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FOREIGN TRADE

DEPARTMENT OF TRADE AND COMMERCE, OTTAWA

The Expanding Market in Italy

Italy Today

What to Sell in Italy

How to Sell in Italy

FOREIGN TRADE

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The Expanding

Market in Italy

BIGGER: Canadian exports gained $2 million last year.

WIDER: New products introduced, some highly manufactured.

RICHER: Italian national income up 13 per cent; consumer spending up 17 per cent.

FREER: Few import controls hamper Canadian sales.

J. H. STONE,
Commercial Counsellor, Rome.

FIVE years of unparalleled prosperity have changed the Italian market in many ways. During this period of rapid industrial and social growth, the consumption of domestic and imported goods has expanded enormously. The Italian consumer has taken to new and more sophisticated goods and the channels of distribution have changed to meet the needs of today. A dizzy pace of industrial expansion and of economic and social integration into modern Europe, plus the opening of a relatively closed economy to the influences of almost-free trade, have all had their effect. The country has been reeling slightly from this massive dose of expansion and change, but recent measures to control inflation and a trade deficit are beginning to exercise a steadying influence.

Last year, Italy imported goods worth over $8 billion and exported goods worth just under $5.5 billion; the total value of foreign trade thus exceeded Canada's. In fact, the value of Italian imports during 1963 was over one quarter of the net national income, a high figure by international standards. Trade with other Common Market countries continued to grow at a faster pace than trade with the world in general: imports from the EEC made up one third of Italy's total, 31 per cent higher than in 1962. Exports to the EEC rose by over 10 per cent, to reach 35.5 per cent of Italy's total exports.

(Left) The slim shaft of the Pirelli Building soaring into the Milan sky typifies the aspirations of postwar Italy and the industrial progress that has marked the last five years. This expansion has enhanced the demand for our raw materials.

Nevertheless, Italy's trade with the world as a whole also expanded —especially import trade, the value of which jumped by no less than 24 per cent over 1962. Export trade made a moderate 8 per cent gain.

TABLE I

ITALY'S PRINCIPAL TRADING PARTNERS, 1963

	Imports	Exports
	(thousand million lire)	
Germany	799	564
United States	642	297
France	458	327
Britain	289	169
Belgium-Luxemburg	150	114
Netherlands	140	115
Argentina	134	73
Austria	132	82
Kuwait	122	8
Switzerland	120	212
Canada	53	31
Others	1,673	1,162
Totals	**4,712**	**3,154**

TABLE II

ITALY'S FOREIGN TRADE BY AREAS, 1963

	Imports	Exports
	(thousand million lire)	
European Economic Community	1,547	1,120
Other European countries	1,224	978
Total Europe	2,771	2,098
Other countries	1,936	994
Ships' stores, etc.	5	62
Totals	**4,712**	**3,154**

Tables I and II show where Italy buys on the international market and its leading customers. Germany remains well in the lead both as a supplier and customer, followed by the United States, France and Britain. Canada is not among the "Big Ten", but is a significant and growing factor in Italy's total trade. The area breakdown in Table II underlines the importance of Europe as a trading area for Italy. The predominance of adjacent countries in Italy's import trade is perhaps surprising, given the country's dependence on imported raw materials, but is explained by the large volume of foodstuffs, semi-manufactured and capital goods purchased from other European countries, and by the importance of long-established commercial and financial relationships.

Even more striking than the alteration in the geographic pattern of Italian trade is the change that the last ten years have wrought in its composition. Italy today imports proportionately much greater quantities of foodstuffs, raw materials and manufacturers' supplies and exports a growing proportion of finished goods. Even last year's large increase in imports of consumer goods did not reverse this trend. A recent study by the National Institute of Economic Forecasting clearly shows this changing pattern—see Table III.

The change in the nature of the Italian market has influenced our shipments to that country sharply. Not only has our trade more than doubled since 1953, but we ship vastly more products, many of them in amounts vital to Canadian exporters. Ten years ago (1953), grains and flour, synthetic rubber and fish accounted for over 70 per cent of our exports to Italy; last year these three groups made up less than 25 per cent of our total sales. Ten years ago, only four product groups in our trade exceeded one million dollars in value, with grains and wheat making up more than half of total sales. Today seventeen groups of products exceed the million-dollar mark, but grains have fallen to less than one sixth of our business in Italy. Industrial expansion and development have created growing demands for our metals—a good part of which are shipped in semifabricated form—and they make up over one-third of our total sales. Also sparked by Italy's growing industrial strength are our exports of asbestos, forest products and other raw materials, and the development of a strong Italian chemical industry has affected our exports in this field.

Canada's own growth as an industrial power has made its mark in Italy. Table IV, an unofficial grouping of DBS trade statistics, reveals the extent to which our manufacturers have penetrated this highly competitive market for finished products. A glance at the detailed DBS statistics gives an even more striking impression. Machinery, aircraft components, precision instruments, office machinery, coin-operated washers, even furniture—the list is impressive, considering the barriers to our trade imposed by distance, customs duties, competition from European countries, and perhaps most of all, the Italian manufacturer himself, selling in his own market to his regular customers.

Until the end of the last decade Italy maintained strict quantitative controls over imports, especially from the dollar area. In 1959, two successive liberalizations largely did away with quantitative restrictions and those remaining are being absorbed gradually into various ECM-wide levy systems. Canadian exporters of dairy and animal products should, however, ensure that any orders are covered by appropriate import licences, because these products are still subject to licensing, together with a few others.

TABLE III

PATTERN OF ITALIAN FOREIGN TRADE

		Imports	Exports	Ratio Imports/ Exports
Agricultural products/foodstuffs	1954	229*	251	.91
	1963	980	378	2.59
Consumer goods (except agricultural)	1954	423	391	1.08
	1963	1,233	1,466	.84
Capital goods	1954	490	221	2.22
	1963	1,741	987	1.76
Goods for immediate use in manufacturing	1954	383	160	2.39
	1963	1,004	397	2.53

*Value expressed in billions of constant 1954 lire.

The present open nature of the Italian market, its continuing need for large imports of capital goods, and a swelling consumer demand together have produced a level of imports for which the country cannot currently pay out of earnings from exports, the tourist trade and other international services. Early in the year, loans and standby credits totalling approximately $1,250 million were arranged on the international money market, mostly from central banks in the United States and Europe. Long-term loans covering capital equipment and materials have also been obtained. These funds and credits have solved the immediate problems of financing the present level of imports, leaving the Government time to give the required attention to problems of structural imbalance in the economy. The article on page 5 "Italy Prepares a Five Year Plan" gives further details of these projects.

TABLE IV

CANADIAN EXPORTS TO ITALY*

	1953	1963
	('000 Can.$)	
Aluminum and basic shapes	1,327	13,057
Wheat, grain and flour	17,029	12,772
Iron, steel and basic shapes	864	7,924
Wood pulp	547	7,392
Nickel and basic shapes	44	2,930
Asbestos fibres	607	2,783
Lumber	169	2,742
Aircraft assemblies, engines, parts	....	2,735
Pulpwood	....	2,465
Plastics and synthetic rubber	5,657	2,313
(Other chemicals)	(546)	(561)
Precision instruments	....	1,869
Oilseeds	....	1,823
Fish	2,088	1,783
Machinery, except agricultural	246	1,473
Potatoes	....	1,291
Copper and shapes	....	1,255
Office machinery, computers and parts	....	1,248
All others	4,045	8,344
Total exports	**33,169**	**76,760**

*Source: DBS.

The Italian scene is changing and will continue to change, with new doors opening and familiar ones closing. The current economic situation poses dangers of runaway inflation, a continued balance-of-payments crisis, and a consequent deterioration in the strength of the country, both as a producer and as a market—especially for countries like Canada who must sell against the growing competition the Common Market offers. The Italian Government has, however, taken action to reduce excessive consumption by fiscal, monetary and other means. There are encouraging signs that the worst of the inflation of the last two years has passed. Although merchandise trade continues to show large deficits, a new export drive and a growing emphasis on producing for import replacement should show results during coming months.

Canadian firms are selling more to Italy than ever before and Italian importers are showing increasing interest in Canadian goods of types which a few years ago they would not have dreamed of buying from us. But this growing, changing, challenging market requires close attention. Our offices in Milan and Rome can help Canadian firms get started and can give valuable advice on trade problems. Essentially, however, the exporter must make his own running if he is to make the most of the sales opportunities that modern Italy offers. ●

ITALY TODAY

Preparing the Five Year Plan

Current inflation has led the Government to emphasize economic planning. Five Year Plan, to begin next January, will have three major objectives; GNP expected to increase by 5 per cent a year.

J. H. STONE, *Commercial Counsellor, Rome.*

The path out of the woods of the present economic difficulties cannot be that of setting aside reforms: it finds its necessary premise in planning, the Italian Minister of the Budget stated in a recent article in an Italian paper. He went on to say that the current inflationary pressures were the result not only of a simple excess of demand over production, but also of ten years of unorganized growth.

In fact, Italy has been doing some national planning for many years: the operations of the Southland Development Fund discussed on page 7 in this issue and the investment policies of the great state-controlled industrial groups have for several years been consciously directed towards regional and industrial development in the interests of the country as a whole. Nevertheless, the boom that Italy enjoyed during the late fifties and early sixties has exerted pressures on the economy which will not, in the opinion of the Government, solve themselves in the ordinary course of events. In fact, Italians individually and collectively are trying to consume more goods, build more industries and public works, and revitalize more farming areas than their national income will finance. A rapid rate of inflation, a heavy trade deficit, and a continuing run on the stock market have been the results.

The Italian Government has therefore committed itself to national economic planning. A new Planning Office in the Budget Ministry is preparing a Five Year Plan that is scheduled to be ready by midsummer and to begin functioning on January 1, 1965.

The Plan will have three basic objectives:

- The removal of the differences in production and living standards between the south and other backward areas and the rest of the country.

- A reduction in the disparity of incomes between the agricultural and non-agricultural sectors.

- Adequate provision for major public needs.

To achieve these objectives, particularly the last, it is expected that the plan will set up specified targets for the construction of schools, hospitals, housing, transport and communication facilities, and other public works, and will attempt to guide private investment into areas of greatest need.

The plan hopes to bring about an annual increase in gross national product of 5 per cent. Agriculture is to contribute only 13 per cent of gross national product, a drop from the current 16 per cent, and the agricultural labour force is expected to decrease from the present five million to four million by 1973. To achieve this and to allow the return of Italians now working outside the country, three million new jobs

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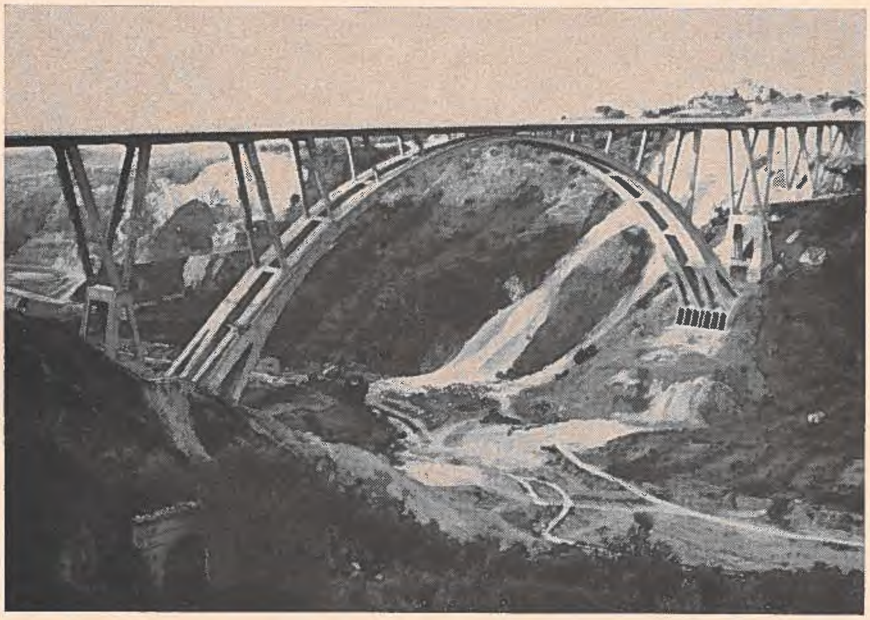
must be created in the non-agricultural sector. If economic planning achieves its objectives, unemployment and under-employment will disappear in Italy within ten years.

It has been emphasized that there will be no direction of private firms and individuals along the paths set out in the national plan. Rather, the Government, by offering incentives and by employing its own industrial and financial resources, (which are a significant proportion of the total) will seek to influence private business to co-operate in achieving national objectives. As a first step, it has announced that revenues from the anti-inflationary tax measures imposed this spring will be used to develop the production of basic products like steel and cement, now imported in large quantities.

Although it is too soon to discover what opportunities Italy's economic planning will provide for Canadian businessmen, any measures that contribute to the continued development of Italian economic strength can hardly fail to improve markets for Canadian products. ●

Developing the South



The building of more and better highways plays an important part in the Government's program of developing the South and attracting more and more tourists. This viaduct over the Fimarella torrent was a major feat in engineering the "Two Seas Highway", recently completed; it now connects the Tyrrhenian and Ionian coasts.

Land reform, creation of the Southland Development Fund, and incentives to new industry are bringing progress to the under-developed and often barren south. And it is becoming a market that merits increasing attention as standards of living slowly rise.

W. J. JENKINS, *Commercial Secretary, Rome.*

ITALY is a country of contrasts and the most striking one is that between north and south. The gulf between wealth and poverty, vitality and stagnation are well known. But what are the causes of these differences and what is Italy doing to overcome them?

The causes are many. Eighty-five per cent of the south* is mountainous, and the climate is hot and dry, with a sparse rainfall unevenly distributed. Location has contributed greatly to southern Italy's backwardness. As the southern extreme of a long peninsula that stretches to within 150 miles of Africa, it was removed for centuries from economic and spiritual contact with the rest of Europe. With a succession of foreign occupations—Arab, Norman, Spanish and French—southern Italy was characterized by a centralized monarchy in Naples, a privileged ruling class, and large estates worked by serfs. This at a time when the city states of northern Italy were engaged in commerce with the rest of Europe and the Orient and were peopled with lords and commoners who laid the foundation for a modern middle class.

*Throughout this article "the south" is used to describe the area which has been classified as less developed for the purposes of the Southland Development Fund. Most of this region lies south of Rome, and includes Sicily and Sardinia as well as small areas scattered over the rest of the country.

The unification of Italy in 1861 did not immediately help the south. In fact, it imposed additional hardships. Taxes increased, but the new revenues were not spent in the south. The removal of the customs barriers between the states that formed the new Italy exposed the producers to their more efficient competitors in the north. And when at the end of the 19th century Italy adopted protective tariffs to shelter the manufacturers who were emerging in the north from competition from Europe and America, some of these countries retaliated by raising their tariffs on agricultural products from Italy. But Southern Italy's hopes for expansion depended on finding export markets for these agricultural products. And Italy's protective tariff increased the cost of the industrial products that southerners had to buy from the north.

Little was done to lessen the disparity between north and south until after the Second World War. At war's end, conditions in the south had not altered noticeably from those of a century ago. And even the postwar reconstruction left the south largely unchanged, for the objective was to rebuild destroyed productive capacity. This capacity had not existed in the south, so it could not be rebuilt. By 1950 it was obvious that the factors working against the development of the south, which included the superstition and conservatism of a backward rural population that opposed all change, were such that unless the Government acted vigorously, the disparity between north and south would increase rather than diminish.

Agricultural Reform Begins

The Italian Government took its first steps towards the development of the south in 1950—and it has not looked back. In 1950 two land reform bills were passed—the Sila law, May 12 (70,000 hectares) and the Stralcio law, October 21, (700,000 hectares)—and the Southern Development Fund (Cassa per il Mezzogiorno) was created.

The problems were many: deciding which lands to expropriate, dividing the expropriated lands, and distributing them equitably. But these were overcome and since 1950 over a million acres have been redistributed. The general principle was to expropriate potentially productive land that the large landowners were not using effectively and to divide it into smallholdings that could be worked by one man and his family. These varied in size but the average was ten acres. The smallholdings were then sold to families who had previously been farm workers on the large estates. The new farmers are paying the state for their land over thirty years with interest at 1 per cent, and during that period they do not have the right to sell their properties. In addition, if they neglect the land, the state can resell it to another family.

"Consorzi" Established

The actual redistribution of land, with a few minor exceptions, was soon completed. But this was just the beginning of the agricultural reform. The new landowners were penniless and generally ignorant of modern farming methods. There was urgent need for housing, roads, electricity, and above all, irrigation and technical assistance. A chain of centres or "Consorzi" was established under the control of the Ministry of Agriculture and Forests, staffed by specialists. These specialists visit the farms to give technical advice, organize training courses, establish experimental farms to find what crops and methods best suit the various regions, and help the "Consorzi" establish buying and selling co-operatives.

Financing of the infrastructure needs was the responsibility of the Cassa per il Mezzogiorno. This semi-autonomous body with headquarters in Rome was established in 1950 to execute a broad program of public works throughout southern Italy, and was allocated about 2,000 billion lire (or \$3.3 billion) to spend over 15 years. Since 1950 about 4,000 miles of new roads have been built and 8,000 miles of old roads resurfaced. Over half a million acres of arid land have been irrigated, and one and a half million reclaimed. Water has been brought to towns and hundreds of houses, schools, churches and shops have been built. All this activity has created new jobs that in turn have increased consumption.

Industry Built Up

Once it had laid a foundation for productive agriculture, the Government turned its attention to industrialization. Three long-term credit companies (ISVEIMER, IRFIS, and CIS) were created in 1950, largely to finance small- and medium-sized companies that wished to establish in the south. At the same time the Cassa per il Mezzogiorno was given authority to raise loans abroad in order to support large industrial undertakings. In 1957 and 1959 important laws were passed that established fiscal incentives to encourage investment in the south and in addition obliged the massive industrial complexes controlled by the Italian Government (particularly IRI and ENI) to place 40 per cent of total investments and 60 per cent of new investments in the south. The Government also established a series of industrial areas and lesser zones called industrial nuclei to encourage the concentration of industry. When they are completed, these areas and nuclei will offer prospective investors in the south a choice of industrial land that is already well serviced by roads, railroad, electricity, and water.

The three credit institutions mentioned previously—ISVEIMER, IRFIS and CIS—make loans to companies whose capital investment is under three billion lire (\$5 million), and who employ less than 500 people. The maximum term of the loan is 15 years and it must not exceed 70 per cent of the construction costs. Up to a billion lire is loaned for new plants and a half a billion for improvements. Interest is 3 per cent, with no repayment of principal required during the first

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five years. ISVEIMER is responsible for the mainland, IRFIS for Sicily, and CIS for Sardinia. In addition to these special credit institutions, there are six Italian banks or financial institutions able to make loans to small- and medium-sized industries.

Incentives Provided

The fiscal measures taken to encourage investment in the south are numerous and complex. But in brief they are:

—ten-year exemption from income tax

—duty-free import of building materials and machinery

—partial exemption from income tax on profits reinvested in the south

—partial or complete exemption from a series of minor taxes.

In addition, new plants receive a 50 per cent reduction on railway freight charges for building materials and machinery within Italy, and municipal authorities frequently grant or lease industrial sites on deferred payment terms. Finally, the Cassa per il Mezzogiorno has authority to grant new industries up to 20 per cent of actual expenditures for provision of road, rail, and service connections.

A look at some of these new industrial areas does more than any statistics to convince the sceptic that these measures have been effective. I recently visited the industrial areas at Bari, Brindisi and Taranto. These areas only began operating a couple of years ago, but already the visible proofs of their success are many. At Taranto a complete steel plant is nearing completion, a cement plant, a brewery and a refinery are under construction, and a number of smaller manufacturers are planning or are building factories. Bari has four new plants that are already operating and a further 23 are either under construction or on the drawing boards. Brindisi is the site of a huge Montecatini petrochemical complex.

In Sardinia, a vast new dam system for hydro power, irrigation and industrial water supply is making fruitful a large proportion of the flat land on the island. A new industrial area near Cagliari is attracting an increasing number of industries from the mainland and a new paper mill on the east coast at Arbatax has just gone into production, using pulp imported from Canada.

Tourism Not Overlooked

The Government has not overlooked the great tourist possibilities of the area. New and improved roads have encouraged the tourist as well as the industrialist and improvement in the number and quality of the hotels, new water systems, and the eradication of malaria have removed the hazards that previously made tourism an adventure. The Cassa per il Mezzogiorno has also financed the restoration of several churches and the excavation of Greek and Roman ruins. These should be sound investments, for

To southern families like these, the redistribution of land (over one million acres since 1950) has brought fresh hope. The Government trains the new landholders in modern farming methods, provides many services such as power and irrigation; helps them set up co-operatives.

southern and island Italy offer something for practically every taste.

The pleasures of Capri and the wonders of Pompei are well known, but farther south and west there are literally hundreds of miles of sandy beaches. The more serious traveller can enjoy the beauties of Greek, Roman, Romanesque, and Renaissance architecture in one trip. The pine forests of the Sila offer hiking and horseback riding and there is even skiing for those who prefer their snow within sight of the Mediterranean.

Market Opportunities

The industrial concentration and the bulk of Italy's purchasing power still lie from Rome north. But the face of the south is changing and so are the buying habits of its inhabitants. It is a growing market and Canadian exporters should make sure that their agents or importers in Italy are not overlooking it. Naples has long been the opening through which fish, lumber and various other Canadian products have passed. As prosperity increases in this important part of Italy, it will merit increasing attention as a market. ●

Expanding Industry in the North

Prosperous "industrial triangle" has paced Italian economic expansion; provides a good market for a variety of raw materials.

A. B. BRODIE, *Consul General and Trade Commissioner, Milan.*

THE spectacular industrial expansion which has taken place in Italy's northern regions has contributed in no small measure to the impressive advance of the Italian economy in the last ten years. In 1963 the average index for industrial output, at 241.0, was up by 8.7 per cent over the previous year (1953=100). This activity is concentrated for the most part in the areas surrounding the prosperous cities of Genoa, Turin and Milan—the so-called "industrial triangle"—and covers a wide range of products. Milan, a city of some 1.5 million people, is the industrial, financial and commercial center of this triangle and, indeed, of all Italy.

Five Types of Industry

The industries in the industrial triangle fall under five headings: steel, mechanical, chemical, electrical, and textiles. Within a radius of 75 miles from Milan, in the region of Lombardy, textile machinery and machine tools, cotton textiles, fabrics, cement, pharmaceuticals, mechanical rubber goods, paper and paper products are produced in volume and represent an important part of Italian output. Turin and area is the center of FIAT's giant operations, which produced some 950,000 vehicles and 37,500 tractors last year. (Other products manufactured by FIAT's 127,000 workers include refrigerators, diesel engines, aircraft and steel.) The Turin area is also well known for the Lancia automobile factory, a number of distinguished automobile coachbuilders, chemicals, steel, office machinery (including Olivetti at Ivrea), a large clothing industry, wines, chocolates and many more.

The raw materials used to feed the Italian industries are mainly imported because Italy lacks natural resources; production of coal, iron ore, other minerals, and petroleum is very limited. Canadian companies may find it in their interests to explore whether their own products in raw or finished form can be utilized by Italian plants.

Despite the increase in industrial output in Italy in 1963, the same rise is not generally expected during the current year. Since 1961, wage increases in Italian industry have not brought about greater productivity in certain fields and a loss of competitiveness through higher prices has in some instances led to increased imports from abroad.

Corrective Measures

Italy's economic miracle, which has been based on hard work, has left a good deal of wealth in its wake. Some of this has been spent on luxury imports, including about 190,000 motor cars in 1963 at a cost of over $365 million in foreign exchange. The result has been an unusually large trade deficit and a balance-of-payments deficit of U.S. $1,244.3 million (U.S.$49.9 million surplus in 1962). The authorities have already implemented certain corrective measures and these may assist in meeting these deficits and in increasing productivity.

Canadian businessmen should plan a visit to the industrialized busy northern part of Italy. They will find it most rewarding. ●

The average Italian family, with more money to spend than ever before, is widening its range of purchases; can afford more imported goods. Supermarkets, not popular initially, are now taking hold in the larger centres and influencing buying habits.

What to Sell in Italy

foodstuffs livestock seed and table potatoes tobacco

bowling equipment radio and TV sets

pine poles railway ties steel chemicals

to FAO--aerial surveys, engineering services, machinery and equipment

From the long list of products that are selling or could be sold in Italy, the Trade Commissioners in Rome and Milan have concentrated on nine. Here is advice on market requirements for each and on the most useful sales techniques. Included is a report on selling engineering services and equipment to an international organization—the Food and Agriculture Organization, which is based in Rome.

Foodstuffs

THANKS TO greater prosperity, Italians now eat more and better food and much of it has to be imported. Despite big programs of agricultural reform and rehabilitation, domestic production of foodstuffs has not equalled the growth in consumption and foreign suppliers have found their market in Italy growing in size and in variety.

TABLE I

ITALY'S MAJOR FOOD IMPORTS
(First 10 months 1963)

	(millions of dollars)
Wheat	18.3
Rye, barley	48.0
Maize	196.5
Tropical fruit	26.9
Oilseeds and fruits	90.8
Coffee	64.2
Cocoa	18.6
Cattle	123.4
Eggs	38.7
Fresh and frozen fish	35.3
Sugar	79.8
Fresh and frozen meat	189.2
Dried, salted or smoked fish	20.2
Pickled and canned fish	19.5
Milk and butter	29.7
Cheese	43.8
Olive oil	100.1
Confectionery	3.5
Malt	6.9
Prepared meats	10.1
Canned vegetables	4.9
Meat extract, broths and soups	7.5

Source: Institute of Statistics —Italy.

Because wheat dominates Canadian food sales to Italy, 1963 has not been an outstanding year for the trade in foodstuffs; Canada has not been able to ship the volume of wheat from Canadian ports that Italians could have bought. Nevertheless, the range of Canadian foods sold here is broadening and this trend should continue as the Italian housewife gains more experience with more highly prepared foods.

Foodstuffs accounted for about 25 per cent of Italy's total imports in 1963 and these imports were valued at about $1.6 billion. This was almost double the figure for food exports and much higher than in the previous year. Table I gives some idea of the major food products that Italy purchased abroad last year. Some of the bigger items—such as corn, tropical fruits, sugar and olive oil—do not interest Canadian suppliers. But included in the list are large quantities of many foodstuffs that Canada can supply—oilseeds, wheat, cattle, fresh or frozen meat and fish, prepared meats, cheese, milk and butter, and canned meat and fish.

Canadian suppliers have already captured a share of the Italian market for foodstuffs, with sales last year valued at $16.3 million, or 20 per cent of our total exports to Italy. Wheat, oats, table potatoes and salt cod accounted for almost 90 per cent of these sales. But Canadian suppliers received substantial Italian orders last year for frozen and canned salmon and a number of packaged foodstuffs from Canada appeared on shelves for the first time.

Selling Foodstuffs

Bulk items such as wheat, feed grains or powdered milk are sold through brokers who obtain orders on commission. Specialized foodstuff importers who import for their own account handle processed foodstuffs. Most of the better firms have several branches or sub-agents so that they can distribute the products they handle throughout the country. Generally they are only interested in exclusive distribution rights for Italy, particularly if the product requires promotion and advertising.

Some processed foodstuffs are sold direct to one of the three supermarket chains operating in Italy. Each of these chains has its own purchasing department and prefers to purchase foreign foodstuffs direct from the supplier rather than from an Italian importer. But frequently the quantities required are uneconomic for direct shipment and they are obliged to purchase from a wholesaler.

Imports Should Increase

Italian agriculture has not kept up with the growing demand for foodstuffs and imports continue to increase. In 1954, Italy's purchases of foreign foodstuffs represented only 6.5 per cent of the country's agricultural output. By 1962, this figure had practically doubled to 12.2 per cent and last year huge food imports were the main cause of a balance-of-payments crisis. According to estimates of the Italian Agency for Research and Consumption, the rising trend of per capita

TABLE II

CANADIAN FOOD EXPORTS TO ITALY, 1963

	(thousands of Can.$)
Wheat	10,878
Oats	1,803
Table potatoes	1,024
Seed potatoes	177
Frozen potato products	1.4
Canned salmon	806.3
Frozen salmon	140.4
Salt cod	835
Skim milk powder	293
Powdered cream	35.7
Poultry	30.2
Edible offal	15.7
Canned pork	8.5
Whisky	116.0
Gin	1.4
Baby food	7.9
Pre-cooked frozen dinners	1.3
Other materials for food preparations	122.4
Total	**16,299.7**

Source: DBS Canada.

consumption of foodstuffs in Italy is expected to accelerate over the next five years.

Beef consumption, which averaged 26.5 pounds per head over 1955/57, will reach 36.5 pounds in 1965 and over 40 in 1970, assuming that present price trends continue. The demand for poultry is expected to expand even more, resulting in the doubling of consumption per head five years from now. Fish sales, which have risen over the past five years from 13 pounds per capita to about 17 today, are predicted at 18.5 pounds in 1970.

It is in the consumption of oils that the greatest change is foreseen, because of the growing trend towards substituting edible seed oil for the traditional olive oil. The latter is nevertheless expected to continue in favour, as the following figures show:

	Present consumption	1965	1970
Olive oil	14	15	16
Seed oils	5.7	9.9	13
Margarine	.5	1.5	2.4

Milk, cheese, eggs and vegetables are also expected to make up a larger portion of the Italian diet and fruit consumption will gain from higher income.

The distribution of the food dollar in Italy currently differs from that in Canada and even from its Common Market partners, as Table III shows.

TABLE III

HOW THE FOOD DOLLAR IS SPENT

(annual per capita consumption)

1959-60

	Cereals	Potatoes	Vegetables	Fresh fruit	Meat and poultry	Eggs	Unskimmed milk	Fats, oil
				(in kilograms)				
Italy	141.7	55.0	136.0	76.4	26.9	8.7	61.7	16.2
Netherlands	83.4	95.0	63.5	53.8	46.1	12.3	165.5	25.1
West Germany	84.9	135.0	42.1	70.4	54.9	13.1	115.9	25.1
Belgium-Luxemburg	91.3	140.0	71.0	49.8	60.0	15.6	100.2	21.3
France	105.3	109.0	131.6	53.9	73.3	11.1	102.1	18.4
Canada	67.5	63.3	80.4	53.3	82.0	16.1	191.1	19.5

Source: Institute of Statistics—Italy.

Could Sell More

The past year has demonstrated that it is possible, with persistence and a strong sales effort, to introduce new Canadian food products into Italy. There are admittedly many problems—labelling, package size and design, the conservative attitude of the housewife to new products, and the lack of large-scale distribution channels, especially for frozen foods—and these may be discouraging in the first instance. However, the expansion of the supermarkets and of their share of food sales makes it increasingly easy to test merchant and consumer acceptance of foods and brands new to Italy. Our trade offices in Rome and Milan maintain close relations with the food chains and can help Canadian firms to make contact with these important outlets. An active register of importers, agents and brokers of bulk foods is also maintained so that the market for most foods can be assessed promptly and accurately. When making offers through Canadian trade officers or direct to Italian firms, it is essential to give full details of the product and firm price.

—W. J. JENKINS,
Commercial Secretary, Rome.

Seed and Table Potatoes

ITALY both imports and exports potatoes. In 1962 and 1963, because of adverse weather, considerable quantities had to be imported for local consumption, to supply export markets, and to improve the quality of seed. In those two years Canada obtained a good share of this trade: our sales totalled 27,563 metric tons in 1962 and 26,550 metric tons in 1963—in contrast to previous years, when we sold only small quantities of seed potatoes for testing.

Italy's potato production is given in Table I. The main varieties grown are Entraque, Quarantina di Chioggia, Bianca di Como, Primaticcia di Pisa, Tonda di Napoli, and Bianco di Pistoia. Foreign varieties grown are Kennebec, Sirtema, Sieglinde, Berlin Round, Bintje, Ackersegen and Eigenheimer. With the exception of Kennebec, most of these varieties come from the Netherlands and Germany.

TABLE I

ITALY'S POTATO PRODUCTION

Year	Area	Production	
	(hectares)	(metric tons)	(per hectare)
1961	378,639	3,931,500	10.4
1962	376,743	3,561,400	9.5
1963	385,952	4,384,200	11.6

Italians are not big potato eaters: per capita consumption in 1959-60 was about 120 pounds a year. This is much lower than in central and northern Europe where the average is 220 pounds, with peaks of 320 in Ireland, 310 in Belgium-Luxemburg, and 300 in Germany. In Canada consumption is 139 pounds per capita, or 16 per cent higher than in Italy.

Approximately two thirds of domestic potato production (about three million tons) is sold for human consumption (the yellow-fleshed varieties are preferred). About 600,000 metric tons are used annually for seed, 300,000 tons as animal feed, and a small quantity for starch. The remainder is exported almost exclusively as early spring potatoes from March to June. In 1962 Italy's exports of potatoes

TABLE II

ITALIAN FOREIGN TRADE IN POTATOES

Countries of origin or destination	Imports 1962	Imports 1963	Exports 1962	Exports 1963
	(metric tons)			
France	33,952	28,456	6,295	....
Netherlands	43,916	44,623	7,341	....
West Germany	35,457	22,211	101,481	102,130
Switzerland	14,289	33,771	10,169	....
Poland	30,621	....	....	....
Canada	27,563	26,550	....	....
United States	....	14,535	....	....
Belgium-Luxemburg	....	....	10,318	....
Britain	....	....	65,851	32,792
Austria	....	....	6,867	....
Ceylon	....	....	....	15,475
Supplies to foreign ships and aircraft	....	....	....	2,203
Others	24,117	44,809	22,503	41,145
Total	**209,915**	**214,955**	**230,825**	**193,745**
Total 1961	**170,645**		**177,142**	
Total 1960	**80,503**		**229,681**	

TABLE III

DUTIES ON POTATOES IMPORTED INTO ITALY

Tariff Item 07.01-A	EEC Countries (per cent)	Third Countries (per cent)
A. Potatoes		
I Seed potatoes[1]		1.50*
(a) within the limits of a quota[2]	Free	3.00
(b) other	Free	10.00
II Early potatoes		
(a) from Jan. 1 to May 15	7.80	15.00
(b) from May 16 to June 30	7.80	15.40
III Other		
(a) for the manufacture of starch[1]	Free	2.70
(b) not specified		
i for the manufacture of dextrin and glucose[1]	Free	5.40
ii other	7.80†	14.50
Plus:		
Administrative fee	2.00	
Compensatory (or equalizing) import tax on c.i.f. plus duty-paid value of imported items	0.50	

[1]Admission under this sub-heading is subject to conditions to be determined by the Ministry of Finance.

[2]The quota(s) shall be determined yearly by the Ministry of Finance. For the calendar year 1964 the quota is 9,000 metric tons from third countries for the following varieties: Krasava, Ackersegen, Sieglinde, Majestic and Kennebec.

*Temporarily reduced rate of 1.50 per cent (instead of 3.00 per cent) applicable on a quota of 9,000 metric tons from all non-EEC sources from Jan. 1 to Dec. 31, 1964, in accordance with article 2 of Presidential Decree No. 23 dated Feb. 7, 1964 published in Official Gazette No. 46 of Feb. 22, 1964 and Ministerial Decree dated April 18, 1964, published in Official Gazette No. 121 of May 19, 1964.

†Duty of 7.80 per cent in force from April 23, 1964, in accordance with article 3 of Presidential Decree No. 24 dated Feb. 18, 1964, published in Official Gazette No. 46 of Feb. 22, 1964.

were valued at 18.5 billion lire and in 1963 at 9.7 billion.

In normal years, approximately 50 per cent of potato imports into Italy are used for seed. Seed potatoes from EEC countries enter duty free. The rate on seed potatoes from third countries (including Canada) is 3 per cent, but at present there is an annual quota of 9,000 metric tons of the following varieties—Krasava, Ackersegen, Sieglende, Majestic, and Kennebec—from all third countries, on which the duty is 1.5 per cent.

Large quantities of imported seed are used by the 27 Potato Multiplying Centres, mostly in the Alpine and Apennine districts. These centres are usually run by agrarian consortia, seed-production agencies, or co-operatives set up for the purpose. Cultivation is concentrated on original or first Italian reproduction tubers, mainly Berlin Round, Majestic and Kennebec. Kennebec and Katadhin are the only Canadian varieties permitted import by the Italian Ministry of Agriculture and regulations prohibit the cutting of potatoes for seed. Importers consequently prefer potatoes of between 45 and 90 grams in weight, although some accept them up to 160 grams and/or 55 millimetres in diameter.

Government Regulations

Seed Potatoes—All shipments of seed potatoes must be accompanied by a Canada Department of Agriculture health certificate stating that they are free from disease and viruses. They must be shipped in original bags or crates sealed with a metal seal and with a tag indicating the variety, the genetic classification, and the name and address of the grower. Importers like a similar tag placed inside the bag.

Table Potatoes—All shipments of table potatoes require a certificate of freedom from certain diseases but do not require metal seals. Exporters should obtain complete regulations from the Canada Department of Agriculture or the Agriculture and Fisheries Branch of the Department of Trade and Commerce.

Duties on imports of potatoes into Italy are listed in Table III.

Sales Outlook

The 1963 Italian potato crop of 4.3 million tons, believed to be a record, will mean that Italy will import fewer potatoes in 1964; however, seed potatoes will still be needed and if Canadian exporters can quote competitive prices, they should be able to obtain a share of this business. It must be emphasized, however, that exporters must comply carefully with the import regulations in force in Italy, particularly for seed potatoes. Otherwise they run a real risk of losing their customers and of not being fully paid for their shipments. Canadian Trade Officers in Rome and Milan keep an up-to-date list of the more important importers and can give valuable assistance in selling potatoes to Italy.

—R. BROOKES,
Commercial Assistant, Rome.

Livestock

Canadian Holsteins have acquired a great reputation in Italy; many Italians travel to Canada to select cows for their herds. Dr. Tammaso Taveggia of Milegano, Italy, (left), bought this Holstein heifer in 1962 at the National Holstein Sale in Oakville.

THE agricultural policy of Italy has for some years been to wean farming from the traditional Mediterranean pattern of wheat, olives and wine to a greater emphasis on animal products, fruit and market gardening. In recent years, Canadian Holstein cattle have made a significant contribution to the improvement of Italy's dairy farming and parent stock chicks from Canada have begun to be sold here.

Canadian Holsteins Popular

The drift of agricultural labour to the cities is creating difficulties for the dairy farmer in particular and he is consequently becoming increasingly interested in improving the milk production per cow on his farm. Last fall it was estimated that in the Po Valley of Northern Italy, a great region for dairy farming, the number of cattle was decreasing by one thousand per day and milk production was falling steadily. For Italy as a whole, milk production, which had risen steadily for ten years, actually dropped in 1963 to 9 million metric tons from 9.7 million the year before. The 1961 census counted 3.4 million milk cows but this number is believed to have fallen during 1963 by about 350,000 head.

The Government has made available to farmers substantial funds on favourable terms for the improvement of herd quality. The farmer who is building a top-quality herd is willing to pay four to five times as much for Holsteins from Canada as for those from nearer countries. If you ask him why, the answer is simple: Canadian Holsteins are the best in the world. Selling livestock abroad is never easy, however, and the Italian market is no exception. Nevertheless our sales of dairy cows, heifers and bulls are going up rapidly and last year reached a value of $235,000. Judging by the number of Italian buyers travelling to Canada this year, 1964 will show even better results.

How to Sell

A large proportion of Canadian cattle sales to Italy are the result of buying trips made by individual Italian farmers and dealers and association or breeding centre officials. Most of these buyers are taken in hand by specialized cattle export dealers during their stay in Canada and are conducted to appropriate breeders' farms. Probably the best and simplest way for a breeder to get into the export of cattle to Italy is to register with one of the large Canadian export dealers and try to ensure that the latter's foreign customers are either brought to the farm or that they see the cattle in the dealer's stockyards. More costly (and possibly less satisfactory in the beginning) is a visit to Italy to call on buyers, armed with pedigrees and photographs, and try to make direct sales.

Each year several important agricultural fairs take place in Italy. The leading dairy cattle exhibition at which most cattle are auctioned is held at Cremona in September but the Milan International Trade Fair in April has a large livestock section (in which about 40 Canadian

Holsteins were exhibited and sold this year). The Verona International Agricultural Fair in March also offers opportunities to exhibit and sell cattle.

Because a significant number of cattle imported into Italy are paid for with government loans under farm improvement acts, the Italian Department of Agriculture has established strict pedigree and ROP requirements for cattle imported from North America. These are administered by the Holstein Friesian Association of Italy and unless animals meet these standards, they cannot enter Italy. The market therefore is for the very best Canadian cattle and the Italian buyer has been willing to pay well for quality. Details of Italian import quality standards are available from the Department of Trade and Commerce or from the Rome office.

The Italian poultry market is dominated by Dutch dealers, many of whom have established distribution and hatchery facilities in northern Italy. Some of these firms will and do handle Canadian parent stock chicks.

Commercial imports of chicks into Italy totalled almost four million during 1963. About 50,000 of these were day-old turkey poults brought in by three or four large importers. Turkey eggs are, however, more popular with this trade because of the high mortality in poults. The principal supplying countries are the Netherlands, West Germany and the United States.

Commercial poultry farming came later to Italy than to the rest of Europe and consequently it is still relatively more profitable here than in most other countries, where intense competition has driven prices down to uneconomically low levels. The poultry business goes in apparent three-year cycles in Italy, however, and this year is proving a difficult one for the hatcheries. Nevertheless profit margins permit the purchase of premium quality chicks and Canadian exporters have found it possible to do interesting if limited business in Italy.

From all indications, it is impossible to sell parent stock chicks in Italy by mail. Successful exporters visit this market, choose and support their distributors, and keep a careful eye on conditions and sales here through regular visits. Although Italy will probably never be a big market for Canadian hatcheries, it can be profitable, at least for the next few years, and might well repay a visit.

—J. H. STONE,
Commercial Counsellor, Rome.

Tobacco

ITALY could become a market for Canadian tobacco, if our producers can satisfy Italian tastes and meet Italian prices and can persuade the Tobacco Monopoly to switch from traditional suppliers. The volume of imports depends upon the level of domestic production, although some aromatic leaf is brought in regularly for the better blends of cigarettes.

The Italian tobacco industry is controlled by a state monopoly, the Monopoli di Stato, which supervises tobacco growing and looks after the manufacture of tobacco products and byproducts. (It also controls salt, quinine, and cigarette paper but the tobacco section is by far the most important and accounts for more than 95 per cent of total receipts.) The activities of the Monopoly take various forms, ranging from control of planting to technical assistance to tobacco growers, from plant breeding to the manufacture of all tobacco products, and from scientific research to the organization of purchases and sales at home and abroad.

Tobacco is grown in most parts of Italy, with a definite concentration in the south. In 1963 this area accounted for 60 per cent of the estimated 48,500 hectares cultivated, central Italy for 25 per cent, and northern Italy for 15 per cent.

Italian farmers grow several varieties of tobacco, of which the most popular are Nostrano del Brenta, Benevento and Secco di Sassari. They also grow some types of foreign tobacco which have undergone a careful process of adaptation. To date they have had most success with Bright Italia, Burley, Virginia and Kentucky, which they use in the manufacture of the traditional Tuscan cigars. The Bright Italia is principally used in cigarettes and enjoys an ever-increasing vogue. Of foreign origin are the so-called Levantine varieties, known as Kanti-Yaka, Erzegovina, Porsucian, Lamsum and Trapezum. Since the end of the war the cultivation of these varieties has increased considerably as a result of greater demand from the Italian smoker.

The year 1960 can be considered the last normal one for the Italian tobacco industry (see Table I). Tobacco blue mould made its appearance in Italy towards the end of that year and spread so rapidly that it destroyed 68.6 per cent of the 1961 harvest. This disease has now been almost entirely eradicated. Last year an increase in the total

TABLE I

ITALIAN PRODUCTION OF RAW TOBACCO

Year	Acreage (hectares)	Crop	Exports (metric tons)	Imports
1960	53,067	79,540	13,423	8,020
1961	46,193	24,975	16,616	8,011
1962	36,615	46,321	18,861	33,913
1963	48,572	62,000*	11,158	28,511

*Estimated.

acreage and a decrease in imports marked a return to a more normal situation and a good crop is forecast for this year.

Significant to Canadians are the imports of Virginia and Burley from the United States. In 1963 total imports included flue-cured tobacco which Italy badly needed after having suffered from the blue-mould disease. This accounts in part for the relatively large imports.

For the 1963-64 financial year, tobacco imported from the U.S. totalled only 3,360 tons, made up of 860 tons of Virginia and 2,500 tons of Burley. This also reflects a return to normal in the Italian market, which usually buys from the United States only the quantities necessary for blending in high-priced brands.

TABLE II

ITALIAN IMPORTS OF RAW TOBACCO

	1962	1963
	(metric tons)	
Yugoslavia	923	....
Greece	3,690	3,494
Turkey	10,977	....
Bulgaria	725	1,418
United States	6,240	8,480
Brazil	5,458	5,169
Indonesia	4,943	1,880
Rhodesia and Nyasaland	....	2,333
Mexico	....	2,891
Argentina	....	2,234
Others	957	612
Total	**33,913**	**28,511**

Types Preferred

Canadian Burley and Virginia are quite similar to tobacco grown in Italy, according to Monopoly buyers. On the other hand, the Italians consider the Virginia and Burley grown in the United States stronger and brighter. They are also softer (poroso) and so lend themselves better to the Italian processing system. Finally, the consumer is accustomed to the taste of cigarettes made by blending Italian tobaccos with American ones and the Monopoly does not want to alter the taste of accepted brands. Consequently the introduction of Canadian leaf in Italy will not be a simple matter.

Monopoly buyers like to receive from abroad by September complete ranges of samples of the previous year's crop with prices—that is, in September 1964 they want samples of the 1963 crop. They examine these and, if they are interested in purchasing, will shortly afterwards send a buyer to the country of origin to place orders there.

Is it advisable for a Canadian tobacco exporter to appoint an agent in Rome? The Monopoly, questioned on this point, answered that although it has no objection to an agency appointment, a local agent would in its opinion be of no practical advantage to Canadian tobacco exporters. It prefers to buy direct and save the agent's commission. Potential Canadian exporters should, however, send qualified representatives to Rome at the time they submit samples, to discuss technical points with the Monopoly. In such circumstances the question of an agency is a complicated one; only experience can tell whether a local representative can in fact influence sales.

There are two types of tobacco needed in Italy that Canadian growers might supply:

1. High-quality aromatic Virginia to compete with American Virginia. It would be necessary to provide a Canadian Virginia strong enough in taste to compete with United States leaf and the Monopoly would have to be persuaded to initiate new blends of cigarettes or to substitute tobaccos in their present ones.
2. Medium to low-grade leaf to make up for the Italian crop shortfall in a poor year. To achieve this, the procedure outlined earlier should be followed—that is, Canadian firms should send samples to the Monopoly every fall.

—J. J. R. GAGNON,
Assistant Commercial Secretary, Rome.

Pine Poles

THE Italian Ministry of Post and Telecommunications purchases treated telephone and telegraphic poles regularly, chiefly domestic chestnut poles. They will, however, buy imported poles if these are competitively priced.

The specifications issued by the Ministry are long and an unofficial translation of them may be obtained from the Commercial Counsellor at the Canadian Embassy in Rome. But in brief, the poles must be fully barked and treated with tar oil, either by the pressure or immersion method. Poles from tree tops will be rejected; so will poles that are not straight or have a large number of knots.

The Ministry tests all poles before accepting the shipment. These tests may either be carried out in Italy, at the risk to the shipper of non-acceptance, or in the country of origin. If the tests are made in the country of origin, they must be done by one of the Ministry's own technicians, whose travel expenses become the responsibility of the supplier. So far the Ministry has not agreed to use independent companies to test its poles.

The delivered price of Italian chestnut poles is reportedly about 8,000 lire (Can.$14) per pole. Import taxes total approximately 14 per cent of the c.i.f. value.

Poles are purchased by tender. Any Canadian firm wishing to be invited to tender must have an Italian representative and be registered with the Ministry. It should not be difficult for the Canadian Commercial Counsellor in Rome to locate a representative for a Canadian supplier capable of making a competitive quotation.

—W. J. JENKINS,
Commercial Secretary, Rome.

Railroad Ties

THE Italian State Railways purchases annually 2.2 million railroad ties, half of which are imported. Italy's EEC partners, France and Germany, supply about three quarters of these imports. Yugoslavia is the only other major supplier, although the railroad experimented with Soviet ties last year.

Italian Railways buys railroad ties in accordance with the specifications set out in the UICF (Union International des Chemins de Fer) code, 863-0 edition of December 1, 1960, and maintains a testing ground in Naples. France, Germany and Yugoslavia allow the Railways to test their ties upon arrival in Italy, taking the risk that their shipments may not be accepted. The ties purchased from the U.S.S.R. were tested by an independent testing company before shipment, but it is not certain the Railways would agree to this for future shipments from the Soviet or from other countries.

According to the tests made in Naples, ties of coniferous wood do not last as long as those of other types of wood. Buyers for the Railways therefore prefer hardwood ties, particularly oak and beech, and do not like Douglas fir ties.

Prices and Tariffs

Italian Railways is reportedly paying 2,300 lire (Can.$4.00) per tie c. and f. Italian border. It prefers to import the ties by rail because of congestion and high handling costs in Italian ports. It paid about $2,500 in demurrage charges when it imported ties from the U.S.S.R. and is not anxious to repeat this experience.

The import duty on ties from EEC countries is roughly 4 per cent and from third countries, 10 per cent. Usual terms of payment are 90 per cent cash against documents by letter of credit in an Italian bank; the remaining 10 per cent is paid upon arrival, inspection and acceptance of the shipment. A 2 per cent tolerance on quantity and quality is allowed. Payment is made in Italian lire.

Canadian Offers

Italian Railways does not call for tenders and Canadian suppliers can make offers at any time. They should quote c.i.f. Naples, Genoa or Leghorn, (Leghorn is preferable) in Italian lire. Offers should be addressed to:

Ministero dei Trasporti,
Direzione Generale FF.SS.,
Servizio Approvvigionamenti (legnami),
Piazza della Croce Rossa,
Roma (Italy).

To obtain a share of this sizable market, Canadian suppliers must first overcome some of the obstacles mentioned above—such as the Italian preference for hardwoods, the lower tariffs and freight costs that traditional suppliers enjoy, and the current congestion in Italian ports.

—W. J. JENKINS,
Commercial Secretary, Rome.

Radio and TV Sets and Components

RADIO and television are the most popular form of entertainment for the 51 million Italians—and the best advertising media in the country. There are 9.8 million radio sets in use (or 70.64 for every 100 families) and 4.8 million TV sets, (or 34.68 for every 100 families). Italy has about 1,324 radio transmitting stations (including FM, AM, and SW), 61 TV stations, and 566 repeating stations.

About twenty Italian firms manufacture radio and TV sets; about 50 per cent of these are both designed and built in Italy. Many firms, however, manufacture sets under licensing arrangements with foreign companies and many of the internationally known marks are made or assembled in the country.

Ad valorem customs duties on imported TV and radio sets and components are as follows:

(a) With six or more valves (excluding rectifier valve):
EEC countries—10 per cent
Other countries—22 per cent

(b) Other types:
EEC countries—14 per cent
Other countries—24.5 per cent

(c) Component parts:
EEC countries—6.5 to 62.5 per cent
Other countries—13 to 106.25 per cent

Imports of TV and radio sets and transmitters and component parts into Italy last year consisted of the following:

1. Radio transmitters—$330,000
   Main suppliers: Netherlands, West Germany
2. Receiver/transmitter sets—$2,853,000
   Main suppliers: Netherlands, Germany, Japan
3. Radio receiver sets—$3,400,000
   Main suppliers: Netherlands, Germany, Japan
4. Television sets—$5,140,000
   Main suppliers: Netherlands, Germany, United States
5. Component parts for radio and TV sets—$46,000,000
   Main suppliers: France, Netherlands, United States, Germany, Japan

—A. B. BRODIE,
Consul General and Trade Commissioner, Milan.

Chemical Products

ITALY'S chemical industry has expanded considerably in the last few years, despite a serious lack of natural resources. In fact, Italy is fast becoming a source of supply rather than a market for chemicals because of the wide range of chemicals it now turns out. By 1965, the value of production is expected to be slightly under $1.5 billion, of which about $400 million or more will go to export markets.

Despite the diversity of domestic production and the growing shipments to export markets, many types of chemicals are still imported from foreign sources. To illustrate this two-way trade, some of the more important chemicals that are exported and imported are listed below.

Exports from Italy	Imports into Italy
(1) Organic chemicals	
Technical urea	Caprolactam
Dodecylbenzene	Benzol (benzene)
DDT	Xylenes
Glutamic acid	Styrenes
Synthetic phenol	Toluene
Phthalic anhydride	Ethyl-benzene
Acetic acid esters	Butyl alcohol
(2) Fertilizers	
Ammonium sulphate	Potassium chloride
Ammonium nitrate	Dephosphorization cinders (slag)
Urea	Sodium nitrate
Ammonium phosphates	
Potassium sulphate	
Superphosphate	
(3) Plastics	
Polyvinyl chloride	Acrylic and metacrylic monomeric derivatives
Polyethylene	Epoxy resins
Polystyrene	Polyamides
Polypropylene	
(4) Inorganic chemicals	
Caustic soda	Carbon black
Titanium oxide	Silica
Fluorspar	Artificial corundum
Aluminum oxide	Sodium sulphate
Silicon carbon	
Sodium sulphide	
Boric acid	
(5) Pharmaceuticals and fine chemicals	
Aromatic compounds	ACTH and other hormones
Essential oils	Vitamins
Tartrates	Castoreum
Medicinal plants	Beeswax
Citric acid and derivatives	
Medicinal preparations	

Some 47 per cent of all Italian chemical imports are supplied by the EEC countries, about 27 per cent by the United States, and 9 per cent by Britain. Canadian chemical exports to Italy last year totalled about $3.8 million. Exports from Italy go principally to West Germany and France.

The Italian chemical industry offers stiff competition to outside suppliers—particularly to those in countries outside the European Common Market, which do not receive the same favourable tariff treatment. Despite this local production, imports are still flowing in—even of a number of products already being produced in Italy in some volume—for one or more of the following reasons:

- Products offered are not manufactured or not turned out in volume by the domestic industry and the Italian customs duties do not present too much of an obstacle.
- The products are superior in all respects to those made in the country or even to those imported from other supplying countries—even though the latter may be EEC members.
- Italian agents handling the imported products are well introduced in the trade and distribute a wide range of chemicals. Buyers are prepared to place orders for all their chemical needs through one responsible importer, even at the risk of paying premium prices for certain chemicals.
- The c.i.f. Genoa/Naples quotations are interesting to the trade and deliveries are prompt.

Despite stiff competition from giant producers such as Montecatini (130 factories), Farmitalia (2 factories), and Rhodiatoce (4 factories), the list of chemical imports is still impressive. Offers c.i.f. Genoa are always welcomed by members of the trade and Canadian firms who have had no previous experience in the Italian market may find it an interesting one to explore.

—U. BOSCHETTI,
Senior Commercial Assistant, Milan.

Steel and Products

THE Italian steel industry has made tremendous strides over the last ten years. In 1951, when the European Coal and Steel Community was first formed, Italy produced some 3.5 million metric tons of steel. Today, production has reached almost 11 million metric tons and it is expected to go beyond 15 million by 1966. Despite this increased output, Italy imports large quantities of steel and steel products yearly and is a market that outside suppliers should consider.

Italy's major steel plants are state-controlled under FINSIDER, the steel subsidiary of IRI, the Government's large holding corporation. The chief companies under FINSIDER are: ITALSIDER, DALMINE, TERNI, BREDA, FERROMIN, SIDERCOMIT, COSIDER and CMF. FINSIDER's production represents about 56 per cent of Italy's steel and some 89 per cent of the 4,000 tons of cast iron produced annually. The newest FINSIDER plant at Taranto in southern Italy, which will go into operation in 1965, is expected to produce over five million tons a year by 1970. Included in its output will be cast iron, steel, flat hot-rolled sections and welded pipes.

Foreign plants sold almost five million metric tons of steel to Italy during 1963; Germany was the leading supplier. Although the final import figure may be somewhat lower during the current year, steel imports into Italy will still be substantial.

Imports of iron, steel and related products into Italy from Canada during 1963 (according to Italian statistics) are given in the table on the right.

Though the list of steel products exported to this market is impressive, c.i.f. Genoa offers of other products used by or complementary to the industry are always of interest. These may include nickel and scrap nickel, manganese, molybdenum, cobalt, antimony, titanium and others.

Canadian Iron and Steel Exports to Italy, 1963

Of which:			
Iron ore	68,873	metric	tons
Scrap iron and steel	97,434	"	"
Pig iron	4,225	"	"
Iron and steel ingots	1,176	"	"
Rolled iron and steel	*64,325	"	"
Total exports	**236,033**	**metric**	**tons**

*Of which 50,000 tons were hot rolled coils and 2,500 tons galvanized steel.

The progress of Italy's steel industry will be interesting to follow over the next few years and there is good reason to believe that the present pattern of Canadian exports to Italian steel plants will change and expand with the industry. Offers c.i.f. Genoa are always keenly received by the trade because mills will need raw and scrap materials to meet their increased capacities.

—W. H. SKOUSE,
Commercial Assistant, Milan.

They're Selling in Italy . . .

"Our firm has been successful in selling substantial amounts of nickel alloy tubing in Italy. This tubing is used for the manufacture of tubular electric heating elements. This market is relatively specialized and all sales are handled direct, rather than through agents.

"The initial contact with the Italian market was made by attending an Appliance Trade Fair at Paris, at which one of the Italian firms had an exhibit of electric tubular elements. A visit was then made to this firm at Milan where it was soon found out that Canadian-made nickel alloy tubing would be competitive.

"Canada and the United States are much further advanced in the electric cooking and heating field than the European countries and our much greater production output in this field has lowered our unit costs so that we can price competitively.

"Pricing can perhaps cause the most difficulty—the Italians are shrewd bargainers and are constantly demanding price reductions and better terms. It is better to initially set the price as high as possible so that reductions can be granted from time to time when pressure is exerted.

"Our firm's experience over the past three years, although only with two Italian firms, has been quite satisfactory. Two visits have been made to these firms and one firm has made two return visits to our factory. Personal contact has been most helpful in building up a mutual relationship of confidence."

—Associated Tube Industries Ltd., Milliken, Ontario.

"Initial contact with Italian customers was made at the Canadian National Samples Show held in Toronto in April 1963. Subsequent sales were made on samples sent directly to these Italian customers. Samples sent are a selection of about ten styles from our line that we feel may suit the Italian needs.

"Samples are sold to these customers and orders taken on a cash against documents basis.

"No difficulties have been encountered with the exception of the Italian Customs taking up to seven weeks to clear samples."

—Canadian Garment (1959) Ltd., Winnipeg.

"We started shipments to Italy in 1949 and succeeded in selling several hundred head of Holstein breeding stock at that time. From then, due to a variety of reasons beyond our control and also due to the fact that the early production of these first Canadian animals did not appear to justify the greater cost of Canadian livestock (which was made even greater by restrictive regulations imposed by the Italian authorities), our exports to Italy dwindled to the shipment of a dozen or so bulls in the following ten-year period.

"However, by 1960 the Canadian Holstein had already established herself as beyond doubt the most profitable dairy cow in Italy. She had proven her value as a producer and as a reproducer, and even though the restrictive regulations made the importation of Canadian cattle not only highly expensive but also highly difficult, the demand increased so that today Italy is one of the leading importers of the highest quality Canadian Holsteins.

"We have always found relations with Italians very friendly and we have always found Italian importers true to their word. We have no accounts receivable in Italy, and although officially we have no agents, every one of our clients is an active promoter of Canadian cattle."

—Hays Farms International Ltd., Oakville.

Selling to FAO

THE Food and Agriculture Organization of the United Nations (FAO), founded in Quebec in 1945, is responsible for nutrition, food and agriculture (including fisheries and forestry) within the UN family. Since 1951 it has operated from its Rome headquarters in buildings donated by the Italian Government and destined originally to house the Italian Ministry of Colonies.

The vast majority of FAO's agricultural specialists in Rome "collect, analyse, interpret and disseminate information relating to nutrition, food and agriculture".* But many of these specialists are devoting more and more time to acting as the executing agency for UN Special Fund projects. FAO has assumed responsibility for about 40 per cent of all projects approved by the Special Fund. A good part of the project funds are spent on equipment, consultants and aerial surveys, and this means opportunities for Canadian firms. Some companies from Canada have already succeeded in obtaining and are now working on or have already completed FAO contracts. Others have tried to get some of this business without success. This article may help firms which have not yet approached FAO to decide whether they wish to try for contracts.

In general terms, a UN Special Fund project involves personnel, building, transport, and possibly some survey work. Responsibility for providing all this is divided between the executing agency (in this case FAO) and the receiving country. Generally FAO provides the expert help, machinery, equipment and surveys, with the recipient country assuming responsibility for supporting staff, office space, construction of necessary buildings, and provision of local transport, as well as for equipment manufactured domestically. The opportunities for Canadian firms thus fall under three headings: consultants, aerial surveys, equipment and machinery.

*FAO Constitution—Article 1.

Consulting Engineering

Consultants have the hardest time obtaining business and must overcome several obstacles to achieve even an invitation to tender on a project. The first hurdle is a decision that is made within FAO: should a study or a survey entailed in a project be undertaken by a private firm of consultants (this is called subcontracting), or be assigned to individual experts hired by FAO for the duration of the project. In the majority of cases FAO decides against subcontracting and there is no opportunity for private consulting firms. There are probably two reasons for this. First, many of the projects require skills that consulting firms do not offer (such as creation of an agricultural school or a veterinary laboratory), and second, the FAO specialists in Rome administering these projects like the greater control that direct recruiting of experts provides.

If a technical division of FAO has decided to subcontract, it prepares a list of the consulting firms that it wishes to be invited to tender. This list is submitted to an FAO steering committee and the receiving government for approval, and once this is obtained, the invitations go out to the chosen firms. It is FAO policy to ask only a few, generally about four, to tender each time, so that inevitably many good companies interested in a project are bypassed. Naturally the FAO specialists tend to limit their invitations to firms that they know and trust, that already have considerable overseas experience, and that have worked for FAO or other international organizations such as the World Bank. This puts consultants who do not have this experience at a disadvantage, even though they may be technically qualified to undertake the work. The best course for such consulting firms to follow is to persist and to associate themselves with other companies that are receiving from FAO invitations to tender. The latter applies particularly to small specialized firms unable to offer all the skills that a survey may require.

First Steps

The mechanics of trying to obtain FAO business are simple. Write the Food and Agriculture Organization (FAO), Rome, Italy, expressing your company's interest and asking for a registration questionnaire. You should address your letter to F. J. Bauhofer, Chief of the Purchasing and Control Section of the Department of Administration and Finance. Once your completed questionnaire is accepted, you will be included in the FAO register of consultants. To learn about new UN Special Fund projects assigned to FAO for execution every six months you should write to the Canadian Consul and Trade Commissioner in New York. At your request he will send you brief descriptions of these projects and you can select those that appear to need your services.

The next step is to write FAO expressing your interest in a specific project or projects, and if possible explaining why your company is particularly suited to undertake the surveys the project requires. If you are interested in several projects, send an equivalent number of copies of your letter. Your letter will go to the technical divisions responsible for the project, which should advise you of its present status and whether consultants will be needed. If you send a copy of your letter to the Commercial Counsellor, Canadian Embassy, Via G.B. de Rossi 27, Rome, he will try to amplify the information you receive from FAO.

You should not expect immediate action on your letter to FAO. UN Special Fund approval of a project merely means that UN funds are available. Before work on the project begins, a written agreement must be made with the receiving government and FAO must be certain that it will meet its commitments. This takes months, sometimes years, to achieve. In addition, survey work may only be needed halfway through a three-year project.

Following the above steps may bring an invitation to tender but if possible, you should follow up the letters by visits to FAO whenever a member of your company is in Rome. The Canadian Commercial Counsellor in Rome will help to arrange appointments.

Aerial Surveys

Unlike work for consultants, FAO does not limit the number of its invitations when a project involves aerial survey work, but sends them to all aerial survey firms registered with it. At present about thirty firms are registered and the bidding is highly competitive.

Through the Arch of Constantine in Rome one sees on the left the buildings donated by the Italian Government in 1951 to serve as the world headquarters of FAO. Canadians marketing engineering services or aerial surveys or trying to sell capital equipment should be sure to make a visit to FAO part of their Italian itinerary.

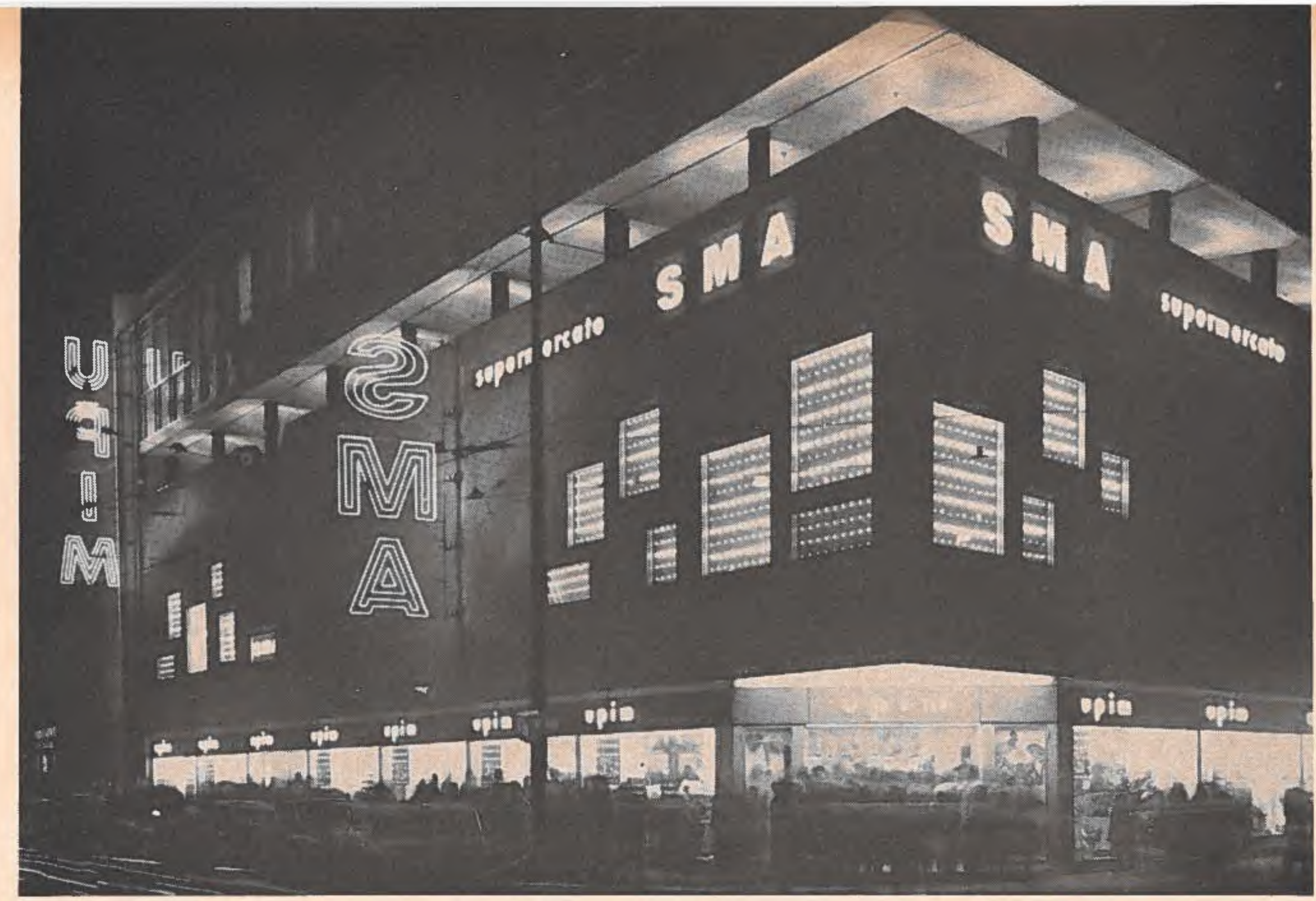
The procedure for registering is identical to that followed by consultants. Write to FAO in Rome, addressing your letter to F. J. Bauhofer, Chief of the Purchasing and Control Section of the Department of Administration and Finance.

Supplies and Equipment

UN Special Fund projects offer considerable opportunities for supplying equipment and machinery. Its needs cover a wide range but generally fall within the following categories: farm machinery, laboratory and survey equipment, vehicles, tools, logging and sawmilling equipment, fishing gear, fertilizers, seeds and pesticides.

The decision on which equipment to buy is made by the project officer in the field, the technical officer in Rome who is responsible for the project, and the Purchasing and Control Section of FAO. In making their selections, these officers rely upon their personal experience and on a large catalogue library at the FAO headquarters in Rome. This library contains, classified by equipment type, catalogues from all the manufacturers who have registered with FAO and have sent copies of their literature. If your products fall within the above general headings and you are not yet registered with FAO, register today. There is no guarantee of success, but it is an easy step and might bring you some business. Send your letter and a description of your company to the attention of F. J. Bauhofer, Chief of the Purchasing and Control Section of the Department of Administration and Finance, FAO, Rome. Include two copies of your literature, asking that one be sent to the appropriate technical division. In addition, whenever a member of your company is in Rome, tell him to visit FAO; it might be worthwhile. The Canadian Commercial Counsellor will be pleased to arrange appointments for you.

—W. J. JENKINS,
Commercial Secretary, Rome.



—Supermarkets SMA S.p.a.

Night shopping in Milan, as customers crowd into a combination variety store and supermarket. There is one self-service supermarket in the north and in central Italy for each 182,000 people and fewer in the south, but the number is increasing rapidly.

How to Sell in Italy

- **Why Not Use Trade Fairs?**
- **How Italians Buy**
- **We Can Help You Help Yourself**

Why Not Use Trade Fairs?

Italy stages over 105 trade fairs and shows every year, and in many of them exhibitors from other countries are accepted. Perhaps your firm should consider the trade-fair method of pioneering a market.

N. R. CUMMING, *Consul and Assistant Trade Commissioner, Milan.*

THE Italian businessman looks on trade fairs, particularly the specialized shows, as an important sales medium. The fact that the official schedule for 1964 as published by the Italian Ministry of Industry and Commerce lists a total of 103 fairs, plus four principal fashion shows, confirms this. Of these fairs, 50 are international in character and permit foreign participation. The others are general and specialized national events or specialized inter-provincial fairs. Most of them take place in the spring but there are a number held during the autumn.

Italian fairs cover a wide range of industries and commodities. Agriculture naturally plays a leading rôle in many, with a number devoted strictly to cattle, dairy products, prepared foodstuffs, and agricultural machinery. This year, Canadian cattle have been exhibited at both Milan and Verona.

The biggest fair of the year is the Milan International Samples Fair in April. This is a horizontal show that includes virtually all industries and touches every sector of the economy. This year, 13,973 exhibitors (3,670 came from 85 different countries) displayed their goods in this giant showcase, regarded as one of the principal annual general fairs in Europe. Canadian furs were featured in a prestige display sponsored by the Department of Trade and Commerce; it was visited by over 200,000 people.

Some manufacturing industries organize smaller specialized shows which are highly regarded—the Genoa Boat Show, the International Electronic Components Show in Milan, and the International Automobile Show at Turin are three examples. Next January, the Department of Trade and Commerce will mount a display at the Genoa Boat Show as a step toward capturing a share of the growing market for pleasure craft, components and marine hardware.

Aid in Market Research

In addition to sponsoring full-scale participation in some fairs, the Canadian Government through the Trade Commissioner offices in Milan and Rome uses certain fairs as a means of market research in areas of particular interest. By the end of this year, Trade Commissioners from Rome and Milan will have operated commercial offices or information booths at international fairs in Milan, Padua and Cagliari. The cost of this type of participation is relatively low, it proves useful in assessing the value of full-scale participation, and it facilitates Canada's participation in the more important events. Exporters seeking market information on and names of potential agents in these areas should inform the Milan or Rome office well in advance of the fair and should send catalogues, price lists and even samples when the Trade Commissioner recommends this.

Generally, the Trade Commissioners in Italy also visit any important fairs in which there is no direct official Canadian participation. This enables them to keep informed about what foreign and local exhibitors are displaying.

Naturally, nothing really takes the place of a personal visit to a fair if it is of direct interest to an exporter. However, he is advised to write to the Trade Commissioner well ahead of time, giving dates and other details so that a program can be planned that will make good use of his time.

The Canadian is also reminded that hotel accommodation in some Italian cities is difficult to arrange at short notice, particularly during fair weeks, and reservations should be booked as early as possible.

Value of Fairs Proved

Italian businessmen look on trade fairs as an integral part of their sales promotion program. By the same token, international fairs in Italy have helped many foreign firms get started in the market by bringing them into contact with potential agents or distributors who attend the fairs to check on competition and to find suppliers, as well as to support their own sales operations. If you are not now participating in fairs, either directly or through your agent, you may be overlooking a valuable introduction to the Italian market.

Inquiries about participation in displays sponsored by the Department of Trade and Commerce should be directed to the Director, Trade Fairs and Missions Branch, Ottawa. Correspondence about the commercial information stands should be addressed to the Trade Commissioner's office in either Rome or Milan. •

INTERNATIONAL TRADE FAIRS IN ITALY—1964

Date	Location	Fair
General		
March 7-22	Cagliari	XVI International Fair of Sardinia
April 12-25	Milan	XLII Milan International Samples Fair
May 23-June 7	Palermo	XIX Mediterranean International Samples Fair
June 1-14	Padua	XLII Padua International Samples Fair
June 21-July 5	Trieste	XVI Trieste International Samples Fair
August 9-23	Messina	XXV Messina International Samples Fair
September 10-23	Bari	XXVIII Levantine International Samples Fair
September 11-21	Bolzano	XVII Bolzano International Samples Fair
January 16-20	Verona	I Salon of Earthmoving Equipment and Rural Development
January 25-February 5	Genoa	III International Boat Show
January 25-February 5	Genoa	IV International Camping Trailer Salon
February 16-23	Milan	II International Toy Fair
March 8-16	Verona	LXVI International Fair of Agriculture and Zootechny. XVII Salon of Agricultural Machinery
March 14-17	Milan	International Sports Goods Market—MIAS
April 4-12	Bologna	International Book Fair dedicated to children and adolescents
April 12-19	Turin	XVIII International Clothing Showmart
April 24-May 10	Florence	XXVIII International Artisan Fair
May 8-22	Bologna	International Food Salon
May 27-June 7	Turin	XI International Salon of Aviation
May 28-June 2	Piacenza	VI International Show of Hydrocarbon Products
June 4-9	Milan	International Textile and Clothing Market
June 18-29	Rome	International Display of Electronics, Nuclear and Radio-Cinematography
July 26-August 23	Gualdo Tadino (Perugia)	VI International Exhibit and Competition of Ceramics
September 3-6	Venice	X International Aviation Exhibit
September 6-16	Vicenza	International Salon of Ceramics and Glass
September 11-20	Cremona	XIX International Dairy Cattle Fair
September 12-20	Milan	II International Electronic Components Salon
September 12-20	Vigevano (Pavia)	Leather and Shoe Week—XXVIII International Salon
September 13-27	Forlì	XIV International Salon of Hotel and Tourist Management and Technique
September 15-27	Monza (Milan)	International Furnishing Exhibit
September 19-27	Milan	European Salon of Plastics—PLAST 64
September 19-October 1	Turin	XIV International Technical Salon
September 20-30	Parma	XIX International Exhibit of Alimentary Preserves and relative Packaging—International Salon of Equipment for Alimentary Industry
October 1-6	Reggio Emilia	Review of Swine Breeding and Production
October 8-13	Verona	International Autumn Cattle Fair
October 13-21	Turin	XIX International Clothing Showmart
October 24-November 8	Florence	II International Hunting Showmart
October 31-November 11	Turin	XLVI International Automobile Salon
November 1-3	Milan	VIII International Camping and Sports Salon—SINCAS
November 12-17	Milan	International Textile and Clothing Market
November 22-27	Milan	VIII International Exhibit—Congress of Automation and Instrumentation
December 2-16	Reggio Calabria	XVI International Fair of Citrus Fruit, Essences and Oils

Canada at the Triennale

THE Triennale of Milan has the reputation of being the world's leading exhibition in the field of industrial design. This year the 13th Triennale opened on June 12 and will run until September 27. It is being held in the Palazzo dell'Arte on the edge of one of Milan's large parks and near the famous Sforza Castle. The theme is "Leisure Time" and both the foreign and Italian exhibits are intended to illustrate how people spend their leisure time in various countries.

Canada has prepared two exhibits. The one inside the Palazzo dell'Arte contains four major things used by Canadians outdoors in their leisure time, one for each of the four seasons—a SKI-DO snow vehicle, a canoe, a trailer and a Penguin amphibious car. This exhibit is backed up by large photo-murals of Canadian outdoor scenes and transparencies showing the four products in use.

A summer home entirely of wood designed by a Canadian firm of architects has been built in the park near the Palazzo dell'Arte under Canadian supervision. The cottage has an indoor living area of 850 square feet, a screened porch measuring 50 × 10 feet, and a cedar-planked sundeck attached to the front of the cottage measuring 35 × 20 feet. The over-all living area thus exceeds 2,000 square feet.

Extensive use of wood in house construction is so rare in Italy that the Italian consulting architect, a man of 30 years' experience in the building trades, had never before been associated with the building of an entirely wooden house. Italian homes, even seaside and mountain cottages, usually use other materials such as brick and stone and are built to quite different basic designs. The major wood used throughout the Canadian cottage is western red cedar with a natural finish, but other woods are also employed. The impact of this design on Italian architecture and construction is expected to be dramatic.

On display also in the area surrounding the cottage are a 17-foot runabout boat, water skis and other aquatic equipment. An outdoor play area for children includes a sandbox with inflatable toys, swings, a teeter totter, and so on.

Canada's participation in the 13th Triennale has been planned not only with a view to enhancing our international reputation for good design, but also to create an interest among Italians in these products. It is hoped that the Canadian companies exhibiting will make some sales.

—N. R. CUMMING,
Consul and Assistant Trade Commissioner, Milan.

Italians are spending more as their incomes rise, but the buying pattern differs from the Canadian. So does the distribution system: department stores and supermarkets play a less vital rôle, though they are growing in numbers and in importance.

J. J. R. GAGNON, *Assistant Commercial Secretary, Rome.*

How Italians Buy

ITALY is becoming a better market for Canadian exporters every year, but it is also a market with many individual characteristics. Italian tastes often differ from those in other countries and so do methods of distribution. But consumer tastes here are changing and so are buying habits, as spending power increases and as Italy becomes more and more open to imported products.

Per capita income in Italy has gone up substantially since the war and in the last three years this rise has been particularly rapid. Currently it is estimated at $850 compared with $547 in 1961, but it is still well below the figure in Canada and in most Northern European countries.

Naturally this increase in income has resulted in greater spending on private consumption. In the last ten years, private consumption expenditures have doubled—from U.S.$1.4 billion in 1953 to U.S.$2.8 billion in 1963.

Buying Habits

Per capita income still varies widely in the four main economic regions in Italy—the north, the central region, the south, and the islands of Sicily and Sardinia; the north is by far the most prosperous and the south the poorest. This disparity in income influences the scope and the type of buying. For example, a larger share of family income in the north is spent on household appliances and on luxury goods and in the south the spending on food is proportionally higher. All over Italy, however, spending on food is greater than in most other European countries, but this pattern is changing. In 1948, food accounted for 53 per cent of the Italian family budget but by 1961, it accounted for only 42.2 per cent. Italians in general eat much less meat than Canadians but since the war their purchases of milk, sugar, fresh fruit and vegetables have been rising.

Other Spending

Italians spend about the same percentage of their income on clothing as Canadians do but ready-mades are not as popular. Traditionally, women have favoured custom-made clothing but for both sexes, the factory is gradually replacing the dressmaker and the tailor. Recent statistics reveal that 35 per cent of the clothing bought is now ready-made.

There is also a different pattern of household spending. The average Italian spends only 16 per cent of his income on his home; the average Canadian spends 26 per cent. On one item alone, household appliances, the Canadian spends twice as much. Labour is still relatively cheap in Italy and a large number of people are willing to work as domestic servants. Gradually the factory is luring them away, however, and Italians are as a result turning to household appliances. Even so, in 1963 only 30 per cent of Italian homes had refrigerators, only 7 per cent vacuum cleaners, and only 4 per cent washing machines.

The number of private automobiles in circulation has gone up sharply in the last ten years—from 612,944 in 1953 to some four million in 1963—though the recent imposition of luxury taxes by the Government has slowed down this trend. Telephone subscribers have trebled in the last decade to reach some four million. Spending on recreation has doubled, with about half of it going to the cinema, despite the development of television. Sports in general account for less than 10 per cent; soccer is the most popular sport and the best organized professionally. Skiing is constantly attracting new fans.

Wholesale Trade

Most commodities work their way through a complicated distribution system of wholesalers and retailers before they reach the ultimate consumer. By North American standards, the process is rather antiquated and slow and increases the price of goods to the consumer—especially foodstuffs.

Although wholesale trade is not as well developed as it is in some other European countries, at the end of 1962 there were about 82,076 wholesalers throughout the country, 65 per cent of whom (54,113) were operating in northern Italy. Central Italy had 16 per cent and southern Italy and the islands some 18 per cent. The distribution by trade sectors reflects the differing economic interests of the different areas. In the south and the islands, which are mainly agricultural and have industries connected with agriculture, the number of wholesalers handling food products is much greater than those doing a general business. In central and northern Italy, on the other hand, the largest number handle manufactured goods. Some 56 per cent of those in the north specialize in products other than food, in central Italy 53 per cent, and in the south only 38 per cent. In some sectors, such as toys, there are scarcely any wholesalers and the retailers prefer to buy direct. In others, such as food, a large wholesaler often sells to a small one, who in turn sells to a retailer.

TABLE I

DEPARTMENT STORES

Zone	Number	Per cent of total	With food department
North	123	44.6	52
Centre	60	21.7	18
Mezzogiorno	93	33.7	27
Total	**276**	**100**	**97**

Retail Trade

At the end of 1962, Italy had 913,252 retailers: about 436,217 in the north, 180,322 in central Italy, and 296,713 in the south and islands. Retail trade is still dominated largely by small individual outlets run by the owner with the help of his family or with one or two paid assistants. Most of them do not have enough capital to expand or to adopt new merchandising techniques. But modern retail outlets, such as department and self-service stores, have been increasing rapidly in the last three or four years, particularly in the large cities, where the turnover justifies investment in new facilities. But they still account for only about 5 per cent of all goods sold at retail. The number of stores handling food products exceeds those handling other lines and the proportion of non-food retailers generally diminishes as one moves from northern to southern Italy.

The north, with 44.6 per cent of the number of units, takes in 48.6 of the total area of Italy. In this region and in the centre, the density of stores is one for every 178,000 inhabitants compared with one for every 200,000 in southern Italy and the islands.

TABLE II

SELF-SERVICE SUPERMARKETS IN ITALY

Zone	Number	Per cent of total	Per cent of total area*
North	138	66.7	60.1
Centre	41	19.8	25.5
Mezzogiorno	28	13.5	14.4
Total	**207**	**100**	**100**

*Including food department, of department stores.

At the end of June 1963 (the figures are of course rising steadily) there were 207 self-service supermarkets. Table II shows how these were distributed.

Here the difference of concentration between the centre, north and south is even more marked. Based on the above statistics, it is calculated that there is one self-service supermarket in the centre and north for each 182,000 people and one for 665,000 people in the Mezzogiorno. Department stores and supermarkets added together make up 484 modern large retailing units, a developing but still small proportion of the 913,252 retail outlets.

Not all the retail trade in Italy is done through stores large and small. Itinerant traders are still fairly common; they cover practically all of the country and do about 25 per cent of the retail trade. In 1962, there were about 300,240 of these traders, with 40 per cent in the south, 24 per cent in central Italy, and 36 per cent in the north. Some 56 per cent of these concentrate on selling foodstuffs only. In fact, the composition of their trade somewhat resembles that of the retail stores—as one moves from north to south the number of traders supplying the primary necessities of life tends to increase.

Canadian exporters looking towards the Italian market should have some understanding of the buying habits of the Italian people and the system of distributing goods, though only a personal visit can give a comprehensive idea of how the system works.

Furs at Milan

CANADA, the traditional source of the world's finest furs, presented at this year's Milan International Samples Fair a well-planned display of Canadian fur skins and garments. The raw skins were sent from Canada and garments made from them were provided through the co-operation of a number of important fashion houses and furriers in Milan.

The stand was visited by over 200,000 people during the two weeks of the Fair and the result was contacts with many furriers and wholesalers who displayed a keen interest in Canadian skins and the Canadian fur auctions. And the sighs of thousands of female visitors testified to the effectiveness of the display in furthering Canada's reputation among the fur-buying public.

We Can Help You . . .

ROME

J. H. Stone
Commercial Counsellor

W. J. Jenkins
Commercial Secretary

J. J. R. Gagnon
Assistant
Commercial Secretary

MILAN

A. B. Brodie
Consul General and
Trade Commissioner

N. R. Cumming
Consul and Assistant
Trade Commissioner

Help Yourself . . .

1. Take a sharp look at the market for your products. Canadian Trade Offices in Milan and Rome, the Department of Trade and Commerce in Ottawa, your manufacturing or trade association, your bank and many other organizations are eager to help you see it clearly.

2. Submit your catalogues (with samples if appropriate), and careful prices to several qualified agents, importers or users in Italy. The Trade Officers in Rome and Milan can do this for you.

3. Visit the market, if there are real prospects. No one else can do this for you; no one but you can make the best choice of an agent or distributor.

4. Follow through. This is where some exporters fail. If you cannot return for a second visit, you can write, cable or telephone. A sample, or sample order, will rarely be followed by a sale unless you push.

5. Service the account. You don't expect to maintain sales volume in Calgary or Chicoutimi without service; don't expect to do so in Naples either.

6. Support your sales. The sales techniques—advertising, calls, letters, technical manuals—that are routine for domestic sales are equally important abroad.

7. Support your product: if something goes wrong, fix it promptly. It's cheaper than losing business permanently.

8. Know your market—see it regularly for yourself, keep abreast of developments. Read *Foreign Trade* to help you keep in touch.

9. Know your customers. Each one is different—especially abroad—and each one likes the personal approach.

10. Review your marketing arrangements regularly. All firms have their ups and downs and today's good agent may be tomorrow's failure.

Business Briefs from Italy

Bowling Equipment

Bowling came to Italy only three years ago; the first bowling alley in the country was inaugurated in 1961. Since then, it has become so popular that there are now two bowling centres in Rome, three in Turin, five in Milan, and one each in Naples, Palermo, Bologna, Catania and Parma. One of the bowling centres in Turin has 36 lanes and is the largest in Europe. All of these alleys are for American ten-pin bowling.

No bowling equipment is made in Italy: all the lanes so far established here have used equipment purchased from either AMF or Brunswick of the United States, both of which have offices in Milan and Rome. AMF operates by building bowling alleys for rent to chain operators but Brunswick sells its equipment outright, with the exception of one pilot bowling alley established to demonstrate the firm's equipment.

The current price that bowling alleys charge ranges from 300 to 400 Italian lire per game (approximately 50 to 70 cents), with the price varying from weekdays to holidays and Sundays. According to a recent survey, every bowling centre has a clientele of 5,000 to 6,000 and the number of bowling fans continues to rise. An Italian Federation of Bowlers was set up recently to organize national competitions.

Canadian manufacturers of bowling equipment who wish to sell in Italy should approach the market via the United States head offices of AMF and Brunswick. The purchase orders originate there, not in the Italian offices of these companies. There do not seem to be any purely Italian firms importing equipment, although as the market grows, these companies may well be formed —Rome.

Chemicals in Sardinia

A large plant to produce various chemicals is being built in Sardinia, near Cagliari, by the Rumianca Company. The factory will employ about 1,000 workmen and 130 clerical staff. Annual production will include 42,000 metric tons of soda, 37,000 tons of chlorine, ethylene and propylene products, 30,000 tons of polyvinyl chloride, 18,000 tons of low-density and 100,000 tons of high-density polyethylene—Rome.

Consumer Goods

Since April 22, 1964, Italian importers of household appliances, radio and TV sets, automobiles, sporting boats, and other durable consumer goods have had to pay their foreign suppliers within 30 days of the arrival of the goods in Italy. The previous regulations allowed 360 days—Rome.

EIB Loans

The European Investment Bank has agreed to loan 17,050 million lire to finance two power stations and three new factories and to extend two existing plants in southern Italy. The factories will produce cast iron radiators, refrigerators, bicycle frames, phosphates and polyphosphates for non-agricultural use, and asbestos cement products—Rome.

Fiat Car

The FIAT company of Turin has recently introduced a new model which fills a gap in its small car range. The 850, as it is called, fits in between the 600 and 1100 models (both of which will continue unchanged), has a rear-mounted four-cylinder water-cooled engine and four-speed manually controlled gear-box with all forward ratios fitted with synchromesh—Rome.

Green Giant Factory

The most modern canning plant in Europe is being built by Green Giant (United States) at Cremona in northern Italy. The plant will open later this year and will can peas, beans, asparagus and corn—Rome.

Oil Refineries

Italy now boasts 36 refineries located throughout the country, with a capacity of over 61 million metric tons of refined products. Production during the past year was better than 45 million metric tons (approximately 40 million in 1962) and it is expected that the throughput will be increased by more than 10 per cent during the current year.

The Italian refineries represent a substantial foreign capital investment. Some 16 plants are fully controlled from outside Italy. U.S. companies control five refineries, British four, French two, Belgian three, and German two. Three refineries have mixed capital and 17 are wholly controlled in the country.

The increase in the number of refineries means that more crude oil is being imported—slightly more than 37 million metric tons in 1963. Additionally, some two million tons of Italian crude—mainly from Ragusa, Sicily—was cracked during the last year. Exports of refined products from crude, (not included in the above figures) totalled almost 10 million tons. The principal markets were Switzerland, Austria, the Scandinavian countries and Spain—Milan.

Paperboard in Sicily

A paperboard factory with an annual production of 50,000 metric tons was recently completed in Sicily. The plant is said to be the largest in Europe and its electronic control system makes it unique in continental Europe—Rome.

Pharmaceutical Products

The Dow Chemical Company of the United States and LEDOGA S.p.A. of Milan, Italy, have agreed to co-operate in research, production and marketing activities in the United States, Italy and other markets. LEDOGA S.p.A. represents a large industrial combine for pharmaceutical products—Rome.

Rubber Goods

Production of rubber goods in Italy increased in 1963 by 18.7 per cent—from 242,482 metric tons in 1962 to 287,830 in 1963. Of this total 166,327 tons were automobile tires and 79,596 tons technical products. The remainder consisted of tires, footwear, hygienic-sanitary articles, etc.

During the first ten months of 1963 exports totalled 38,326 tons against 29,525 in the same period of 1962. Imports of rubber goods into Italy increased 23 per cent during the same period—Rome.

Shell Refinery

Shell Italiana will build a four-million-ton refinery at Taranto in southern Italy, at an initial cost of 25 billion lire. It is scheduled to start operation in the second half of 1966 and to begin processing three million tons of crude oil a year (not including the 30 per cent reserve capacity called for by laws now in force). Annual production will total 1.7 million metric tons of diesel oil, 500,000 of gasoline, 400,000 of fuel oil, 100,000 of petrol and fuel for turbine-reactors, and 100,000 of bitumen—Rome.

State-Controlled Investment

State-controlled corporations will invest 709.7 billion lire (about $1.2 billion) in Italy this year. Southern Italy will receive 310 billion, 44 per cent of which goes to steel and related industries, 12.5 to the petrochemical industry and 3.5 to the mechanical industry—Rome.

Steel

Italian steel production rose 4.1 per cent last year to a record 10.2 million metric tons. Output of pig iron was 3.7 million metric tons, a 5.2 per cent increase over 1962. Steel imports in 1963 totalled 4.9 million metric tons, about 29 per cent more than 1962, and exports totalled 1.13 million—Rome.

FOREIGN TARIFFS AND TRADE REGULATIONS

Austria

FURTHER LIBERALIZATION OF TRADE—The Government of Austria has advised the GATT Secretariat that from June 1, 1964, the import of products under some seventy tariff positions has been liberalized from member countries of the GATT, with the exception of Cuba, Czechoslovakia and Japan. Global quotas, to the extent that they are maintained after the new liberalization measures, will be increased by 20 per cent on that date.

The list of liberalized items includes a wide range of goods under the following broad headings:

> vegetable products, mineral products, chemicals and chemical products, pharmaceuticals, rubber and rubber products, leather articles, flax and ramie, carpets, footwear, headgear, glassware, articles of iron and steel, machinery (electrical and non-electrical), vehicles, toys and miscellaneous manufactured articles.

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

Venezuela

MINIMUM LEGAL PRICES DECREED FOR 64 BASIC FOOD ITEMS—Our office in Caracas reports that the Venezuelan Ministry of Development issued decree No. 1668 of June 15, 1964, introducing price control for 64 basic food items. Among the items affected are meats, fish, eggs, edible oils (both vegetable and animal lards), bread, pasta, grains, potatoes, sugar, salt and wheat flour.

Foreign Trade Service Abroad

Territory	Officer	City Address	Mail and Cables, Office Telephone & Telex
Argentina Paraguay	M. B. Bursey Commercial Counsellor J. G. Ireland Commercial Secretary	Canadian Embassy Bartolome Mitre 478 BUENOS AIRES	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* 33-8237
Australia (Capital Territory New South Wales, Northern Territory Queensland) Dependencies	J. A. Stiles Commercial Counsellor for Canada R. L. Richardson Assistant Commercial Secretary E. E. Price Assistant Commercial Secretary	21st Floor A.M.P. Building Circular Quay SYDNEY	*Mail:* P.O. Box 3952 G.P.O. *Cable:* CANADIAN *Phone:* 27-7565 *Telex:* SYD 20600 (CANGOVT AA 20600)
Australia (Victoria, South Australia, Western Australia, Tasmania)	H. A. Gilbert Commercial Counsellor for Canada (absent) R. D. Lucas Acting Commercial Secretary	Mobile Centre 2 City Road SOUTH MELBOURNE	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* 61-3473 *Telex:* 30501 (CANGOVT AA 3051)
Australia	J. B. O'Neill Commercial Counsellor D. I. Campbell Assistant Commercial Secretary	Office of the High Commissioner for Canada Commonwealth Avenue CANBERRA	*Mail:* (City Address) *Cable:* DOMCAN *Phone:* 7-2541 *Telex:* CBA C217 (DOMCAN CBA)
Austria Albania, Bulgaria, Czechoslovakia, Hungary, Rumania, Yugoslavia	C. J. Van Tighem Commercial Counsellor for Canada W. J. Collett Commercial Secretary L. R. Wilson Assistant Commercial Secretary	Obere Donaustrasse 49/51 VIENNA II	*Mail:* P.O. Box 190, Vienna 1/8 *Cable:* CANADIAN *Tel.:* 23-32-94 *Telex:* 1-3380 (DOMCAN VIENNA)
Belgium Luxemburg, European Economic Community, European Atomic Energy Community, European Coal and Steel Community	L. H. Ausman Commercial Counsellor M. Faguy Assistant Commercial Secretary	Canadian Embassy 35 rue de la Science BRUSSELS 4	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* 13.38.50 *Telex:* 0-2613 (DOMCAN BRU)
Brazil	J. P. Richards Acting Commercial Secretary	Canadian Embassy Edificio Metropole Av. Presidente Wilson 165 RIO DE JANEIRO	*Mail:* Caixa Postal 2164-ZC-00 *Cable:* CANADIAN *Phone:* 42-4140 *Telex:* RIO 175 (DOMINION RIO)
Brazil	D. M. Holton Consul and Trade Commissioner	Canadian Consulate Edificio Alois Rua 7 de Abril 252 SÃO PAULO	*Mail:* Caixa Postal 6034 *Cable:* CANADIAN *Phone:* 36-6301
Britain	B. C. Butler Minister (Commercial) (absent) S. G. Tregaskes Commercial Counsellor J. M. Rochon Commercial Counsellor (Metals and Minerals)	Office of the High Commissioner for Canada One Grosvenor Square LONDON, W.1	*Mail:* (City Address) *Cable:* SLEIGHING, LONDON, W.1 *Phone:* MAYfair 9492 *Telex:* 2-2526, OR 2-8240 (DOMINION LDN)

Territory	Officer	City Address	Mail and Cables, Office Telephone & Telex
Britain	D. B. Laughton Commercial Counsellor (Agriculture) G. E. Woollam Commercial Counsellor (Agriculture) H. M. Maddick Commercial Counsellor W. M. Miner Commercial Secretary (Agriculture) E. J. Ward Commercial Secretary (Timber) (absent) O. Hickie Commercial Secretary (Timber) G. W. Rooney Assistant Commercial Secretary (Industrial Development) N. L. Williams Assistant Commercial Secretary E. L. Bobinski Assistant Commercial Secretary Miss M. A. Armstrong Attaché (Exhibitions) H. G. Garland Attaché (Fisheries)		*Cable:* TIMCOM, LONDON, W.1
Britain (Midlands, North England)	W. R. Van Canadian Government Trade Commissioner (absent) D. S. Armour Acting Trade Commissioner	Martins Bank Building Water St. LIVERPOOL	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* MARitime 2177
Britain (Scotland)	Finlay Sim Canadian Government Trade Commissioner	Cornhill House 144 West George St. GLASGOW C.2	*Mail:* (City Address) *Cable:* CANTRACOM *Phone:* DOUglas 6751
Britain (Northern Ireland)	Finlay Sim Canadian Government Trade Commissioner	15-17 Chichester St. BELFAST 1	*Mail:* (City Address) *Phone:* 21867
Cameroun Central African Republic, Chad, Congo (Brazza-ville), Gabon		Canadian Embassy Soppo Priso Bldg. rue Joseph Clerc YAOUNDE	*Mail:* P.O. Box 572 *Phone:* 38-03
Ceylon	Commercial Division	Office of the High Commissioner for Canada 6 Gregory's Road Cinnamon Gardens COLOMBO	*Mail:* P.O. Box 1006 *Cable:* CANADIAN *Phone:* 91341
Chile	J. R. Midwinter Commercial Secretary	Canadian Embassy 5th Floor Agustinas 1225 SANTIAGO	*Mail:* Casilla 771 *Cable:* CANADIAN *Phone:* 64189
Colombia Ecuador	J. C. Bradford Acting Commercial Secretary	Canadian Embassy Edificio Banco de Los Andes Carrera 10, No. 16-92 BOGOTA	*Airmail:* Apartado Aereo 8582 *Surface Mail:* Apartado 1618 *Cable:* CANADIAN *Phone:* 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	*Mail:* Boîte Postale 8341 *Cable:* CANADIAN *Phone:* 2706 *Telex:* LEO 68 (DOMCAN LEO)
Cuba	Commercial Division	Canadian Embassy Calle 30 No. 518 esquina 7ª Avenida Miramar HAVANA	*Mail:* Gaveta 6125 *Cable:* CANADIAN *Phone:* 32-3526
Denmark Greenland, Poland	K. Nyenhuis Commercial Counsellor K. O. Hillyer Assistant Commercial Secretary	Canadian Embassy Prinsesse Maries Allé 2 COPENHAGEN V	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* Hilda 3306
Dominican Republic Puerto Rico	K. F. Noble Commercial Counsellor and Consul	Canadian Embassy Edificio Copello 408 Calle El Conde SANTO DOMINGO	*Mail:* Apartado 1393 *Cable:* CANADIAN *Phone:* 2-8138
France Algeria, Morocco	R. Campbell-Smith Minister-Counsellor (Economic/Commercial) G. P. Morin Assistant Commercial Secretary D. H. M. Branion Assistant Commercial Secretary	Canadian Embassy 35 Avenue Montaigne PARIS 8e	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* BALzac 99-55 *Telex:* 2-0600 (DOMCAN PARIS)
Germany Federal Republic (States of Baden-Wurttemburg, 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	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* 76995 *Telex:* 886421 OR 886422 (DOMCAN BONN)
Germany (State of North Rhine-Westphalia)	H. E. Campbell Consul J. A. Elliott Consul G. D. Valentine Vice Consul	Canadian Consulate Bismarckstrasse 95 4 DUESSELDORF 1	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* 2-05-25
Germany (City States of Bremen and Hamburg, States of Lower Saxony and Schleswig-Holstein)	R. E. Gravel Consul General	Canadian Consulate General Ferdinandstrasse 69 HAMBURG	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* 326149
Ghana Guinea, Ivory Coast, Liberia, Mali, Mauretania, 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	*Mail:* P.O. Box 1639 *Cable:* CANADIAN *Phone:* 4824
Greece Turkey	B. A. Macdonald Commercial Counsellor (absent) F. I. Wood Acting Commercial Secretary	Canadian Embassy 31 Vassilissis Sophias Ave ATHENS 138	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* 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.	*Airmail:* P.O. Box 400 *Surface Mail:* P.O. Box 444 *Cable:* CANADIAN *Phone:* 28448
Haiti	Chargé d'Affaires, a.i. and Consul	Canadian Embassy Route du Canape Vert St. Louis de Turgeau PORT AU PRINCE	*Mail:* 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 N. R. Gish Assistant Trade Commissioner	Hong Kong and Shanghai Banking Corporation Bldg. HONG KONG	*Mail:* P.O. Box 126 *Cable:* CANADIAN *Phone:* 27743 *Telex:* DOMCAN HKG 391
India (except States of Gujerat, Maharashtra, Andhra Pradesh, Mysore, Madras, Kerala) Bhutan, Nepal, Sikkim	G. A. Newman Commercial Counsellor for Canada	13 Golf Links Road NEW DELHI 1	*Mail:* P.O. Box 11 *Cable:* CANADIAN *Phone:* 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	*Mail:* P.O. Box 886 *Cable:* CANADIAN *Phone:* 255154
Iran	Commercial Division	Canadian Embassy Bezrouke Building Corner of Takht Jamshid Ave. and Forsat St. TEHRAN	*Mail:* P.O. Box 1610 *Cable:* CANTRACOM *Phone:* 4-9291
Ireland	P. V. McLane Commercial Counsellor for Canada	66 Upper O'Connell St. DUBLIN	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* 44251
Israel Cyprus	B. C. Steers Commercial Secretary for Canada (absent)	84 Hahashmonaim St. TEL AVIV	*Mail:* (P.O. Box 20140) *Cable:* CANADIAN *Phone:* 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	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* 864-327 *Telex:* 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	*Mail:* C.P. 3977 *Cable:* CANTRACOM *Phone:* 652-485/652-600 *Telex:* 31368

Territory	Officer	City Address	Mail and Cables, Office Telephone & Telex
Jamaica Bahamas, British Honduras	R. H. M. Cathcart Acting Commercial Secretary	Office of the High Commissioner for Canada 32 Duke St. (corner Duke and Barry Sts.) KINGSTON	*Mail:* P.O. Box 225 *Cable:* CANADIAN *Phone:* 26948
Japan Korea, Okinawa	R. G. C. Smith Minister (Commercial) P. A. Savard Commercial Counsellor J. D. Blackwood Commercial Secretary	Canadian Embassy 16, Omote-Machi 3-chome, Akasaka, Minato-ku TOKYO	*Mail:* Canadian Embassy c/o Akasaka Post Office, Tokyo *Cable:* CANADIAN *Phone:* 408-2101/8 *Telex:* TK 2218 (DOMCAN TK 2218)
Lebanon Iraq, Jordan, Persian Gulf area, Saudi Arabia, Syria	L. A. Campeau Commercial Counsellor (absent) C. E. Rufelds Acting Commercial Secretary V. G. Lotto Assistant Commercial Secretary	Canadian Embassy Alpha Building Rue Clemenceau BEIRUT	*Mail:* Boîte Postale 2300 *Cable:* CANADIAN *Phone:* 250955
Malaysia Burma, Thailand, Brunei	E. H. Maguire Canadian Government Trade Commissioner Geo. Hazen Assistant Trade Commissioner (absent)	American International Building Robinson Road and Telegraph St. SINGAPORE	*Mail:* P.O. Box 845 *Cable:* CANADIAN *Phone:* 74633
Mexico	M. B. Blackwood 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.	*Mail:* Apartado Postal 5-364 *Cable:* CANADIAN *Phone:* 25-15-60 *Telex:* 0001716
Netherlands	D. A. B. Marshall Commercial Counsellor	Canadian Embassy Sophialaan 5-7 THE HAGUE	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* 61-41-11 *Telex:* 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	*Mail:* P.O. Box 1660 *Cable:* CANADIAN *Phone:* 70-644 *Telex:* 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	*Mail:* P.O. Box 851 *Cable:* CANADIAN *Phone:* 25262

Territory	Officer	City Address	Mail and Cables, Office Telephone & Telex
Norway Iceland	J. E. P. Lancaster Commercial Secretary M. R. Bell Assistant Commercial Secretary	Canadian Embassy Fridtjof Nansens Plass 5 OSLO 1	*Mail:* P.O. Box 1379—Vika *Cable:* CANADIAN *Phone:* 33-30-80 *Telex:* 1880
Pakistan Afghanistan	R. D. Sirrs Commercial Secretary	Office of the High Commissioner for Canada Hotel Metropole, Victoria Road KARACHI	*Mail:* P.O. Box 3703 *Cable:* CANADIAN *Phone:* 50322 *Telex:* KRC 10
Peru Bolivia	K. G. Ramsay Commercial Secretary (absent) D. J. McEachran Acting Commercial Secretary	Canadian Embassy Edificio Boza, Carabaya 831 Plaza San Martin LIMA	*Mail:* Casilla 1212 *Cable:* CANADIAN *Phone:* 72760
Philippines Republic of China (Taiwan)	J. L. Mutter Consul General and Trade Commissioner W. B. Walton Consul and Assistant Trade Commissioner	Canadian Consulate General L & S Building, 3rd Floor 1414 Dewey Boulevard MANILA	*Mail:* P.O. Box 1825 *Cable:* CANADIAN *Phone:* 5-85-97
Portugal Angola, Azores, Cape Verde Islands, Madeira, Portuguese Guinea	T. J. Monty Commercial Counsellor P. A. Theberge Assistant Commercial Secretary	Canadian Embassy Rua Marques de Fronteira No. 8—4° D° LISBON	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* 55-31-18
Rhodesia and Nyasaland Seychelles Is., Zanzibar	L. S. Glass Canadian Government Trade Commissioner I. R. Smyth Assistant Trade Commissioner	8th Floor Grindlays Bank Chambers Baker Ave. SALISBURY	*Mail:* P.O. Box 2133 *Cable:* CANTRACOM *Phone:* 26571
South Africa (Natal, Orange Free State, Transvaal) Malagasy, Mauritius, Mozambique, Reunion	C. R. Gallow Canadian Government Trade Commissioner S. B. McDowall Assistant Trade Commissioner	Mobil House 17th Floor, Corner Rissik and De Villiers Sts. JOHANNESBURG	*Mail:* P.O. Box 715 *Cable:* CANADIAN *Phone:* 33-2628
South Africa (Cape Province), St. Helena, South West Africa	H. W. Richardson Canadian Government Trade Commissioner R. G. Godson Assistant Trade Commissioner	13th Floor African Life Centre St. George's St. CAPE TOWN	*Mail:* P.O. Box 683 *Cable:* CANADIAN *Phone:* 2-5134/5
Spain Balearic Islands, Canary Islands, Gibraltar, Rio Muni, Rio de Oro	M. T. Stewart Commercial Counsellor (absent) R. M. Dawson Commercial Secretary C. S. Collins Attaché (Commercial)	Canadian Embassy Edificio Espana Avenida de Jose Antonio 88 MADRID	*Mail:* Apartado 117 *Cable:* CANADIAN *Phone:* 47-54-00
Sweden Finland	G. A. Browne Commercial Counsellor J. P. Bell Assistant Commercial Secretary	Canadian Embassy Strandvagen, 7-C STOCKHOLM	*Mail:* P.O. Box 14042 *Cable:* CANADIAN *Phone:* 67-92-15

Territory	Officer	City Address	Mail and Cables, Office Telephone & Telex
Switzerland Tunisia	S. G. MacDonald Commercial Counsellor B. Horth Assistant Commercial Secretary	Canadian Embassy Kirchenfeldstrasse 88 BERNE	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* 44-63-81 *Telex:* 2-2386 (DOMCAN GENEVE)
Trinidad and Tobago Barbados, Leeward and Windward Islands, British Guiana, French Guiana, Surinam, Guadeloupe, Martinique	C. J. St. Pierre Acting Commercial Secretary	Office of the High Commissioner for Canada Colonial Building 72 South Quay PORT-OF-SPAIN	*Mail:* P.O. Box 125 *Cable:* CANADIAN *Phone:* 34787
Union of Soviet Socialist Republics	Commercial Division	Canadian Embassy 23 Starokonyushenny Pereulok Moscow	*Mail:* (City Address) *Cable:* CANAD *Phone:* 415142
United Arab Republic Aden, Sudan, Ethiopia, Yemen	W. Gibson-Smith Commercial Counsellor	Canadian Embassy 6 Sharia Rouston Pasha Garden City CAIRO	*Mail:* Kasr el Doubara Post Office *Cable:* CANADIAN *Phone:* 23110
United States	W. J. Van Vliet Commercial Counsellor R. R. Parlour Commercial Counsellor W. R. Hickman Commercial Secretary (Agriculture) N. W. Boyd Commercial Secretary S. G. Harris Assistant Commercial Secretary	Canadian Embassy 1746 Massachusetts Ave., N.W. WASHINGTON 36, D.C.	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* DEcatur 2-1011 (Area Code 202)
United States	N. R. Chappell Counsellor (Energy)	Canadian Embassy 1746 Massachusetts Ave., N.W. WASHINGTON 36, D.C.	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* DEcatur 2-1011 (Area Code 202)
United States (Connecticut, the eleven northern counties of New Jersey, New York) Bermuda	B. I. Rankin Deputy Consul General (Commercial) A. A. Lomas Consul and Trade Commissioner W. G. Huxtable Consul and Trade Commissioner C. G. Bullis Consul and Assistant Trade Commissioner	Canadian Consulate General 680 Fifth Ave. NEW YORK CITY 19	*Mail:* (City Address) *Cable:* CANTRACOM *Phone:* JUdson 6-2400 *Night Line:* JUdson 6-2321 (Area Code 212) *Telex:* 0-01-26242
United States (Maine, Massachusetts, New Hampshire, Rhode Island, Vermont)	M. R. M. Dale Consul and Senior Trade Commissioner W. A. Stewart Consul and Trade Commissioner	Canadian Consulate General 607 Boylston St. BOSTON 16	*Mail:* (City Address) *Phone:* 262-3760 (Area Code 617) *Telex:* 0-094-567

Territory	Officer	City Address	Mail and Cables, Office Telephone & Telex
United States (Illinois, North Dakota, South Dakota, Minnesota, Wisconsin, Indiana, Iowa, Kansas, Kentucky, Missouri, Nebraska)	D. H. Cheney Consul and Senior Trade Commissioner 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	*Mail:* (City Address) *Phone:* 427-7926 (Area Code 312) *Telex:* 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	*Mail:* (City Address) *Phone:* WOodward 5-2811 (Area Code 313) *Telex:* 0-023-445
United States California (the ten southern counties), Clark County in Nevada, Arizona, New Mexico	G. F. J. Osbaldeston Consul and Trade Commissioner L. J. Taylor Consul and Assistant Trade Commissioner	Canadian Consulate General 510 West Sixth St. LOS ANGELES 14	*Mail:* (City Address) *Phone:* MAdison 2-2233 (Area Code 213) *Telex:* 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	*Mail:* (City Address) *Phone:* JAckson 5-2136 (Area Code 504) *Telex:* 0-058-237
United States (Delaware, Maryland, the nine southern counties of New Jersey, Pennsylvania, Virginia, West Virginia)	W. J. Millyard Consul and Trade Commissioner	Canadian Consulate 3 Penn Center Plaza PHILADELPHIA 2	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* LOcust 35838 (Area Code 215)
United States California (except the ten southern counties), Wyoming, Nevada (except Clark County), Utah, Colorado, Hawaii	Consul General	Canadian Consulate General 333 Montgomery St. SAN FRANCISCO 4	*Mail:* (City Address) *Phone:* YUkon 1-2670 (Area Code 415) *Telex:* 0-03-431
United States (Oregon, Idaho, Washington, Montana), Alaska	Consul General	Canadian Consulate General The Tower Building Seventh Avenue at Olive Way SEATTLE 1	*Mail:* (City Address) *Phone:* MUtual 2-3515 (Area Code 206) *Telex:* 0-032-462
Uruguay Falkland Islands	Commercial Division	Canadian Embassy No. 1409 Avenida Agraciada Piso 7° MONTEVIDEO	*Mail:* Casilla Postal 852 *Cable:* CANADIAN *Phone:* 96096
Venezuela Netherlands Antilles	W. D. Wallace Commercial Counsellor J. R. Caux Assistant Commercial Secretary	Canadian Embassy Avenida La Estancia No. 10 Ciudad Comercial Tamanaco CARACAS	*Mail:* Apartado 11452-Este *Cable:* CANADIAN *Phone:* 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 .924588.

Foreign Exchange Rates

Country	Unit	Type of Exchange	Can. dollar equivalent June 29	Units per Canadian dollar	Notes (see below)
Algeria	Dinar		.2207	4.53	
Argentina	Peso	Free	.007872	127.03	
Australia	Pound		2.4160	.4139	
Austria	Schilling		.04188	23.88	
Bahamas	Pound		3.0200	.3311	
Belgium and Luxemburg	Franc		.02168	46.13	
Bermuda	Pound		3.0200	.3311	
Bolivia	Peso	Free	.09197	10.87	
Brazil	Cruzeiro	Official Free	.0009166	1,090.99	
Britain	Pound		3.0200	.3311	
British Guiana	Dollar		.6292	1.59	
British Honduras	Dollar		.7550	1.32	
Burma	Kyat		.2271	4.40	
Ceylon	Rupee		.2265	4.42	
Chile	Escudo	Bank rate	.4600	2.17	
		Free	.3354	2.98	
Colombia	Peso	Free	.1083	9.23	
		Certificate	.1202	8.32	
Congo, Republic of	Franc		.007210	138.69	
Costa Rica	Colon		.1633	6.12	
Cuba	Peso		‡	‡	
Czechoslovakia	Koruna		.1502	6.66	
Denmark	Krone		.1564	6.39	
Dominican Republic	Peso		1.08156	.9246	
Ecuador	Sucre	Official	.06009	16.64	
		Free	.05732	17.45	
El Salvador	Colon		.4326	2.31	
Fiji	Pound		2.7207	.3676	
Finland	Markka		.3380	2.96	
France, Monaco, etc.	Franc		.2207	4.53	(1)
Franco-African Republics, etc.	Franc		.004414	226.55	(2)
French Pacific	Franc		.01214	82.40	(3)
Germany	D Mark		.2721	3.68	
Ghana	Pound		3.0200	.3311	
Greece	Drachma		.03605	27.73	
Guatemala	Quetzal		1.08156	.9246	
Haiti	Gourde		.2163	4.62	
Honduras	Lempira		.5408	1.85	
Hong Kong	Dollar	Free	.1887	5.30	*June 12
		Official	.1888	5.296	

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

Country	Unit	Type of Exchange	Can. dollar equivalent June 29	Units per Canadian dollar	Notes (see below)
Iceland	Krona	Official	.02515	39.76	(4)
India	Rupee		.2265	4.42	
Indonesia	Rupiah		.004326	231.15	(4)
Iran	Rial		.01428	70.04	
Iraq	Dinar		3.0234	.3302	
Ireland	Pound		3.0200	.3311	
Israel	Pound		.3605	2.77	
Italy	Lira		.001731	577.70	
Japan	Yen		.003005	332.78	
Lebanon	Pound	Free	.3504	2.85	
Malaysia	Straits dollar		.3533	2.83	
Mexico	Peso		.08653	11.56	
Morocco	Dirham		.2163	4.62	
Netherlands	Florin		.2985	3.35	
Netherlands Antilles	Florin		.5735	1.74	
New Zealand	Pound		2.9994	.3334	
Nicaragua	Cordoba		.1545	6.47	
Nigeria	Pound		3.0200	.3311	
Norway	Krone		.1512	6.61	
Pakistan	Rupee		.2265	4.42	
Panama	Balboa		1.08156	.9246	
Paraguay	Guarani	Free	.008550	116.96	
Peru	Sol	Free	.04032	24.80	
Philippines	Peso	Free	.2774	3.60	
Portugal & Colonies	Escudo		.03762	26.58	(5)
South Africa	Rand		1.5100	.6623	
Spain and Dependencies	Peseta		.01803	55.46	
Sweden	Krona		.2105	4.75	
Switzerland	Franc		.2506	3.99	
Syria	Pound	Free	.2832	3.53	
Thailand	Baht	Free	.05123	19.52	(4)
Tunisia	Dinar		2.6174	.3821	
Turkey	Lira		.1202	8.319	(4)
United Arab Republic	Pound	Official	2.4876	.4020	
United States	Dollar		1.0815625	.924588	
Uruguay	Peso	Free	.05546	18.03	
Venezuela	Bolivar	Official Free	.2409	4.15	
West Indies	Dollar		.6292	1.59	(6)
	Pound		3.0200	.311	(7)
Yugoslavia	Dinar	Official	.001442	693.48	

Notes

1. Franc is also used in 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.

TRADE COMMISSIONERS ON TOUR

In Canada

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

Britain—B. C. Butler, Minister (Commercial) in London, who will be returning to his post.

Saint John—July 20-21
Halifax—July 22-25
St. John's, Nfld.—July 27-30

W. R. Van, Trade Commissioner in Liverpool, who will be returning to his post.

Toronto—July 2-7
Winnipeg—July 9-10
Victoria—July 13
Vancouver—July 14-16
Montreal—July 20-23
Quebec City—July 24

Greece—B. A. Macdonald, Commercial Counsellor, Athens, who will be returning to his post.

Toronto—July 20-24
Winnipeg—July 27-28
Regina—July 29
Calgary—July 30-31
Vancouver—August 3-8

Jamaica—R. W. Blake, Commercial Counsellor, Kingston, who is being posted to Hamburg as Consul General.

Montreal—July 13-17
Toronto—July 20-27
Quebec City—July 28-29

Lebanon—L. A. Campeau, Commercial Counsellor in Beirut, who will be returning to his post.

Montreal—August 5-12
Quebec City—August 13-14

Mexico—F. B. Clark, Commercial Counsellor, Mexico City, who is being posted to Los Angeles as Consul and Trade Commissioner.

Quebec City—July 17
Montreal—July 20-23
Toronto—July 24-30
Hamilton—July 31
Welland-St. Catharines—August 4
Brantford, Galt, Kitchener—August 5
Stratford—August 6
Windsor—August 7
Winnipeg—August 10-11
Regina—August 13
Edmonton—August 17
Calgary—August 19-20
Vancouver—August 24-28
Victoria—August 31

Temporary Duty in Ottawa

R. C. Anderson, Consul and Assistant Trade Commissioner, Los Angeles, California, July 6-27. Contact United States Division, phone: 99-2-5176.

L. D. Burke, Commercial Secretary, London, England, August 5-14. Contact Commonwealth Division, phone: 99-2-2421.

F. B. Clark, Commercial Counsellor, Mexico City, July 6-16. Contact Latin American Division, phone: 99-2-7641.

P. T. Eastham, Commercial Secretary, Brussels, Belgium, July 8-15. Contact European Division, phone: 99-2-8727.

R. H. Gayner, Consul and Assistant Trade Commissioner, São Paulo, Brazil, July 2-22. Contact Latin American Division, phone: 99-2-7641.

H. A. Gilbert, Commercial Counsellor, Melbourne, Australia, August 13-26. Contact Commonwealth Division, phone: 99-2-2421.

Y. C. Jauron, Assistant Commercial Secretary, Paris, France, July 6-17. Contact European Division, phone: 99-2-8727.

C. M. Kerr, Assistant Commercial Secretary, Liverpool, July 10-24. Contact Commonwealth Division, phone: 99-2-2421.

B. A. Macdonald, Commercial Counsellor, Athens, Greece, July 6-17. Contact European Division, phone: 99-2-8727.

J. B. McLaren, Consul and Assistant Trade Commissioner, Philadelphia, Pennsylvania, August 4-13. Contact United States Division, phone: 99-2-5176.

K. G. Ramsay, Commercial Secretary, Lima, Peru, July 20-24. Contact Latin American Division, phone: 99-2-7641.

J. H. Suggitt, Assistant Commercial Secretary, New Delhi, India, July 20-24. Contact Commonwealth Division, phone: 99-2-2421.

J. M. T. Thomas, Assistant Trade Commissioner, Hong Kong, July 14-27. Contact Commonwealth Division, phone: 99-2-2421.

R. F. Turcotte, Consul, Hamburg, Germany, August 3-7. Contact European Division, phone: 99-2-8727.

In Territory

Afghanistan—R. D. Sirrs, Commercial Secretary in Karachi, Pakistan, will visit Kabul the last week in August.

Bahamas—R. H. M. Cathcart, Assistant Commercial Secretary in Kingston, Jamaica, will visit Nassau August 3 to 7.

British Honduras—R. H. M. Cathcart, Assistant Commercial Secretary in Kingston, Jamaica, will visit Belize July 27 to 31.

Mozambique—C. R. Gallow, Trade Commissioner in Johannesburg, South Africa, will visit Lourenco Marques October 5 to 9.

Pakistan—R. D. Sirrs, Commercial Secretary in Karachi, Pakistan, will visit Peshawar the last week in August.

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

Steel Foil

UNITED STATES—The first thin tin-coated steel foil has been placed on the market by the U.S. Steel Corporation. The 2/1,000-inch-thick foil, which is expected to find extensive use in the packaging industry, is sold in coils from 1,000 to 20,000 pounds and in widths from 24 to 35 inches. The material can be bent, laminated, welded, formed, glued and soldered. Potential uses include TV dinner trays, throwaway pie pans, foil pouches and containers for freeze-dried foods.

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