the fair. Study your market first, the toy manufacturers advise—and not by writing letters from home office but by going yourself to investigate it.

Second, Canadian merchandise is readily accepted in Britain and, in fact, is often preferred to imports from other countries because of the



A visit to the Canadian Toy Fair staged in London in February was the first official duty of the Hon. Lionel Chevrier (second from right), newly appointed Canadian High Commissioner to Britain. On the right is B. C. Butler, Canada's Minister (Commercial) in London. The lady in the centre is holding the popular Ookpik.

Commonwealth tie. Canada also rates high in Europe and this gives our businessmen the entrée. This entrée must be safeguarded through tact, common sense and good knowledge of the markets.

Three, the men who participate in a fact-finding mission and in trade fairs must be top-notchers, with an intimate knowledge of their products. These ventures are not in any sense holidays. Those who went to the fair worked harder and longer than they normally do at home. Buyers expect to talk serious business at these fairs and Canadians must be well briefed.

Four, Canadian prices can be and are competitive. Many Europeans look upon Canada as a high-cost

area until prices are compared. Many factors other than hourly wage rates enter into production costs. In toys at least, price comparisons show that our production costs per unit are not out of line and in many instances are lower.

Five, don't try to see everybody in the market which you are exploring. The Toy Mission of 1962 interviewed only 42 selected buyers, agents and manufacturers. Only about 250 potential buyers visited the Toy Fair. But as a result, exports of toys and playthings from Canada to Britain are expected to increase from some \$270,000 in 1963 to at least \$3 million.

Six, buyers abroad are attracted by trade fairs. Letters advertising the

fair went out to buyers in Britain, but others from Sweden, France, West Germany, Israel, South Africa, and Australia also attended. These people were in England to visit the Toy Fair put on by British manufacturers at Brighton and the Canadian show was strategically timed to coincide with it.

Seven, don't try to get into export markets on your own but obtain all the help you can. Get advice and aid from Department of Trade and Commerce experts, from your trade association, and even from your competitors. Make your entry into the market a co-operative venture. It pays—as the toy manufacturers have proved. ●

What's current in commodities?

Apples

Venezuela—There is a \$2.4 million apple market here—a good one for Canadian producers, provided that they offer importers extended credit terms and ship under refrigeration.

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

THE United States and Argentina are the leading suppliers of apples to Venezuela; in fact, they practically share the market between them. Canadian exporters have not yet tapped it, although occasionally small orders are placed in Eastern Canada and, when properly shipped, are well received. Western apples have not been sold in Venezuela for some time with the exception of small lots shipped by California export houses.

The following are the four most popular varieties.

● *Red Rome*, the most important, is shipped from both the east and

west coasts of the United States. The current quotation is U.S.\$5.85 per standard case c.i.f. La Guaira (the port for Caracas).

VENEZUELAN APPLE IMPORTS

Principal Suppliers	1960	1961	1962
	(thousands of pounds)		
United States	17,500	13,500	12,700
Argentina	12,850	13,200	7,800
New Zealand	1,550	478	755
Australia	835
Canada	280	2,500
Greece	280
Total all countries	32,300	31,129	22,340

Source: Venezuelan Ministry of Development.

● *Red Delicious* is shipped from the United States and Argentina at current c.i.f. prices ranging from \$6.00 to \$6.50.

● *Granny Smith* is shipped by the southern hemisphere exporters—Argentina, Australia, and New Zealand—at a current price of approximately \$5.80 c.i.f. Last year, however, Argentina was landing this variety at prices as high as \$7.50.

● *Golden Delicious* from the United States and Argentina has a current c.i.f. price ranging from \$6.50 to \$6.60.

Other varieties sold depend on season and on price and include *Winesap, Baldwin, McIntosh* and *Gravenstein*.

It should be remembered that the prices given apply to a range of apple sizes. In Venezuela, apples are sold by units and there is a

strong preference for the larger sizes; the most popular is the 88 to 113 range. There is also an occasional demand for the 138 to 198 sizes.

Exporters Please Note . . .

There are certain essential practices for the exporter to follow if he wants to enter this market. One is credit terms. Probably less than 5 per cent of all fruit imported into Venezuela is purchased on letter of credit. Most United States fruit is sold on terms ranging from sight draft against documents to open account with payment 60 days after arrival. Exceptions occur only when scarcity is combined with low prices.

Generally Australian apple shipments to Venezuela are restricted because of their exporters' rigid credit policies and the limited ship-

ping space available. New Zealand's shipments, on the other hand, are organized by a government marketing board and exports are often made at very low prices on a consignment basis. Argentine exporters also grant liberal credit terms.

Most apples are shipped to Venezuela in cardboard cartons with traypacks. There is also a demand for apples in cellpack cartons but only at prices equal to traypack. Generally speaking, apples from the United States are more attractively packed than those from Eastern Canada and are carefully wrapped in tissue.

Apples should not be shipped out of refrigeration because payment for fresh fruit is seldom made before inspection. Failure to follow this advice has resulted in numerous claims. For example, of the last

three shipments of Canadian apples to Venezuela, two were forwarded out of refrigeration and claims were paid on both.

Eastern Canadian apples may be shipped by the Royal Netherlands Steamship Co. (K.N.S.M.) which has sailings twice a month to La Guaira. Apples from Western Canada may be shipped by reefer space on the Moore McCormack or Fern Lines and occasionally aboard Japanese lines, such as "K", Daido or Mitsui.

For some reason, Canadian exporters have not shown very much interest in this \$2 million apple market. Those who would like to make sales here and need assistance in choosing an agent should write to the Commercial Counsellor, Canadian Embassy, Apartado 11452 del Este, Caracas, Venezuela. ●

Wooden Furniture Components

United States—Opportunities promising for selling wood turnings, solid dimension stock and glued-up stock in Los Angeles, Chicago and New York areas. Prompt shipment, high quality and correctly filled orders are keys to success.

"Seek and ye shall find." A seven-man Canadian Wooden Furniture Components Trade Mission which visited the United States last fall proved the truth of this. In the three areas of Los Angeles, Chicago and New York, Mission members found ready markets for all their products, and the size of these markets, as yet hardly touched by Canadian suppliers of components, is impressive. Moreover, Canadians are welcomed, their products are eagerly sought after, and business is encouraged.

The objective of the Mission was to take advantage of recent trends in the multi-billion-dollar United States furniture industry towards greater product specialization, with fully machined components supplied to manufacturers by firms close to

sources of raw materials. Canada, with an abundant supply of light-coloured hardwood ideally suited to the manufacture of fine furniture, is already selling furniture components to the United States market. Much more could be sold. The Mission's findings may be helpful in pinpointing trade opportunities.

Los Angeles

California welcomes about a thousand new residents every month and this makes it the fastest growing state in the U.S. Most of these people buy bulky goods like household furniture soon after their arrival, and furniture sales there account for over 10 per cent of total sales in the United States. Local manufacturers produce only 7 per cent of the national total. The dif-

ference represents a substantial market for furniture shipped from other areas in the United States, notably from South Carolina.

To overcome difficulties caused by the high cost of local labour, limited manufacturing space, and the fact that lumber suitable for furniture manufacture must be brought at least 2,000 miles, manufacturers in Los Angeles are anxious to buy more furniture components.

With the exception of one or two of the very largest furniture producers who buy directly, all sales are made through local distributors or agents. Many of the large distributors have excellent warehouse facilities. Commission agents charge 3 per cent, or 5 per cent if the product is sold at wholesale. Payment is generally 2 per cent ten days, net 30. By rail is currently the best method of shipment and palletized shipments are very popular.

● **Wood Turnings and Solid Dimension Stock**—Many local turning plants are producing high quality

turnings from alder and soft maple which could provide good outlets for Canadian birch and maple squares. Birch is in demand and top quality turnings can be readily sold, but Canadian manufacturers should be prepared to combine orders to make up carload shipments to Los Angeles. Japanese turnings are of high quality and low in price but deliveries are irregular. Most plants are willing to pay more for reliable sources of supply.

● **Glued-up Stock**—There is an extensive market for glued-up panels of birch and maple in the Los Angeles area. Demand is for a quality product from dependable suppliers who are prepared to make regular year-round shipments on a continuing basis. A few Canadian suppliers are now selling glued-up stock in Los Angeles, but there are opportunities for many more.

Chicago

The size of the Chicago market has led to specialization in the manufacture of specific products to a degree not found in other areas of the United States. To service these large manufacturers, wholesale specialists have appeared who cater exclusively to their needs.

In the Chicago area, large plants specializing in the manufacture of only one style of furniture or even one item represent opportunities for Canadian suppliers to compete for volume business. These plants are able to buy carload lots on a repeat basis, but prices must be competitive.

Keen competition among the large plants, combined with a wage rate averaging \$2.00 an hour, is increasing the trend toward buying finished dimensions. Inventories are kept low, therefore lead time is short—not more than 60 days and often only 30. Delivery is thus the most important selling point, quality second and price third.

Some companies deal directly with suppliers and others work through specialized wholesalers, agents or distributors. The services

of local wholesalers can benefit Canadian suppliers by enabling individual companies to furnish only part of the volume required by a large plant. These wholesalers may also assist in finding outlets for other grades or items a Canadian plant may develop.

Palletization in equalized shipments is preferred and normal terms are 2 per cent ten days, net 30, or 1 per cent 15 days, net 30.

● **Wood Turnings and Solid Dimension Stock**—At present, the bulk of the demand for wood turnings in the Chicago area is filled by soft hardwoods from the Southern United States. There is a definite need for turnings of Canadian birch and maple because these woods take an extremely fine finish with relatively few finishing coats and little or no sanding between coats. This important selling feature is not being exploited to advantage by Canadian producers keen to capture a larger share of the Chicago market.

Canadian manufacturers are as close to the Chicago market as those in the Southern United States and are in a position to service their accounts readily by making personal calls. More frequent contacts will also keep customers in the Chicago area informed of the capabilities and facilities available in Canada. Manufacturers of wooden furniture components should consider participating in the Chicago Supplier Show to be held in Chicago in September. This show is run in conjunction with the National American Furniture Manufacturers Association Convention and Exhibition.

● **Glued-up Stock**—In the urban areas there is a trend towards buying completely finished components. The fast-growing demand for glued-up stock of birch and maple is attributed in part to the increased popularity of colonial furniture, which is replacing furniture made from cheaper printed hardboard.

The Chicago market for glued-up dimension calls for mass production by the supplier to meet the require-

ments for selected products. It is desirable to make long-range sales arrangements so as not to increase competition by making quick sales.

New York

Manufacturing and storage space is costly in New York City and all raw material required for making furniture must be brought into the area. The market for the sale of finished and semi-finished components is unrivalled, but competitive. Most manufacturers have established sources of supply in the United States and can only be persuaded to change them if they are offered better quality at lower prices with reliable delivery.

Large manufacturers in the New York area buy direct or through brokers but the numerous small plants producing a wide range of specialty items are supplied by warehousing wholesalers. The larger furniture plants are located outside the city where land values and taxes are lower. These plants bring in their components by both rail and truck and prefer packaged or palletized shipments.

● **Wood Turnings and Solid Dimension Stock**—New York is a price market. Canadian wood turnings of birch and maple can be sold in New York where the quality of these species is appreciated. Unless a Canadian supplier is really competitive, he would be well advised to aim for the highest quality portion of the market.

Opportunities are greater for the sale of finished or semi-finished turnings than for solid dimension because of the high local labour rates and the high cost of local transportation and manufacture. The longer the turnings, the more competitive a Canadian supplier can be in relation to foreign suppliers.

● **Glued-up Stock**—Canadian manufacturers can be competitive in selling finished components to volume buyers in the larger furniture plants outside New York City. Within the city, there is an enormous market for specialty items but because price

is all-important rather than species or quality, this market has become an outlet for the waste and odd sizes supplied by manufacturers of components in New England, northern New York State and the Southern States. This situation is changing as pulp manufacturers use more and more hardwoods and establish a base price for the raw material. Any cheap material can be sold in this market because a great number of

covered articles are made and the quality and species of the wood for the frame are immaterial.

Salesmanship Needed

These three markets await aggressive salesmanship on the part of Canadian producers. The trend towards colonial or early American style furniture is creating an overwhelming demand for birch and maple. Rising United States labour

rates enable Canadian producers to be more competitive.

Prompt shipment, high quality and correctly filled orders are the three most important factors in expanded sales and repeat business in the United States market. More frequent sales trips to the area would result in more business. Close contact with the market would also enable the manufacturer to obtain higher prices. ●

Pharmaceuticals

Syria and Iraq—Consumer demand is large and both countries import almost all their needs. Competition is fierce but Canadians offering products of good quality at right price could do well, provided they obtain a first class agent.

C. E. RUFELDS, *Assistant Commercial Secretary, Beirut.*

THE recent unsettled political climate in Syria and Iraq may have influenced some companies to avoid these markets, but alert and aggressive Canadian pharmaceutical suppliers would be wise to take a close second look at them.

The twelve million people in the two countries have many things in common: their historical beginnings along the banks of the Euphrates, environment, language, religion and, of course, similar diseases. They use substantial quantities of antibiotics and other pharmaceuticals to combat malaria, all forms of dysentery, typhoid infections, liver disorders, bilharzia, anemia, parasites and tuberculosis. Diet deficiencies, rheumatism and the common cold provide possibilities for sales of vitamins, tonics and other medicines. The main point for the Canadian pharmaceutical manufacturer to remember is that almost the entire range of preparations needed is imported from foreign sources.

Understandably, all the major drug houses of the world are competing for a share of this large market. Interested Canadian suppliers

must face up boldly to this competition if they want to invade this market or increase their present sales substantially. The Syrian and Iraqi Governments favour the establishment of local pharmaceutical manufacturing plants. This policy by no means softens the competitive environment, but does open up prospects for profitable Canadian participation through licensing arrangements, patent leaseings, joint ventures, etc.

Table I gives the value of pharmaceutical imports into Syria and Iraq and the principal suppliers. A quick glance reveals that Canadian preparations are well down the list, with considerable room for improvement.

The obvious starting point for interested Canadian firms is the selection of an aggressive agent in each of the two countries. The Beirut office is approached continually by enterprising local firms keen to take on Canadian drug lines, and can arrange an introduction easily.

A brief description of trading methods, practices and legislation in the two countries as they apply to

pharmaceuticals will point up the best strategy for Canadian manufacturers and suppliers to adopt.

Selling to Syria

● **Registration**—In Syria a pharmaceutical product must be registered with the Ministry of Economics and the Ministry of Health before it can be imported. The actual registration

TABLE I
IMPORTS OF ALL TYPES OF
PHARMACEUTICAL PRODUCTS, 1961

SYRIA		
Suppliers	Value Can.\$'000	Per cent share of market
Germany	1,033	17
Italy	958	16
Switzerland	882	15
United States	817	13
France	756	13
Britain	471	8
Netherlands	220	4
Czechoslovakia	150	3
Denmark	120	2
Canada	62	1
Others	531	
Total	6,000	

IRAQ		
Suppliers	Value Can.\$'000	Per cent share of market
United States	2,733	27
Britain	2,682	27
Germany	1,478	15
Switzerland	1,148	11
Denmark	588	6
Netherlands	460	4
Italy	460	4
Belgium	182	2
Canada	28	0.2
Others	241	
Total	10,000	

procedure is only slightly more demanding than for the home market. For example, the Ministries require:

(a) six original copies of a letter from the foreign supplier designating the importer as his sole agent in Syria

(b) an authenticated and legalized document from the Canadian Department of National Health and Welfare specifying that the product is sold in Canada

(c) the chemical composition or formula and the method of analysis of the product

(d) copies of the trade-mark registration

(e) specimens of labels and cartons

(f) copies of descriptive literature and clinical trials

(g) a number of samples.

There are many pitfalls for the unwary firm but experienced Arab importers have become adept at avoiding them and are usually able to complete registration procedures in about one month.

● **Agents**—A Canadian supplier's first job is not to register his products but rather to convince a potential agent to handle them. Because the market is highly competitive and the Government controls price mark-ups strictly, importer-wholesalers will not take on a new line unless the price and quality are such that sales will be big enough to make the line profitable for them.

● **Import Permits**—Import permits are required and are granted only to wholesalers who have a qualified chemist on their staff.

● **Prices**—Agents normally import on their own account, paying either by cash against documents or by letter of credit up to 180 days. In turn, they sell to the retailer on

credit terms at a government-fixed mark-up. Pharmaceutical preparations other than antibiotics are sold to the public at 31 per cent more than the importer's cost price. The retailing pharmacy is permitted 15 per cent of the final selling price and the remainder goes to the wholesaler. For antibiotics, the system is more complicated. The importer is allowed to add 10 per cent to his costs when selling to the retailer; the pharmacy's mark-up varies between 10 and 50 per cent—the higher the retail price, the lower the mark-up. In all cases, the final price is fixed and stamped on the package by the authorities.

● **Government Tenders**—The Syrian wholesaler actively follows up government tenders. About 17 per cent of Syria's total pharmaceutical imports go to the armed forces, government hospitals and clinics, and a semi-socialized medical scheme. Because tenders are not normally put to international bids, it is well worth the agent's efforts to strive for his share of this sizable portion of the market.

● **Promotion**—The Syrian Health Ministry controls pharmaceutical advertising so strictly that press, radio or TV promotion are almost unknown. Instead, the wholesaler employs a large staff of salesmen and detail men who, by direct persuasion and repeated contact, attempt to induce retailers and doctors to accept their products. In the more remote parts of the country where there are few if any pharmacies, doctors buy their supplies direct from the importer on commission.

● **Samples**—The quantity of samples is not restricted and they find ready use because of government restrictions on other forms of promotion. A sample can be packaged in an odd size or exactly the same way as the original, provided that it contains only two-thirds of the amount stated on the carton. In

both instances, the words "sample without value, not for sale" must appear in Arabic on the inner and outer package. Samples must be dispatched simultaneously with the goods but the invoices need not specify value. In addition, two specimens of each preparation shipped must be included in each order for forwarding by the importer to the Ministry of Health. Antibiotics and vaccine samples must, like the originals, bear the date of manufacture and of expiry, and the control number.

● **Labelling**—There are no special labelling requirements other than those mentioned above for samples, antibiotics and vaccines. French is preferred on the outside carton but foreign suppliers have made it a practice to include a descriptive insert in Arabic with each package. This is primarily intended to prevent misuse, but it also personalizes an item and makes it more acceptable to the public.

● **Opportunities**—The relatively high and improving standard of living in Syria, coupled with retail price control, means that each year more and more people can afford pharmaceutical products. In this expanding market, there are good sales possibilities for all types of Canadian medicines if they are competitive with European products, and provided the manufacturers furnish their agents with a continuous and adequate supply of free samples and contribute towards the costs of detailing. Vitamins, tonics and analgesics should form an essential part of a manufacturer's list of preparations.

Selling to Iraq

Many of the procedures in Iraq for the import, registration and marketing of pharmaceutical products are the same as those in Syria.

● **Licences and Permits**—Import licences and foreign exchange permits are required but are readily available to an agent once his prin-

cial's products have been registered. The Iraqi importing firm, which also acts as the wholesaler, must itself be licensed and either import drugs only or set up a specialized division in the company to handle drugs. There must be a licensed pharmacist on the staff.

● **Registration**—The right importer is usually able to cut through enough red tape to complete registration formalities in one month. The normal cost of approval, including laboratory tests, is ID 4 or approximately Can.\$12.00. The particulars and documents needed are:

(a) a certificate of origin

(b) a health certificate (giving the name of the product, its composition, the percentage of each ingredient, and the manufacturer's name) which must be authenticated by the Canadian Departments of National Health and Welfare and External Affairs and then sent to the closest Iraqi consulate for legalization—in this case Washington.

(c) information on the pharmaceutical product itself, such as scientific papers, reports from institutions, hospitals and leading doctors

(d) samples

(e) c. & f. price lists.

● **Prices**—Price lists c. & f. are most important. The final selling price is fixed by the Government and the tendency is to reject registration applications unless the price is comparable to, or the quality and benefits superior to, similar products already on the market. For a totally new item the selling price is assessed in relation to the price in the country of origin. Wholesale mark-ups are held at 20 per cent on the cost price to the importer; retail mark-ups vary between 5 and 15 per cent, depending on the product. As in Syria, the retail price is stamped

on or affixed to each package by the authorities.

● **Promotion**—Government regulations are not too restrictive and almost all the world's major drug houses are represented in Iraq. Understandably, competition is fierce. Wholesalers use every type of advertising and promotion medium at their disposal: ethical products are pushed by professional salesmen; non-ethical and over-the-counter products are sold mainly through advertising, direct mail, mass counter and window displays, and free samples.

There are no restrictions on advertising or mailing material directed to the medical profession, but all press, cinema or television advertising must first be approved by the Ministry of Health which decides on the authenticity of its content. The Ministry takes a realistic view, with the result that public advertising of pharmaceuticals is much more important and widespread in Iraq than in Syria. The better agents spend considerable time planning comprehensive sales campaigns and expect full co-operation from their principals in providing financial help, adequate mailing and handout pieces, and even technical aid and advice in setting up effective sales programs.

● **Samples**—Iraqi pharmaceutical wholesalers use samples as a major selling tool. The agent and his principal usually agree on what percentage of an order unmarked original-size samples constitute. (The importer must, however, pay the tariff that would apply to the originals.) Not long after an order is received, the samples begin to appear on pharmacists' shelves; these are given to them as effective "bonuses" and sales incentives. In theory, samples must be labelled as such and marked "not for sale" but in practice this ruling is not strictly applied by the authorities. On occasion, smaller-size, properly-lettered sample packages are used, most

often in conjunction with a specific promotion scheme or as doctors' samples.

● **Prescription Regulations**—The law provides that the majority of pharmaceuticals must be prescribed, exceptions being aspirin, antiseptics and patent medicines. However, the law is lightly enforced, particularly for antibiotics which the layman can purchase freely, with the result that they are used for even the lightest head colds and minor illnesses.

● **Labelling**—Labelling regulations are closely supervised. All pharmaceutical products must bear a trade name and formula, the manufacturer's name, and indications of use and dosage requirements. Precautions, when necessary, must be clearly stated. English inscriptions are clearly preferred, with perhaps a small leaflet in Arabic enclosed in the package.

● **Opportunities**—Antibiotics, vitamins and tonics, vaccines and serums are always in heavy demand, although the latter two are more or less limited to government purchases (by international tenders) for the armed forces, the semi-socialized hospital plan, and public hospitals and clinics. On the whole, there is a noticeable increase in the demand for more and better pharmaceutical preparations. Both the public and the health authorities are becoming more concerned over the importance of prevention as well as cure.

Summing Up

Syria and Iraq offer many opportunities for Canadian pharmaceutical manufacturers, but only if an aggressive and resourceful local agent is retained, basic prices are competitive, quality is high, and unstinting sales support is given to the agent. Unless the Canadian supplier goes all-out he will make little headway and sales will be disappointing. Conversely, a well-planned and executed approach can yield excellent results and a continuing profitable market. ●

India under the Third Plan

Third year of current Five Year Plan brought little increase in food-grain production, small rise in industrial output (with some notable advances), continued reliance on external financial aid, and expanded exports of cash crops such as tea and jute.

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

THE year 1962-63 in India may be remembered as one that brought a lull, economically speaking. India began its Third Five Year Plan in 1960-61 with confidence. The previous crop year had given promise that agricultural targets would be met and there was a feeling of vigour in industry, even though the ongoing problem of inadequate foreign exchange had been apparent for some time.

During the year 1961-62 the industrial complex, expanding rapidly under the forced draft of long-term foreign loans and aid, made clear its unrelenting demand for raw materials and component parts for which no special funds had been provided. The railways ran into bottlenecks with demands beyond their immediate capacities; there were shortages in coal and power; trained industrial skills were in short supply. At the same time, there was some prospect of these needs being met, although with some slowing-down in industry. Then came the conflict with Communist China in October 1962. India had to review its position completely in the light of new and unexpected demands for military commitments in foreign exchange, taxes and industrial production.

For a while, imports were simply suspended by not issuing import licences; regulations restricted the approval of new industrial projects to those most essential to basic industrial and military needs; the Finance Minister brought in a war-time budget that taxed individuals and companies severely. Business

confidence gave way to uncertainty. Between July 1962 and June 1963, the index for shares fell by 16 per cent. Foreign collaboration projects dropped from 402 in 1961 to 308 in 1962 and to 227 for the nine months ended September 1963.

At the end of 1963, it became possible to assess a little more accurately what had been happening. As might be expected, the rate of rise in the national income for 1962-63 remained the same as in 1961-62, between 2 and 2.5 per cent, compared with 7 per cent in 1960-61, 3 to 4 per cent in the previous ten years, and the 5 per cent target of the Third Five-Year Plan.

Agriculture Is Main Problem

The main factor in this static situation has been agriculture. At the outset of the Third Five-Year Plan, the hope was that the per capita foodgrain supply could be raised from 16 ounces a day to 17.5 (the minimum nutritional level set by FAO) by putting the five-year target at 100 million tons (initial level 76 million). But foodgrain production remained at a stubborn level of 76.8 million tons in 1962-63 and the population continued to rise by 8 to 10 million, or 2.5 per cent, a year from the current base of about 440 million.

Apart from the serious nutritional problem, there is the economic one of keeping prices steady while raising industrial capacity. To do this requires a buoyant agriculture and the Five Year Plans have recognized this repeatedly. As if to emphasize the importance of this point, it has

been discovered that although prices declined about 3.6 per cent in 1961-62 after the good crop of 1960-61, since March 1963 the index has risen over 8 per cent.

Agriculture also remains the main source of India's exports, and with its objective of self-sufficiency in foreign exchange, the expansion of cash crops such as tea, jute, cotton, oilseeds, tobacco, sugar and coffee is most important.

An indication of the progress of agriculture under the Third Five Year Plan to date in relation to its planned targets is given in Table I.

After a review of figures like those in the table, the Indian Government is now giving top priority to agricultural development in an all-out effort to expand production.

Industrial Progress Apparent

In the industrial field, the Third Five Year Plan began with an established rate of growth of 10 per cent in 1960 and with a planned target of 11 per cent a year. In 1961-62, the rate fell to 6.5 per cent and then rose slightly to 8 per cent in 1962-63. The reasons for this decline have already been given. Even so, the past two years have witnessed some notable industrial advances, some of which have a direct bearing on Canadian trade prospects. Output of basic metals, particularly aluminum, has increased 25.8 per cent, fertilizers 25.9 per cent, heavy organic chemicals 53.5 per cent, industrial machinery 47 per cent, transport equipment 21 per cent, and electrical machinery 18.2 per cent. Plants for the manufacture of papermaking machinery and a new synthetic rubber plant based on the use of alcohol have been brought into production. Table II, which shows output of selected items in 1961-62 compared with 1962-63 and the planned target of the Third Five Year Plan, provides a fairly

TABLE I

PROGRESS OF INDIA'S AGRICULTURAL PRODUCTION

Item	Unit	1961-62	1962-63	1965-66*
Rice	'000 tons	34,257	31,517	45,000
Wheat	'000 tons	11,849	10,956	15,000
Cereals	'000 tons	68,310	66,041	83,000
Foodgrains	'000 tons	79,741	77,507	100,000
Sugar cane (gur)	'000 tons	9,984	9,228	9,963
Cotton	'000 bales	4,512	5,312	7,065
Oilseeds	'000 tons	6,848	6,766	9,820
Jute	'000 bales	6,347	5,367	6,181
Tobacco	'000 tons	342	361	325
Tea	million pounds	781	759	900
Coffee	'000 tons	45	52	80
Rubber	'000 tons	26	31	45

*Third Five Year Plan estimates.

TABLE II

INDIAN INDUSTRIAL PRODUCTION: SELECTED ITEMS

Item	Unit	1961-62	1962-63	1965-66*
Power (installed capacity)	million kw.	6.03	6.72	12.69
Steel ingots	million tons	4.27	5.39	9.20
Aluminum	'000 tons	19.40	41.97	80.00
Copper	'000 tons	9.00	9.48	20.00
Locomotives	number	248	246	1,470†
Commercial vehicles	'000	25.50	25.70	60.00
Agricultural tractors	'000	0.88	1.60	10.00
Fertilizers, nitrogenous (in terms of N)	'000 tons	140	175.2	800
Sulphuric acid	'000 tons	428.2	470.0	1,500.00
Cotton cloth	million yds.	5,100	4,921
Plastics	'000 tons	14.7	19.0	74.0
Automobile tires	million units	1.59	1.76	4.5
Paper and paperboard	'000 tons	365	393.2	700
Cement	million tons	8.2	8.8	13

*Third Five Year Plan estimates.

†Five Year total.

clear picture of major industrial production in India today.

Payments Problem Continues

India's dependence on agricultural exports that can be expected to increase only moderately compared with the sharp rise in imports to meet the needs of the Five Year Plans creates a constant balance-of-payments problem. Because the foreign exchange reserves dwindled to the legal minimum in the course of the Second Five Year Plan (1956-61), the present imbalance can only be compensated by external aid or IMF assistance. This situation is graphically demonstrated in Table III, showing the balance of payments in 1961-62 and 1962-63.

The increase in the value of exports from Rs.667 crores in 1961-62 to Rs.682 crores in 1962-

63—about Rs.15 crores—resulted directly from larger shipments of oil cakes, jute manufactures, vegetable oils, tea, and sugar.

The Indian authorities estimate that exports in 1963-64 may be of the order of Rs.740 crores and a little over Rs.800 crores at the close of the Third Five Year Plan in 1965-66. Even at these estimates, there is a gap between Indian visible exports and imports, which are now running at about Rs.973 crores and are expected to go higher. (This excludes the heavy wheat and rice imports under United States PL 480.)

This gap is now being narrowed, as Table III indicates, largely through external aid. The Indian authorities are seeking to make this aid more flexible by receiving less in the form of project assistance and

TABLE III

INDIA'S BALANCE* OF PAYMENTS

	1961-62 (Actuals)	1962-63 (Actuals) (Likely)
	(crores of rupees)	
Imports (c.i.f.)		
(a) commercial†	916	973
(b) PL 480	88	123
	1,004	1,096
Exports and re-exports (f.o.b.)	667	682
Visible trade balance	-337	-414
Invisibles (including official donations)	-12	-10
Current balance (excluding official donations)	-349	-424
Capital transactions:		
(a) private foreign investments (gross inflow excluding retained earnings)	22	26
(b) repayment of loans to IBRD	-14	-16
(c) repurchase of rupees from the IMF	-61
(d) other capital transactions (net)‡ including errors and omissions	-54	-42
Total capital transactions (net)	-107	-32
Deficit covered by foreign aid/use of reserves	-456	-456
Financed by:		
(a) IMF drawings	119	12
(b) PL 480 aid	88	123
(c) Disbursement of other foreign assistance	243	319
(d) Use of foreign exchange reserves (including government balances abroad)	6	2

*The figures are based on Exchange Control data.

†Includes that portion of PL 480 freight charges (50 per cent) which is financed out of India's own resources.

‡Includes utilization of West German credit for Rourkela steel plant (DM 600 million).

Source: "The Third Plan Midterm Appraisal." Planning Commission, November 1963.

more in component parts and materials.

From this brief review it is apparent that for the next decade economic conditions in India are likely to be sharply influenced by foreign aid. Import restrictions will continue much as at present, with little freedom for normal commercial trade. The implications of these conditions for prospective Canadian exporters will be covered in a later report from this office. ●

Landmark in Oslo is its famous "Raadhus" or town hall, photographed with the early afternoon traffic swirling around it. Oslo is Norway's largest city, the seat of its government, the leading trading centre, and also a chief port.

—Photo by John Powell



Norwegians Need to Be Sold

Business firms, agents, and the important consumer co-operatives here often feel that Canadians can't offer competitive prices and speedy deliveries. Overcome that scepticism by presenting your products yourself—but be prepared for the hard sell.

M. R. BELL, *Assistant Commercial Secretary, Oslo.*

THE three Scandinavian countries, sitting majestically atop Northern Europe, offer Canadian exporters a market, a climate, and a people all closely akin to their own. The 15 million people who live in these countries enjoy one of the better standards of living in the world today—very close in fact to that in Canada—and the Canadian businessman who visits Norway, Sweden, or Denmark is likely to find many similarities.

On the other hand, Scandinavia is over 3,000 miles from Canada by the regular travel routes and in a very different part of the world. For all its similarities to Canada, there

are also many differences. It is important for the Canadian businessman to recognize these and to take them into account when approaching the Scandinavian markets. Furthermore, there are important differences in the individual countries of Scandinavia and it is the ability of the foreign business visitor to determine and to understand these differences that often markedly affects his success in the three countries.

The Norway of 1964 offers Canadian exporters a market of 3.8 million people with a better-than-average standard of living and the second highest per capita imports in the world (see "What Norway Buys and Sells", *Foreign Trade*, October 5, 1963). Oslo, the capital and a

city of 500,000 people, can now be reached by jet from both the east and west coasts of Canada via London or Copenhagen. For businessmen who have been visiting the Continent before continuing on to Scandinavia, there are also excellent overnight boat connections between Oslo and Kiel in Germany and from Copenhagen and other points in Denmark. Once in Oslo, Bergen, Trondheim, Stavanger and other Norwegian centres are within easy reach by air or rail.

Arrival in Norway whether by air, sea or land presents few problems. With English taught in all the schools from an early age, most Norwegians whom a Canadian meets can speak English. This is less true outside the main centres,

but even in the countryside it is not difficult to find someone who speaks enough English to provide information or assistance.

Passports, Hotels

Following the new agreement between Norway and Canada signed in 1963, Canadian citizens who wish to visit Norway need only a valid Canadian passport. (They will also need a certificate of vaccination against smallpox to return to Canada.) The business visitor may bring his selection of samples with him or, if he has an agent, may forward them by post to await his arrival. Samples of no commercial value are permitted entry duty-free and duty paid on other samples is refundable on re-export of the samples not later than eight months after their original entry. There are no currency restrictions on non-residents entering Norway and the visiting Canadian businessman can bring in and take out again as much Norwegian currency as he wishes.

Hotels in Norway, although they are not in the North American luxury class, are adequate, clean and comfortable. Summer room rates range from approximately five dollars a night for a single room with bath in the smaller centres to nine dollars and up per night for the same accommodation at a luxury hotel in Oslo. Meals and services are generally more expensive than in Canada. A service charge of between 10 and 15 per cent is added to hotel and restaurant bills but special service is usually rewarded with something extra.

Because of the seasonal nature of Norway's tourist trade, which tends to be concentrated in the sunny summer months, it is next to impossible to obtain a hotel room on short notice during this period. Even in winter there are times when conventions or special groups of visitors make hotel space difficult to obtain. For this reason the Canadian businessman planning a visit to Norway should book his accommodation as far in advance as possible. The Trade Commissioner in

Oslo will be pleased to provide a list of hotels and to make reservations on request.

Norway's capital lies at a latitude of 60 degrees north; the equivalent in Canada is the northern boundary of the Prairie Provinces. The climate in Oslo, however, and all along the Norwegian coast (which extends to the same northern latitude as northern Baffin Island in Canada) is relatively mild by Canadian standards, with temperatures seldom going much below zero degrees Fahrenheit in the winter or much above 80 degrees in the summer. The clothing normally used in Canada is therefore adequate on visits to Norway, although visitors used to the high temperatures of some Canadian cities in the summer months may find Norwegian temperatures rather cool. Businessmen who intend to visit Norway's west coast should be sure to bring a raincoat because the precipitation in these areas runs as high as 80 inches a year.

When and Where

The best months to visit Norway are May and June in the early part of the summer and September and October in the fall. For Canadians, however, the winter months should not be overlooked and in some ways they offer a better business climate because the Norwegians prefer to concentrate on their businesses during the winter in order to have the long summer days free. Late June, all of July and early August should be avoided by all except the tourist, because during this period the majority of Norwegians are on holiday in the mountains or along the coast. Public holidays are not numerous in Norway and they are generally crowded together in the late spring and early summer. Businessmen planning to come to Norway during these months should make sure that their visits do not coincide with the Easter holidays or with Labour Day, May 1, or the Norwegian National Day, May 17.

Most visitors to Norway will arrive first in Oslo, Norway's largest city and the seat of the Norwegian

Government. It is also the leading trading centre and the port of entry for almost half of the imported goods for sale on this market. Logically, Oslo firms have come to handle the trade in goods throughout the eastern segment of Norway and down the south coast. In addition, many Oslo firms have now expanded their activities to cover the entire country either directly through their own travelling salesmen or indirectly through sub-agent agreements with firms in other centres.

The other cities outside of Oslo of major interest in Norwegian trade are Bergen and Trondheim. Historic Bergen, a city of approximately 120,000 which was once the northern capital of the Hanseatic League, is the trading centre of western Norway as well as the terminal point for many of the coastal shipping lines which serve the northernmost villages and towns of the country. North of Bergen yet still south of the geographical mid-point of Norway lies Trondheim, once the capital and now a growing city of close to 110,000. Stavanger, with its reputation as Norway's fastest growing commercial and industrial area, is also worth looking at. These three cities as well as many of the smaller Norwegian centres are within easy reach of Oslo by air; rail connections are also good, although this method of travel is generally time-consuming.

Business and Social Customs

Office hours in Norway generally run from 8.30 a.m. to approximately 4 p.m., with government offices closing half-an-hour earlier and most shops remaining open till 5 p.m. Saturday finds most firms open until 1 p.m., although in most, part of the staff usually has every second Saturday off. In the summer time when the daylight hours in Oslo stretch from two in the morning until 10.30 at night, workdays are shortened by approximately one hour, as Norwegians seek to soak up the sun while it shines in order to last out the long dark winter.

Although these hours may seem rather short to one used to North American office practice, they are partially compensated for by the fact that the coffee break has not yet come to Norway and the Norwegian businessman generally does not take any time for lunch but brings sandwiches with him to work and eats at his desk. This routine leaves the long evenings free for sports or social activity. This practice is jealously guarded by most Norwegians and visiting businessmen should not count on long evening conferences. They should avoid weekends even more because businessmen are generally not available and there is very little else to do.

This practice of completely segregating business and private life is undoubtedly partially a side-effect of the political-social developments in Norway which, during the past twenty years under continuous Labour Government leadership, has witnessed a dramatic growth of the public and semi-public sectors of the economy. The Canadian exporter wishing to sell in Norway should be aware of these developments and understand something of their significance.

The Norwegian state budget, for example, in recent years has accounted for from 20 to 25 per cent of the country's gross national product. This compares with about 15 per cent in Canada and gives some idea of the degree of direct government participation in the life of the Norwegian. The chances of selling to the Government, however, are unfortunately small because it gives the preference to Norwegian firms. Occasionally there are opportunities and in such instances the best method of approach is to have an aggressive agent who can present the offer and follow up developments.

Co-operatives Are Important

In addition to the Government's direct extension of influence, another important factor in the Norwegian picture has been the growth in the semi-public sector of the co-opera-

tive societies in a large number of fields. Co-operatives have been formed in agriculture and fishing, for example, for processing and marketing products, for supplying fishermen and farmers with their necessary tools, for granting credit to members, and even for co-operative or communal ownership of boats, barns and farming machinery. Housing co-operatives are also common in Norway and—perhaps of most interest to Canadian businessmen—so are consumer co-operatives.

Individual consumer co-operatives in different Norwegian towns and cities date from 1855, but the significant step was taken in 1906 when a union of the existing societies was formed, the Co-operative Union and Wholesale Society, or simply NKL, after its initials in Norwegian. This organization, which now acts as wholesaler for a full range of products for 1,070 individual societies with over 300,000 members, has yearly sales of approximately \$60 million. The turnover of the individual society runs to about \$200 million, or approximately 10 per cent of Norway's total retail trade. The larger co-operatives are difficult and demanding. With a large proportion of their members among the farming and fishing groups in the rural districts, price is a vital factor and in addition, there is often a strong nationalistic feeling in these organizations. This combination has so far restricted Canadian sales to these outlets. Co-operative buyers generally prefer to purchase direct without going through agents and react favourably to personal visits from the manufacturer's representative. The Canadian visitor should be prepared for a negative reception as buyers expect Canadian prices to be out of line and tend to regard Canada as so far away that deliveries will be slow.

Agents Often Sceptical

Even agents are often sceptical of Canadian prices and deliveries. This scepticism must be overcome be-

cause agents are definitely necessary to sell to the large number of small distributors and outlets or to service the large ones properly. The use of pan-Scandinavian agents based in Copenhagen or Stockholm or of European agents based in London, Paris or Hamburg should generally be avoided. Norwegian firms have expressed serious doubts about such arrangements and generally feel that they will get better service from a direct agent appointed in this country or from Norwegian factories. One exception to this rule is highly specialized technical equipment; the limited population in Norway does not justify a service or a training center being set up here or the stockpiling of components. In this event, the appointment of a European agent with a sub-agent in Norway will often work to advantage.

These points apply equally in dealing with department store and other buyers and are major road-blocks in the way of Canadians wishing to enter the Norwegian market. The only solution is to come prepared. Know what you are selling, bring brochures and if possible samples, be ready to quote your lowest possible c.i.f. prices, know the transportation services from Canada to Norway, and be certain that you can deliver on schedule.

Mail Order in Europe

COMPETITION from the U.S. mail order firms is becoming keen in the European market. To protect itself from the U.S. "invasion", Allmänco, Borås (the largest mail order company in the Nordic countries), has joined with a German, an Italian and an Austrian enterprise to form Eumos, European Mail Order Service, with headquarters in Hanau, West Germany, and purchasing offices in Hong Kong, Yugoslavia and Spain. "For instance, in Yugoslavia we have put in mass orders for high quality shoes," says Managing Director Kurt Sewring of Allmänco. Allmänco turnover in 1920 was 300,000 kronor, in 1950 it was 15 million, and in 1963, an estimated 60 million.

Consultations on 1964 GATT Trade and Tariff Negotiations

THE Prime Minister announced on February 21, 1964, that to assist the Government in respect of Canada's participation in the 1964 GATT trade and tariff negotiations (the "Kennedy Round") it had been decided to establish a special committee, under the chairmanship of Mr. N. A. Robertson, to conduct consultations with representatives of Canadian interests involved. Mr. Robertson announced today that, under the acting chairmanship of Mr. H. B. McKinnon, the committee is ready to receive briefs and to hold consultations with all Canadian interests concerned.

All interested parties are invited to present written briefs and may supplement their written representations by an appearance before the committee. Oral representations may be arranged on request; these will not be heard until after receipt of the brief on which they are based.

The consultations will be conducted privately and all information provided to the committee and all views expressed will be considered confidential. However, the committee will have no objection if anyone chooses to make public the nature of his own submission.

Briefs and requests for appearance before the committee should be submitted at the earliest possible date, in order that they may receive full consideration. It is requested that briefs be submitted not later than April 15, 1964. All communications should be addressed to the Secretary of the Canadian Tariffs and Trade Committee, Room 1116, Trade and Commerce Building, Wellington Street, Ottawa.

The committee does not wish to specify any detailed plan or outline to be followed in the preparation of briefs. Submissions should include whatever information is considered relevant in the light of the particular circumstances of each industry,

firm, trade or other interest. However, the following comments may be of assistance to those preparing briefs (provide at least nine copies):

1. Careful note should be taken of the Prime Minister's statement that "Canada intends to play a full and active role in the negotiations". Note should also be taken of the powers given by Congress to the President of the United States, *inter alia*, generally to make reductions of duties in the U.S. Tariff up to 50 per cent and to grant free entry where rates are now 5 per cent or less.

2. General information such as:

For individual firms, general information about the commodities produced, location of facilities, employment, volume and value of production, exports, parts and components or other material required for production which must be imported, and any plans for expanding production or introducing new products.

3. In assessing possible export benefits, information should be provided on:

(i) Products now exported and the pattern of export performance to particular markets in the years 1961, 1962, 1963.

(ii) The tariff treatment now accorded to the product in particular foreign markets, including, if possible, the relevant tariff items under which the product enters these markets.

(iii) Details of measures other than tariffs applied by foreign governments which affect exports of the product: for example, customs valuation and administration, import quotas and licensing, government procurement practices, import taxes and fees, sanitary and marking regulations, subsidies or special govern-

ment incentives, price supports, minimum prices, import levies, state-trading monopolies.

(iv) Tariff reductions and reductions in non-tariff barriers in foreign markets which Canada should attempt to secure, with as detailed an assessment as possible of increases in exports of existing or new products and in production and employment which could result from such reductions in tariffs and non-tariff barriers.

4. In regard to possible concessions by Canada, information should be provided on:

(i) Possible reductions in Canadian rates of duty which it is felt Canada might offer; detailed information about the effect on production and employment in Canada and on imports of products covered by such proposed concessions. The committee is especially interested in information on the extent to which the duties on the products of the firm or industry or interest concerned may be reduced.

(ii) Canadian tariff items for which it is felt that reductions of duties would not be desirable; information on the effect of tariff reductions on production and employment in Canada and on imports of products covered by such items.

(iii) Any non-tariff measures applied by Canada of the categories indicated above under paragraph 3(iii).

Correction

We regret that in the report on Iran in our issue of February 22 the planned expenditure on the Third Five Year Plan was incorrectly given as U.S.\$260 million over the next five years. The correct figure is U.S.\$2 billion.

FAIRS AND EXHIBITIONS

Visitors' Cards for Osaka

THE First Secretary (Commercial) of the Japanese Embassy in Ottawa has advised us that Official Visitors' Cards are available at the Embassy for Canadian visitors to the Sixth Osaka International Trade Fair, April 9 to 29, 1964. Canadian businessmen and trade officials who plan to attend the Fair may find it useful to obtain an Official Visitor's Card because the holders are entitled to special privileges.

International Gifts Fair, Blackpool

THE International Gifts Fair in Blackpool, England, has become the most important international annual event of its kind. On display in its 450,000 square feet of exhibition space are the newest designs (many of them being shown for the first time) in china, pottery, glassware, cutlery, leather goods, jewellery and giftware of every description. It is the world's largest shopwindow for the many giftware items that will appear on thousands of counters in Britain and overseas.

This year the four-day show (February 3-6 inclusive) attracted some 30,000 buyers with shopping lists estimated to be worth \$36 million in sample orders alone (\$30 million in 1963). They came from 40 countries and represented retail chains, department stores, mail order houses and gift shops.

The buyers saw displays by over 1,100 exhibitors, more than double the number nine years ago when the

15-year-old fair first moved to Blackpool. All the British gift industry's leading manufacturers were represented as well as many from overseas, particularly from Scandinavia, Italy, France, Germany and North America.

Four buildings are required to house all these exhibits—the Winter Gardens, Imperial Hotel, Metropole Hotel and Talbot Hall, all within walking distance (or a very short taxi ride) of each other. The following summary of the giftware shown in each building gives some idea of the great variety:

In the Winter Gardens

Fancy goods	Handbags
Picture frames	Jewellery
Smokers' requisites	Silverware
Stationery	Small leather goods
Table mats and tableware	Travel goods
Toilet goods	Umbrellas
Trays and trolleys	Watches and clocks
Chromeware	

In the Imperial Hotel

Fine china and china	Pottery and ornamental pottery
Glassware	

All exhibitors in this section are British.

In the Metropole Hotel

All classifications

Exhibitors are manufacturers and importers selling to the wholesale trade only.

In Talbot Hall

Brassware	Mirrors
Fancy goods	Pictures and picture frames
Fine china and china	Pottery and ornamental pottery
Glassware	Stationery
Lampshades	
Light fittings	

All pottery and glass firms in this section are foreign manufacturers, importing companies or wholesale houses. Brassware, lampshades, fancy goods and wrought iron are displayed by British manufacturers, importers and wholesalers.

Exhibit Costs Reasonable

The cost of exhibiting is reasonable. A 100-square-foot room in the hotels costs £46 (\$138) and larger areas are available. In the Winter Gardens and Talbot Hall the charge is 11s. 9d. (approximately \$1.77) per square foot and this includes erection of the stand, a reasonable amount of lighting, heating, fascia board, painting, etc. Exhibitors must reserve a minimum of 100 square feet.

Exhibitors should be prepared to quote prices c.i.f. for Britain, Europe and the United States. Many firms choose to enter the fair in conjunction with their estab-



D. S. Armour (left), Assistant Trade Commissioner in Liverpool, chats with the only Canadian exhibitor at the Blackpool International Gifts Fair in February, a jewel box manufacturer.

lished agencies in Britain. Exporters not yet established here will find excellent opportunities to make agency connections right at the fair.

Act immediately if you want to exhibit in the 1965 International Gifts Fair. The closing date for applications is May 1, 1964, but it will be even earlier if, as could easily happen, the space is over-subscribed. The 1965 show will be held from February 1 to 4 inclusive. Application forms and further information can be obtained from:

International Gifts Fair
St. Dunstan's House
Carey Lane
London, E.C.2.

If you manufacture or export any of the broad list of commodities noted above, it is unlikely that you will

find another show anywhere that brings together so many buyers in only four days. During the past few years, the management has been working to increase the international content of the fair with broad advertising and publicity campaigns in Europe. This year it plans to make a bid for greater North American participation. Only one Canadian, a jewel box manufacturer, has exhibited directly at Blackpool. He is convinced that it is worthwhile—response has been excellent, good orders have come in. In fact, he has every intention of showing for the third time in 1965 and possibly well into the future. One of the buyers discussing sales possibilities with him, I was fascinated to see, was a Canadian.

—DAVID S. ARMOUR,
Assistant Trade Commissioner, Liverpool.

TRANSPORTATION NOTES

Air Freight Rates Reduced

AS a result of the recent IATA Cargo Rate Conference, agreement has been reached among the North Atlantic carriers on the reduction of a group of specific commodity rates that should contribute to an expansion of trade between Canada and Europe by the use of air freight. The significant changes of interest to Canadian exporters are shown below.

Leather, tanned, dyed, finished or semi-finished or cut to shape	—A new rate of 27 cents per pound, minimum 1,100 pounds.
Cloth in bolts	—A new rate of 28 cents per pound, minimum 660 pounds.
Textiles	—Item has been broadened to include bed sheets, pillow cases and blankets.
Parts of automobiles, motor scooters, bicycles, agricultural machines	—Rate of 22 cents per pound, minimum 440 pounds, being introduced which represents a reduction of 59 per cent.
Adding and/or calculating machines, cash registers, machines for duplicating documents, typewriters and parts thereof n.e.s.	—24 cents per pound, minimum 440 pounds, reduction 40 per cent.
Outboard motors	—A new rate established of 24 cents per pound, minimum 1,100 pounds.
Auto radios, dictation machines, hearing aids, recording tapes and wires; radio, television, phonograph and sound recording sets, including combinations thereof; electrical appliances, n.e.s. and parts thereof	—Features removal of "for household use" on electrical appliances with following new breakpoints: 26 cents per pound, minimum 440 pounds 24 cents per pound, minimum 1,100 pounds 23 cents per pound, minimum 2,200 pounds.

Electronic data storage-processing machines, digital and analog computers, individual units thereof and parts thereof

Supplies for above machines consisting only of punch cards or tape

Machines, tools

Chemicals

Household goods

—Reduction on shipments of 2,200 pounds of 37½ per cent, with new rate of 24 cents per pound.

—24 cents per pound, minimum 440 pounds.

—This is a new item covering substantially all types of machines and parts with percentage decreases varying from 31 to 52 per cent

44 cents per pound, minimum 100 pounds

35 cents per pound, minimum 220 pounds

30 cents per pound, minimum 440 pounds

28 cents per pound, minimum 1,100 pounds

26 cents per pound, minimum 2,200 pounds.

—Reductions up to 50 per cent on this commodity, with rates ranging from 45 cents per pound, minimum 100 pounds, to 37 cents per pound, minimum 1,100 pounds.

—Rates reduced from 35 cents per pound to 24 cents per pound, with minimum of 2,200 pounds.

The rates shown apply between Montreal and points in Britain, but similar reductions will be available to Eire and Continental Europe from Montreal and inland Canadian cities. Rates will be published to become effective on April 1, 1964.

Skiing Comes to Scotland

... and may open up a new market for Canadian producers of skiwear, skiing equipment, and allied machinery.

N. L. WILLIAMS, *Assistant Trade Commissioner, Glasgow.*

IT'S booming! That's the only way to describe the newest of Scotland's industries. The turning point in its development here came last winter when the exceptional snows introduced many to skiing.

Four main areas are being developed for skiers: Glencoe in the west, Glenshee in central Scotland, the Cairngorm area on the north side of the Grampian Mountains, and Deeside. Chair-lifts have been built at most of these centres and, with T-bars, polma lifts and rope tows, provide reasonably good facilities. New access roads and bigger parking lots have improved conditions for the motorist and projected plans call for large investments in new facilities. One Scottish group of financiers has announced plans for a ski village accommodating 5,000 people near Aviemore and another Swiss group is reported ready to invest over \$1 million in developing an area near Braemar. Already this group has completed Europe's largest installation of artificial snowmaking machinery and has plans for building an eight-mile road to reach hitherto inaccessible ski slopes.

Skiing in Scotland is more of a spring than a winter sport because it is not until March that there is enough accumulated snow to provide good downhill runs. By that time the days have lengthened and conditions approach those of Alpine resorts, with good skiing well into May. Scotland will never be another Laurentians but with sound financing and development, skiing has become a rapidly growing industry.



—*Glasgow Herald*

A skier nears the top of a ski run at Glenshee, using the chair lift. Situated in central Scotland, Glenshee is one of the four main areas in the country undergoing rapid development as skiing centres as the sport "catches on" with the Scots.

Market for Canadians?

How can Canadian companies share in this boom? Unfortunately statistics on imports into Britain of ski clothes, skis, poles and allied products are not available. Obviously Continental suppliers are dominating the market with Austria, France, Germany, Norway and Switzerland leading the field in approximately that order. British manufacturers of ski equipment have been quick to rush into production

but business appears to be good for all. The one major wholesaler of sporting goods in Scotland is in Glasgow and the large national retailers are based in London. In addition to these outlets, there are approximately 50 retail sports shops in Scotland that deal in ski equipment and skiwear. The more aggressive of these import directly from the Continent and would be glad to consider Canadian suppliers. A large and lucrative market in après-ski wear has also developed

and sweaters in unusual or distinctive designs, high-fashion slippers or moccasins, and distinctive outerwear of all types have sales possibilities.

On the equipment side, manufacturers of snowmaking machinery, T-bars and chair-lifts will find themselves facing stiff European competition. Commonwealth preferential tariffs will help but price and de-

livery will need to be keen and after-sales service good. Canadian companies might do well to consider licensing a Scottish firm to produce the equipment.

Some Canadian ski articles are already selling in Scotland; there is room for more. Canada's reputation as a land of snow and ice means the market is preconditioned to accept our winter sports equipment.

There are certainly opportunities for aggressive manufacturers willing to forward samples and c.i.f. prices. Once an initial market survey has been made, it is only a six-hour trip from Canada to study the market at firsthand. Trade Commissioner offices in Liverpool, London, and Glasgow would welcome the opportunity of helping you. Why not give it a try? ●

Dutch Pharmaceutical Industry

This survey of drugs and pharmaceuticals made in the Netherlands may help Canadian companies to determine whether they can offer their products successfully in the Dutch market.

D. A. B. MARSHALL, *Commercial Counsellor, The Hague.*

THE Netherlands pharmaceutical industry, comprising both drugs and surgical dressings, has undergone a striking development in recent years. In 1962 sales of drugs and medicines totalled about \$97.2 million, 65 per cent of which were export sales. On January 1, 1963, seventy companies with nearly 8,500 employees were engaged in the manufacture of drugs. The dressings industry is served by 12 companies and employs about 1,100 workers. Its 1962 sales reached approximately \$10 million, of which exports accounted for 10 per cent.

The annual investment of the pharmaceutical industry in buildings, sites, laboratories and plants in the Netherlands has averaged approximately \$6 million in recent years. This exceeds the average annual investment of other Dutch industries.

Until 1940 the Netherlands drug industry concerned itself mainly with the physical processing of materials and the purification of drugs present in natural materials. Since 1945 the larger companies have

been concentrating more and more on the development and preparation of drugs by means of synthetic chemistry. Consequently a large number of new drugs has been added to their range and total sales have increased substantially.

The principal pharmaceutical products made in the Netherlands are:

Quinine and other quinine alkaloids—Since 1945 the introduction of new drugs has caused a decline in the importance of quinine, but it is still used a great deal both separately and in combination with other materials.

Hormone and organ preparations—The Netherlands' stock-raising industry has led to the development of a pharmaceutical house which specializes in the manufacture of preparations (such as insulin, cortisone and liver extracts) from animal organs and offals.

Antibiotics—Penicillin and streptomycin, with their derivatives, are manufactured on a large scale from domestic raw materials.

Drugs for the treatment of T.B.—The Netherlands produces para-amino-salicylic acid and isonicotinic acid hydrazide.

Sulpha drugs—Various types are produced for the treatment of infectious diseases.

Sera and vaccines—Numerous sera and vaccines are prepared, including large quantities of foot-and-mouth vaccine.

Anaesthetics and narcotics—Large amounts of cocaine, opium and morphine are processed in the country, the latter mainly from home-grown poppy seed.

Vitamins, vitamin concentrates and preparations—These have also been developed independently.

The Netherlands drug industry also specializes in the production of theobromine and caffeine, barbiturates and stimulants, narcotic ethers, activated carbon, diagnostic products and decontaminating agents. In addition, anti-coagulants, antiseptics and disinfectants are produced, together with various medicines for the bronchial tubes, the gall bladder, the heart and vascular system.

Dressings Industry

Medical dressings were first manufactured in Holland some 80 years ago. Producers now export

complete lines of medical dressings to international markets.

The high cost of research tends to limit extensive programs to the larger firms. Although the money spent on research tends to approximate 3 to 10 per cent of the drug industry's total sales, this figure is substantially higher for large manufacturers. Some companies work very closely with others, usually foreign manufacturers, both in division of programs and the exchange of data on research projects.

Table I illustrates the rapid increase in the value of sales made by the Netherlands drug industry in recent years.

Pharmaceutical supplies were shipped from the Netherlands to 105 countries in 1962. European countries purchased 66 per cent of these exports, followed by North and South America (16 per cent), Asia (12 per cent), Africa (5 per cent), and Australia (1 per cent). Full export details are not available

TABLE I
NETHERLANDS PHARMACEUTICAL SALES

	(\$ million)		
	1956	1959	1962
Domestic sales	25.5	34.5	38.4
Foreign sales	28.5	45.3	58.8
Total	54.0	79.8	97.2

because certain statistics are not released for publication, but the 1962 export value of the following items was:

Provitamins and vitamins	\$ 6,330,000
Hormones	14,610,000
Caffeine, theobromine and salts	1,920,000
Sera and vaccines	750,000
Miscellaneous drugs for retail use	21,720,000

Sales made by the dressings industry increased from \$6.3 million in 1956 to \$9.9 million in 1962. Exports accounted for 10 per cent of this figure.

Trade in pharmaceuticals between Canada and the Netherlands is given in Table II.

TABLE II
CANADA-NETHERLANDS TRADE IN PHARMACEUTICALS, 1962*

	Imports from Canada	Exports to Canada
Sera and vaccines	\$13,800
Medicines not for retail sale	7,500	\$26,000
Medicines for retail sale	21,300
Total	\$21,300	\$47,300

*Dutch figures converted to Can.\$.

The large 1962 imports of vaccines into the Netherlands were due mainly to an outbreak of rabies in that country.

Although it might be difficult for Canadian pharmaceutical manufacturers to compete with Dutch, Swiss, West German and French companies, the office of the Canadian Commercial Counsellor in The Hague would be happy to investigate sales possibilities for Canadian products. Requests for assistance should include full details about the product in order that tariff and import regulations may be studied. ●

TRADE COMMISSIONERS ON TOUR

In Canada

The following officer is undertaking a tour of business centres throughout Canada as detailed below. Businessmen who wish to see him 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.

Denmark—K. Nyenhuis, Commercial Counsellor in Copenhagen, Denmark. Greenland and Poland are also included in the territory of the Copenhagen office.

Victoria—March 23
Vancouver—March 24-25
Calgary—March 26
Edmonton—March 31
Winnipeg—April 1-3
Windsor—April 6
Sarnia—April 7

Woodstock—April 8
Hamilton—April 9-10
Toronto—April 13-17
Montreal—April 21-28
Quebec City—April 29-30
Halifax—May 1-4
Fredericton—May 7-8

In Territory

Bermuda—W. G. Huxtable, Consul and Trade Commissioner in New York, will visit Bermuda April 1-11.

Britain—D. S. Armour, Assistant Trade Commissioner in Liverpool, will visit Birmingham, Wolverhampton and Coventry April 6-10.

W. R. Van, Trade Commissioner in Liverpool, will visit Hull April 23 and 24.

Ecuador—J. H. Bailey, Commercial Secretary in Bogotá, Colombia, will visit Ecuador April 28 to May 8.

Libya—W. J. Jenkins, Commercial Secretary in Rome, will visit Benghazi April 12-18.

Malta—J. H. Stone, Commercial Counsellor in Rome, will visit Malta April 27-May 3.

Spain—R. M. Dawson, Commercial Secretary in Madrid, will visit Barcelona April 6-10.

Texas—T. F. Harris, Consul and Trade Commissioner in New Orleans, will visit Houston April 6-8, Austin April 10-13, and San Antonio April 14-16.

Venezuela—J. R. Caux, Commercial Secretary in Caracas, will visit Maracaibo April 13-17.

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

Note: W. G. Brett, Trade Commissioner in Bombay, has postponed his visits to Goa, Kerala and Ceylon indefinitely.

FOREIGN TARIFFS

AND TRADE REGULATIONS

Japan

LEAD AND ZINC IMPORTS LIBERALIZED—The Canadian Minister (Commercial) in Tokyo has advised us that the Japanese Government has liberalized imports of lead and zinc and some lead and zinc products, so that they are no longer subject to import or exchange restrictions. The effective date of the liberalization, February 29, is one month earlier than expected. The commodities affected are:

Zinc oxide and peroxide
Zinc ingot, scrap and waste
Zinc plate, sheets, strips, foil (except foil for stamping), powders and flakes
Lead oxide
White lead (basic lead carbonate)
Lead ingot, scrap and waste
Lead plates, sheets and hoops
Lead pipes, tubes, hollow bars and joints, elbows and other fittings

It is understood that temporary rates of duty will be imposed on these products by Cabinet Order. The rate for lead ingot is to be 13 yen per kilogram and for zinc 12 yen. Scrap lead and zinc are to be dutiable at the rate of 10 per cent. Previous rates were 10 per cent ad valorem on lead and zinc ingot, and 5 per cent on lead and zinc waste and scrap.

United States

U.S. CUSTOMS ADVISORY SERVICES—The U.S. Customs Service has announced certain changes in the Canadian Query Program. This is the advisory service established in 1956 to provide Canadian shippers, or prospective Canadian shippers, with guidance as to the proper procedures and requirements for entering goods into the United States under U.S. Customs law. The changes are designed to facilitate the handling of Canadian inquiries by assigning to the Canadian Query Program the appraisers adjacent to the areas in which most inquiries originate.

Under the new arrangement, W. Richard Nystrom of Champlain, New York, succeeds John Garvin of Boston, and Alan D. Everson succeeds Francis L. Fox of Minneapolis. In addition, Mr. Nystrom's territory has been extended to cover the Montreal area, which was formerly in the territory of J. F. Chilton of Buffalo.

The following is a list of appraisers who, under the auspices of the Canadian Query Program, are currently authorized to handle requests for advice. At the discretion of the appraisers, interviews may be set up at the shipper's office, in the offices of trade associations, U.S. Consular offices, or in their own offices. Canadian

export interests may seek such assistance directly from the appropriate U.S. appraiser by mutual arrangement. The rulings and information the appraisers provide are advisory and subject to confirmation by Washington (the U.S. Bureau of Customs) which has established procedures to promote the uniform application of the U.S. tariff at all ports of entry.

Appraiser of Merchandise

Area for which responsible

Mr. W. Richard Nystrom
Appraiser of Merchandise
U.S. Customs Service
U.S. Customhouse
Champlain, New York

Portion of Canada lying east of 75°30' longitude (east of Ottawa).

Mr. John F. Chilton
Appraiser of Merchandise
U.S. Customs Service
243 Washington Street
Buffalo, New York

Portion of Canada lying between 75°30' and 81° longitude (Ottawa to east of London).

Mr. Joseph Grubach
Appraiser of Merchandise
U.S. Customs Service
100 West Larned Street
Detroit, Michigan

Portion of Canada lying between 81° and 88° longitude (west of London to east of Port Arthur and Fort William).

Mr. Alan D. Everson
Appraiser of Merchandise
U.S. Customs Service
Federal Building, Room 202
Stutsman & Cavalier Streets
Pembina, North Dakota

Portion of Canada lying between 88° and 110° longitude (Province of Ontario west of and including Port Arthur and Fort William, and the Provinces of Manitoba and Saskatchewan).

Mr. James D. MacFarlane
Appraiser of Merchandise
U.S. Customs Service
Room 34, Federal Office Bldg.
909 First Avenue
Seattle, Washington

Portion of Canada lying west of 110° longitude (Provinces of Alberta and British Columbia).

Venezuela

TARIFF CHANGES FOR SEED POTATOES—It was announced recently in the Venezuelan *Official Gazette* that seed potatoes have been reclassified for tariff purposes as seeds for sowing. Previously, they were included in the same category as table potatoes.

At the same time, the duty rate for seed potatoes has been decreased to Bs.0.10 per kilogram from a former rate of Bs.0.18. This reclassification makes seed potatoes eligible for subsidy and local importers will be able to obtain reimbursement of Bs.1.15 for each United States dollar that they spend on imported seed potatoes—Caracas.

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	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> 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	<i>Mail:</i> P.O. Box 3952 G.P.O. <i>Cable:</i> CANADIAN <i>Phone:</i> 27-7565 <i>Telex:</i> SYD 20600 (CANGOVTT 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	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> 61-3473 <i>Telex:</i> 30501 (CANGOVTT AA 3051)
Australia	R. B. Nickson Commercial Counsellor	Office of the High Commissioner for Canada Commonwealth Avenue CANBERRA	<i>Mail:</i> (City Address) <i>Cable:</i> DOMCAN <i>Phone:</i> 7-2541 <i>Telex:</i> CBA C217 (DOMCAN CBA)
Austria Albania, Bulgaria, Czechoslovakia, Hungary, Rumania, Yugoslavia	C. J. Van Tighem Commercial Counsellor for Canada W. J. Collett Commercial Secretary L. R. Wilson Assistant Commercial Secretary	Opernringhof Opernring 1 VIENNA 1	<i>Mail:</i> P.O. Box 106, Vienna I/15 <i>Cable:</i> CANADIAN <i>Tel.:</i> 57-25-97 <i>Telex:</i> 1-3380 (DOMCAN VIENNA)
Belgium 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	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> 13.38.50 <i>Telex:</i> 0-2613 (DOMCAN BRU)
Brazil	Wm. Jones Commercial Counsellor J. P. Richards Assistant Commercial Secretary	Canadian Embassy Edificio Metropole Av. Presidente Wilson 165 RIO DE JANEIRO	<i>Mail:</i> Caixa Postal 2164-ZC-00 <i>Cable:</i> CANADIAN <i>Phone:</i> 42-4140 <i>Telex:</i> RIO 175 (DOMINION RIO)
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	<i>Mail:</i> Caixa Postal 6034 <i>Cable:</i> CANADIAN <i>Phone:</i> 36-6301
Britain	B. C. Butler Minister (Commercial) S. G. Tregaskes Commercial Counsellor J. M. Rochon Commercial Counsellor (Metals and Minerals)	Office of the High Commissioner for Canada One Grosvenor Square LONDON, W.1	<i>Mail:</i> (City Address) <i>Cable:</i> SLEIGHING, LONDON, W.1 <i>Phone:</i> MAYfair 9492 <i>Telex:</i> 2-2526, OR 2-8240 (DOMINION LDN)

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

Territory	Officer	City Address	Mail and Cables, Office Telephone & Telex
Congo	Chargé d'Affaires	Canadian Embassy C.C.C.I. Building Boulevard Albert 1er LEOPOLDVILLE 1	<i>Mail:</i> Boîte Postale 8341 <i>Cable:</i> CANADIAN <i>Phone:</i> 2706 <i>Telex:</i> LEO 68 (DOMCAN LEO)
Cuba	Commercial Division	Canadian Embassy Calle 30 No. 518 esquina 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. G. Woolham Acting Commercial Secretary Y. C. Jauron Assistant Commercial Secretary G. P. Morin Assistant Commercial Secretary D. H. M. Branion Assistant Commercial Secretary	Canadian Embassy 35 Avenue Montaigne PARIS 8e	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> BALzac 99-55 <i>Telex:</i> 2-0600 (DOMCAN PARIS)
Germany Federal Republic (States of Baden-Wurt- temberg, Bavaria, Hesse, Rhineland-Palatinate, Saar)	H. J. Horne Commercial Counsellor W. F. Hillhouse Commercial Counsellor (Agriculture) C. Renaud Assistant Commercial Secretary	Canadian Embassy 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 Louis de Salaberry 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 J. M. T. Thomas Trade Commissioner D. Molgat Assistant Trade Commissioner N. R. Gish Assistant Trade Commissioner	Hong Kong and Shanghai Banking Corporation Bldg. HONG KONG	<i>Mail:</i> P.O. Box 126 <i>Cable:</i> CANADIAN <i>Phone:</i> 27743
India (except States of Gujerat, Maharashtra, Andhra Pradesh, Mysore, Madras, Kerala) Bhutan, Nepal, Sikkim	G. A. Newman Commercial Counsellor for Canada J. H. Suggitt Assistant Commercial Secretary	13 Golf Links Road NEW DELHI 1	<i>Mail:</i> P.O. Box 11 <i>Cable:</i> CANADIAN <i>Phone:</i> 61-8254
India (States of Gujerat, Maharashtra, Andhra Pradesh, Mysore, Madras, Kerala)	W. G. Brett Canadian Government Trade Commissioner	Gresham Assurance House Mint Road BOMBAY 1-BR	<i>Mail:</i> P.O. Box 886 <i>Cable:</i> CANADIAN <i>Phone:</i> 255154
Iran	Commercial Division	Canadian Embassy Bezrouke Building Corner of Takht Jamshid Ave. and Forsat St. TEHRAN	<i>Mail:</i> P.O. Box 1610 <i>Cable:</i> CANTRACOM <i>Phone:</i> 4-9291
Ireland	P. V. McLane Commercial Counsellor for Canada	66 Upper O'Connell St. DUBLIN	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> 44251
Israel Cyprus	B. C. Steers Commercial Secretary for Canada	84 Hahashmonaim St. TEL AVIV	<i>Mail:</i> (P.O. Box 20140) <i>Cable:</i> CANADIAN <i>Phone:</i> 221203
Italy (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

Territory	Officer	City Address	Mail and Cables, Office Telephone & Telex
Jamaica Bahamas, British Honduras	R. W. Blake Commercial Counsellor R. H. M. Cathcart Assistant Commercial Secretary	Office of the High Commissioner for Canada 32 Duke St. (corner Duke and Barry Sts.) KINGSTON	<i>Mail:</i> P.O. Box 225 <i>Cable:</i> CANADIAN <i>Phone:</i> 26948
Japan Korea, Okinawa	R. G. C. Smith Minister (Commercial) P. A. Savard Commercial Counsellor J. D. Blackwood Commercial Secretary D. A. Hilton Assistant Commercial Secretary	Canadian Embassy 16, Omote-Machi 3-chome, Akasaka, Minato-ku TOKYO	<i>Mail:</i> Canadian Embassy c/o Akasaka Post Office, Tokyo <i>Cable:</i> CANADIAN <i>Phone:</i> 408-2101/8 <i>Telex:</i> TK 2218 (DOMCAN TK 2218)
Lebanon Iraq, Jordan, Persian Gulf area, Saudi Arabia, Syria	L. A. Campeau Commercial Counsellor C. E. Rufelds Assistant Commercial Secretary V. G. Lotto Assistant Commercial Secretary	Canadian Embassy Alpha Building Rue Clemenceau BEIRUT	<i>Mail:</i> Boîte Postale 2300 <i>Cable:</i> CANADIAN <i>Phone:</i> 250955
Malaysia Burma, Thailand, Brunei	E. H. Maguire Canadian Government Trade Commissioner Geo. Hazen Assistant Trade Commissioner D. S. McCracken Assistant Trade Commissioner	American International Building Robinson Road and Telegraph St. SINGAPORE	<i>Mail:</i> P.O. Box 845 <i>Cable:</i> CANADIAN <i>Phone:</i> 74633
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	<i>Mail:</i> P.O. Box 1379—Vika <i>Cable:</i> CANADIAN <i>Phone:</i> 33-30-80 <i>Telex:</i> 1880
Pakistan Afghanistan	R. D. Sirrs Commercial Secretary	Office of the High Commissioner for Canada Hotel Metropole, Victoria Road KARACHI	<i>Mail:</i> P.O. Box 3703 <i>Cable:</i> CANADIAN <i>Phone:</i> 50322 <i>Telex:</i> KRC 10
Peru Bolivia	K. G. Ramsay Commercial Secretary D. J. McEachran Assistant Commercial Secretary	Canadian Embassy Edificio Boza, Carabaya 831 Plaza San Martin LIMA	<i>Mail:</i> Casilla 1212 <i>Cable:</i> CANADIAN <i>Phone:</i> 72760
Philippines Republic of China (Taiwan)	J. L. Mutter Consul General and Trade Commissioner W. B. Walton Consul and Assistant Trade Commissioner	Canadian Consulate General L & S Building, 3rd Floor 1414 Dewey Boulevard MANILA	<i>Mail:</i> P.O. Box 1825 <i>Cable:</i> CANADIAN <i>Phone:</i> 5-85-97
Portugal Angola, Azores, Cape Verde Islands, Madeira, Portuguese Guinea	T. J. Monty Commercial Counsellor P. A. Theberge Assistant Commercial Secretary	Canadian Embassy Rua Marques de Fronteira No. 8—4 ^a D ^o LISBON	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> 55-31-18
Rhodesia and Nyasaland Seychelles Is., Zanzibar	L. S. Glass Canadian Government Trade Commissioner I. R. Smyth Assistant Trade Commissioner	8th Floor Grindlays Bank Chambers Baker Ave. SALISBURY	<i>Mail:</i> P.O. Box 2133 <i>Cable:</i> CANTRACOM <i>Phone:</i> 26571
South Africa (Natal, Orange Free State, Transvaal)	C. R. Gallow Canadian Government Trade Commissioner S. B. McDowall Assistant Trade Commissioner	Mobil House 17th Floor, Corner Rissik and De Villiers Sts. JOHANNESBURG	<i>Mail:</i> P.O. Box 715 <i>Cable:</i> CANADIAN <i>Phone:</i> 33-2628
South Africa (Cape Province), St. Helena, South West Africa	H. W. Richardson Canadian Government Trade Commissioner R. G. Godson Assistant Trade Commissioner	13th Floor African Life Centre St. George's St. CAPE TOWN	<i>Mail:</i> P.O. Box 683 <i>Cable:</i> CANADIAN <i>Phone:</i> 2-5134/5
Spain Balearic Islands, Canary Islands, Gibraltar, Rio Muni, Rio de Oro	M. T. Stewart Commercial Counsellor R. M. Dawson Commercial Secretary C. S. Collins Attaché (Commercial)	Canadian Embassy Edificio Espana Avenida de Jose Antonio 88 MADRID	<i>Mail:</i> Apartado 117 <i>Cable:</i> CANADIAN <i>Phone:</i> 47-54-00
Sweden Finland	G. A. Browne Commercial Counsellor J. P. Bell Assistant Commercial Secretary	Canadian Embassy Strandvagen, 7-C STOCKHOLM	<i>Mail:</i> P.O. Box 14042 <i>Cable:</i> CANADIAN <i>Phone:</i> 67-92-15

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	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> 44-63-81 <i>Telex:</i> 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	<i>Mail:</i> P.O. Box 125 <i>Cable:</i> CANADIAN <i>Phone:</i> 34787
Union of Soviet Socialist Republics	R. V. N. Gordon Commercial Counsellor	Canadian Embassy 23 Starokonyushenny Pereulok Moscow	<i>Mail:</i> (City Address) <i>Cable:</i> CANAD <i>Phone:</i> 415142
United Arab Republic Aden, Sudan, Ethiopia, Yemen	W. Gibson-Smith Commercial Counsellor	Canadian Embassy 6 Sharia Rouston Pasha Garden City CAIRO	<i>Mail:</i> Kasr el Doubara Post Office <i>Cable:</i> CANADIAN <i>Phone:</i> 23110
United States	W. J. Van Vliet Commercial Counsellor (Agriculture) R. R. Parlour Commercial Counsellor W. R. Hickman Commercial Secretary (Agriculture) N. W. Boyd Commercial Secretary S. G. Harris Assistant Commercial Secretary	Canadian Embassy 1746 Massachusetts Ave., N.W. WASHINGTON 36, D.C.	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> DEcatur 2-1011 (Area Code 202)
United States	N. R. Chappell Counsellor (Energy)	Canadian Embassy 1746 Massachusetts Ave., N.W. WASHINGTON 36, D.C.	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> DEcatur 2-1011 (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	<i>Mail:</i> (City Address) <i>Cable:</i> CANTRACOM <i>Phone:</i> JUdson 6-2400 <i>Night Line:</i> JUdson 6-2321 (Area Code 212) <i>Telex:</i> 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	<i>Mail:</i> (City Address) <i>Phone:</i> 262-3760 (Area Code 617) <i>Telex:</i> 0-094-567

Territory	Officer	City Address	Mail and Cables, Office Telephone & Telex
United States (Illinois, North Dakota, South Dakota, Minnesota, Wisconsin, Indiana, Iowa, Kansas, Kentucky, Missouri, Nebraska)	D. H. Cheney Consul and Senior Trade Commissioner V. B. Chew Consul and Trade Commissioner N. L. Currie Consul and Assistant Trade Commissioner M. Rowan Consul and Assistant 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
United States (Michigan, Ohio)	I. V. Macdonald Consul and Trade Commissioner K. D. Taylor Vice Consul and Assistant 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
United States California (the ten south- ern counties), Clark County in Nevada, Arizona, New Mexico	G. F. J. Osbaldeston Consul and Trade Commissioner R. C. Anderson Consul and Assistant Trade Commissioner L. J. Taylor Consul and Assistant 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
United States (Louisiana, Texas, Oklahoma, Arkansas, Mississippi, Tennessee, Alabama, North Carolina, South Carolina, Georgia, Florida)	T. F. Harris Consul and Trade Commissioner G. E. Blackstock Consul and Assistant Trade Commissioner	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
United States (Delaware, Maryland, the nine southern coun- ties of New Jersey, Pennsylvania, Virginia, West Virginia)	W. J. Millyard Consul and Trade Commissioner J. B. McLaren Consul and Assistant 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)
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 J. R. Caux Assistant Commercial Secretary	Canadian Embassy Avenida La Estancia No. 10 Ciudad Comercial Tamanaco CARACAS	<i>Mail:</i> Apartado 11452-Este <i>Cable:</i> CANADIAN <i>Phone:</i> 32.40.41.44

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

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

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

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

Rates used exclusively in non-merchandise trading are *not* included in the table.

For conversion to United States dollar equivalent multiply by .92565.

Foreign Exchange Rates

Country	Unit	Type of Exchange	Can. dollar equivalent March 9	Units per Canadian dollar	Notes (see below)
Argentina	Peso	Free008215	121.72	
Australia	Pound	2.4179	.4136	
Austria	Schilling04181	23.92	
Bahamas	Pound	3.0224	.3309	
Belgium and Luxemburg	Franc02168	46.12	
Bermuda	Pound	3.0224	.3309	
Bolivia	Peso09117	10.97	
Brazil	Cruzeiro	Official Free			
		Special Category	\$	\$	
Britain	Pound	3.0224	.3309	
British Guiana	Dollar6297	1.59	
British Honduras	Dollar7556	1.32	
Burma	Kyat2269	4.41	
Ceylon	Rupee2267	4.41	
Chile	Escudo	Bank rate4700	2.13	
		Free3360	2.98	
		Certificate1200	8.33	
Colombia	Peso007202	138.85	(4)
Congo, Republic of	Franc1631	6.13	
Costa Rica	Colon	‡	‡	
Cuba	Peso1500	6.67	
Czechoslovakia	Koruna1564	6.39	
Denmark	Krone			
Dominican Republic	Peso	1.08031	.92565	
Ecuador	Sucre	Official06002	16.66	
		Free05834	17.14	
El Salvador	Colon4321	2.31	
Fiji	Pound	2.7229	.3673	
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 Mark2719	3.68	
Ghana	Pound	3.0224	.3309	
Greece	Drachma03601	27.77	
Guatemala	Quetzal	1.08031	.92565	
Haiti	Gourde2161	4.63	
Honduras	Lempira5402	1.85	
Hong Kong	Dollar	Free1883	5.31	*Feb. 28
		Official1889	5.29	

#No quotation available.

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

*Latest available date.

Country	Unit	Type of Exchange	Can. dollar equivalent March 9	Units per Canadian dollar	Notes (see below)
Iceland	Krona	Official	.02512	39.81	(4)
India	Rupee		.2267	4.41	
Indonesia	Rupiah		.003430	291.58	(4)
Iran	Rial		.01426	70.12	
Iraq	Dinar		3.0249	.3306	
Ireland	Pound		3.0224	.3309	
Israel	Pound		.3601	2.78	
Italy	Lira		.001736	576.03	
Japan	Yen		.003001	333.22	
Lebanon	Pound	Free	.3471	2.88	
Malaysia	Straits dollar		.3529	2.83	
Mexico	Peso		.08643	11.57	
Morocco	Dirham		.2161	4.63	
Netherlands	Florin		.2995	3.34	
Netherlands Antilles	Florin		.5729	1.75	
New Zealand	Pound		3.0018	.3331	
Nicaragua	Cordoba		.1543	6.48	
Nigeria	Pound		3.0224	.3309	
Norway	Krone		.1510	6.62	
Pakistan	Rupee		.2267	4.41	
Panama	Balboa		1.08031	.92565	
Paraguay	Guarani	Free	.009723	102.84	
Peru	Sol	Free	.04027	24.83	
Philippines	Peso	Free	.2774	3.60	
Portugal & Colonies	Escudo		.03758	26.61	(5)
South Africa	Rand		1.5112	.6617	
Spain and Dependencies	Peseta		.01801	55.52	
Sweden	Krona		.2095	4.77	
Switzerland	Franc		.2496	4.01	
Syria	Pound	Free	.2825	3.54	
Thailand	Baht	Free	.05194	19.25	(4)
Tunisia	Dinar		2.6259	.3808	
Turkey	Lira		.1200	8.33	(4)
United Arab Republic	Pound	Official	2.4847	.4025	
United States	Dollar		1.0803125	.92565	
Uruguay	Peso	Free	.05554	18.01	
Venezuela	Bolivar	Official Free	.2406	4.16	
West Indies	Dollar		.6297	1.59	(6)
	Pound		3.0224	.3309	(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.

BARBADOS

Markets in Brief

Area: 166 square miles.

Population: approximately 246,000.

Climate: humid; temperatures range from 65 degrees from December to February to 90 degrees in summer; short rainy season July to September; in general, constant breeze, abundant sunshine, cooler nights.

Topography: coral formation; rolling hills, land rises towards centre of island, highest point 1,104 feet; south and west coasts studded with white sandy beaches.

Language: English.

Currency: West Indian dollar; W.I.\$1.00=Can.\$0.63.

Weights and measures: imperial system, but use "Old Wine" or U.S. gallon.

Capital and chief port: Bridgetown; population 11,500 (corporate area).

Political status: British colony with internal self-government.

Economy: agriculture (sugar and rum), tourism.

Total Barbados imports: 1963 (9 months)—Can.\$43.8 million (c.i.f.); 1962—Can.\$55.9 million.

Chief imports: (Can.\$ million, c.i.f.) 1962—foodstuffs 15.9, manufactured goods 10.7, machinery and transport equipment 8.1, mineral fuels and lubricants 7.0, miscellaneous manufactured articles 5.3.

Chief suppliers: (Can.\$ million, c.i.f.) 1962—Britain 18.4, United States 8.1, West Indies 5.5, Canada 5.5, Venezuela 3.5.

Value of imports from Canada: (Can.\$ thousand, c.i.f.) 1963 (9 months)—4,777; 1962—5,468; 1961—4,981.

Chief imports from Canada: (Can.\$ f.o.b.) 1962—lumber 484,760; fancy meats, cured 393,273; salted cod 353,121; wheat flour 276,837; woven textile fabrics 258,383; footwear 151,926; potatoes 147,410; cornmeal 118,498; newspaper 117,685; cured pork, n.e.s., 111,276; canned sardines 102,699.

Total Barbados exports: (f.o.b.) 1963 (9 months)—Can.\$40.5 million; 1962—Can.\$28.3 million; 1961—Can.\$25.9 million.

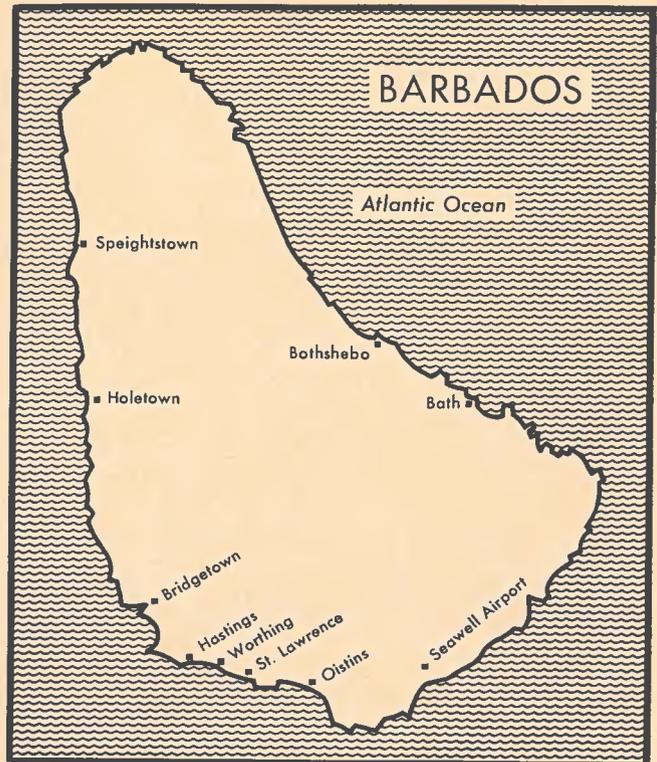
Chief exports: (Can.\$ million, f.o.b.) 1962—sugar 17.1, molasses 2.7, rum 1.2.

Chief markets: (Can.\$ million, f.o.b.) 1962—Britain 15.8, West Indies 4.5, Canada 3.1, United States 1.5.

Chief Canadian purchases: (Can.\$ thousand, f.o.b.) 1963 (10 months)—sugar 1,920; molasses 1,244; rum 163.

Import controls: import licensing controls remain in effect on relatively few commodities, mainly items which are locally produced, such as macaroni, spaghetti, poultry feeds, handbags, eggs. Imports of lumber are not permitted, except from Canada under a quota system.

Dollar exchange: freely available for imported goods and services.



Prices: buyers prefer quotations c.i.f. Barbados in Canadian dollars if possible, or f.o.b. port of shipment, including export packing, documentation and handling charges.

Terms of payment: customarily sight draft, documents on payment. However, importers are showing a growing tendency to ask for terms of 60 to 90 days interest free, documents on acceptance.

Samples: those of no commercial value may be imported free of duty. If dutiable they can be brought in without payment of duty under a bond, or by making a deposit to cover the duty, refundable on re-export.

Trade agreements: Canadian trade with Barbados governed by Canada-British West Indies Trade Agreement of 1926, that provides for the exchange of preferences on a wide scale.

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

Banks: Royal Bank of Canada, Canadian Imperial Bank of Commerce, Bank of Nova Scotia, Barclays Bank, D.C.O.

Correspondence: airmail; letters ten cents per half ounce. Seairmail takes four to seven weeks.

For detailed information on this market write to:

Commonwealth Division
Office of Trade Relations and Trade Policy
Department of Trade and Commerce
Ottawa

or

Acting Commercial Secretary for Canada
P.O. Box 125
Port-of-Spain
Trinidad

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