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FOREIGN TRADE

DEPARTMENT OF TRADE AND COMMERCE, OTTAWA

The French Take Stock

"Selling Canadian" in France

Canada's Foreign Trade Expands

Head Office Directory

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The French Take Stock 2

This review of the tremendous strides France has made in the last few years gives point to the author's question: why is the trade between Canada and France, two of the world's major traders, still so small? He suggests ways of expanding it.

"Selling Canadian" in France 5

Canadians may not be selling all they could sell in France—but last year they shipped products ranging from kippered herring to industrial tractors and earned over \$63 million. Exporters of manufactured goods who want to cover this market too should study the sales opportunities that the many French trade fairs provide.

Mr. Fisher Goes to France 7

No, Mr. Fisher isn't a real-life Canadian businessman but this account of his business visit to France isn't purely imaginary. It's based on the experience of over 500 Canadian business visitors to our Paris office last year and could be your guide to an effective selling trip that would pay real dividends.

Canada's Foreign Trade Expands 11

Canadians exported a greater variety of goods to more markets in the first half of this year than ever before. DBS contributes a study of this trade, its composition and direction, and contrasts it with the performance of the last few years.

Selling Household Electrical Appliances in West Germany 18

Germans bought \$88 million worth of household appliances last year—and Canadians got some of this business. German preference for North American products means that our share could be larger. How to increase it is the text of this study.

Doing Business in Iran 16

The Ocean Freight Market 22

Documentation for Europe 36

Fairs and Exhibitions	24	Head Office Directory	29
Foreign Exchange Rates	34	Trade Commissioners on Tour	15
Foreign Tariffs and Trade Regulations	26		

COMING—DEVELOPMENT AND TRADE IN SOUTH AMERICA, NOVEMBER 28

The big building at the centre of the photograph, on rue Velpeau, houses one of Paris' large department stores, the well-known Au Bon Marché. The pleasant little park facing the store is Square Potain; the street on the left is rue de Sèvres, and on the right is rue de Babylone. The country of which Paris is the heart bought 10 per cent more Canadian goods last year over a broader range. A number of our manufactured products were selling in the French market for the first time or after a long lapse.



The French Take Stock

How is France doing as it prepares for the last year of the Fourth Plan and studies proposals for the Fifth? It is advancing on many fronts, coping with inflation, balancing its budget, increasing production. In this French dynamic economy, Canadians could make more headway in the marketing of their goods and services.

R. CAMPBELL SMITH,
Minister-Counsellor (Economic/Commercial), Paris.

THE European Common Market, whose total imports have jumped 50 per cent in three years, gets most of today's trade headlines. But France's economy has been a major plus factor in the EEC's development and deserves its own spotlight.

It was barely ten years ago that France emerged from the phase of postwar recovery. Except for a pause in 1958 and early last year, industrial annual output figures have climbed rapidly. The production in-

dex, which stood at 81 in 1955, reached 138 last June, a growth of 68 per cent, some 40 per cent of it in the last five years. The volume of external trade has increased even faster.

French gross national expenditure rose 4.8 per cent in 1963 and is now running over \$80 billion; it is expected to rise 5.2 per cent this year. An important factor is the spurt in population, which has risen from 40 million in 1945 to nearly

49 million now. The annual increase is one of the highest in Europe. (France is comparable in size to Saskatchewan.) Total consumption between 1950 and 1962 increased by 76 per cent at constant prices and consumption per head by nearly 57 per cent.

Current Position Sound

During the last few weeks, France has been busily studying its balance sheet and looking at prospects for the future. In September the Minister of Finance introduced his budget for 1965 and made his report on the results of the first year of the Government's "stabilization" plan to check inflation. Meanwhile the French Fourth Economic Plan (1962-1965) is about to enter its final year and proposals for the Fifth Plan (1966-1970) have been published. Never has the state of

the economy undergone such intense scrutiny.

Generally, the health of the economy is sound. A latent fever of prices persists but it has responded reasonably well to the stabilization plan of credit restrictions, wage restraints, suspension of duties on certain imports, and other measures. Whether the pressure on prices can be controlled depends largely on negotiations now under way with labour unions. The Government is using all its resources to prevent the onset of a wage spiral—and with reasonable prospects of success. Meanwhile the economy has developed soft spots, notably in the automotive, textile and household appliances industries. Credit restrictions and price controls have been taking their toll of sales but so has the weakening of export demand. Automobile manufacturers have cut back production with major layoffs but they appear optimistic that sales will recover next spring. Department store sales have slackened since early summer. On the other hand, a bumper harvest this year is expected to give a fillip to consumer spending.

Unemployment continues to be minimal at about 80,000. It is rather the shortage of labour in industrial and urban centres that is the most frequent problem. Official statistics record over 45,000 unfilled requests. At 46.2 hours, the national average work-week is up slightly.

Short-Term Prospects

For the first time in 38 years, France is to have a balanced budget. The Government intends to maintain a policy of stability and the keynote of the 1965 budget is "genuine equilibrium". Defence of the franc has become an imperative. Largely because of this, the gross national expenditure next year is expected to rise by 4.3 per cent as against 5.2 per cent in 1964.

France's external finances have fared extremely well. Gold and convertible currency reserves are rapidly approaching U.S.\$5 billion—or higher per capita than in the

This Year, France . . .

- **Has gross national expenditures running at over \$80 billion, up 5.2 per cent.**
- **Expects to have a balanced budget, the first in 38 years.**
- **Has reserves of gold and convertible currency of about U.S.\$5 billion.**
- **Has pursued a stabilization policy through credit restrictions, wage restraints, suspension of duties on certain imports.**
- **Has had only minimal unemployment of about 80,000.**
- **Has easily compensated for trade deficit by income from invisibles and capital movements.**
- **Carried on about half of its export and import trade with Western Europe.**

United States. The growth in reserves is being maintained in 1964 in spite of heavy trade deficits with countries outside the franc zone in the first two quarters of the year, (about double those in the same period of 1963). Income from invisibles and capital movements have more than financed these losses. As has frequently been the pattern in the past, the trade balance improved sharply last quarter and will probably improve further in the final quarter of the year with the movement of crops into export. At best, the net trade deficit this year will be some 15 per cent over last year's.

The level of current trade deficits presents no serious problem against the background of France's persistently favourable balance of payments. Imports will probably tend to flatten out slightly below the figure for the first three quarters of this year.

Nevertheless there is considerable concern over the slowing rate of growth in exports and the evidence that certain French goods are not competitively priced. Hence the vital importance attached to stabilization of internal prices and holding down costs, as well as the

intensifying of the national drive for exports.

Basically, business confidence is high. The stock market in industries, which had been fairly steady since last March, hesitated momentarily following the Budget statement in September. However, the market is now responding to signs that the Government is preparing to implement its tax relief measures early in 1965 and that the country is nearly through the critical period of wage negotiations. If wage demands are kept within moderate limits, the Government is expected to begin easing price controls and thus the present squeeze on profits.

Longer-Term Outlook

The Fifth Plan postulates encouraging goals for the French economy. It envisages average annual growth of 5 per cent from 1966 to 1970, or a rate comparable to that expected to be achieved in the current five-year period. This is a high level of sustained growth. With the exception of Italy, it is the highest projected by countries in the Common Market. By 1970, it is hoped that housing construction (including apartments) will reach 470,000 units a year com-

pared with 350,000 at present. This "indicative" blueprint, towards which all levels of government will work, is a measure of the growth which the country can probably sustain, barring unforeseen developments abroad or at home. Emphasis is being placed on "structural" investment: depressed areas, retraining of workers, public works, construction of schools, hospitals, etc., with a consequent stepping-up of savings and auto-financing. On this presumption, consumer expenditure will increase more slowly.

Effect of EEC Competition

Promising opportunities lie ahead for Canadian exporters. French expenditures on imported goods, materials and equipment should increase massively in the next six years.

But what about competition from European suppliers, particularly from France's partners in the Common Market? The latter now pay only 40 per cent of the former national rates of duty and within a year this level is expected to drop even farther. Even with reductions in the common external tariff resulting from the Kennedy Round trade negotiations, this will be a big handicap to third countries. By 1970 at the latest there should be no French duties on imports from within the Common Market.

France is the world's fourth most important trader, coming after the Federal Republic of Germany and before Canada. Four fifths of French imports are industrial and one fifth agricultural. Approximately half of France's external trade, both export and import, is within Western Europe and some three-quarters of this is with its partners in the European Common Market. Suppliers in North America and elsewhere outside the franc zone supply over one third of France's imports and buy one quarter of its exports.

The effect of the EEC tariff structure so far on the pattern of French trade may not be decisive, because many other factors are in-

involved. For instance, France's imports from its Common Market partners last year rose 23 per cent over 1962 as against 20 per cent from all other sources; its exports to EEC rose 14 per cent but to outside countries fell 10 per cent.

Although a shift has taken place since 1959, it is also true that imports from third countries have thus far risen faster than at any time in the postwar period. As long as the Common Market economies continue to grow, the prospects are not necessarily unfavourable for outside suppliers. On the contrary, even though the share of imports in total consumption may diminish, the pie seems likely to continue getting bigger for some time to come. Nor is there an early prospect of the EEC becoming self-sufficient in processed goods or manufactures. Meanwhile, demand for raw and semifabricated materials will multiply, because Europe is deficient in many (half of France's imports are in these categories) and is incapable of increasing domestic production indefinitely in others.

Psychological Climate Good

Our bilateral trade relations with France are examined in closer detail in another report on these pages and suggestions made about ways and means of exploiting the French market.

French economic prosperity and growth have brought a renewal of business confidence. This, combined with the rapid removal of tariff barriers, especially within the Common Market, has led to a greater willingness to adapt to the demands of competition. New techniques are being exploited by industry; factories are being modernized and expanded; more efficient methods and ideas are being introduced in business and in the service industries, and there is an avid interest in greater mechanization and automation. The psychological climate favours Canadian business deals in France.

Political and business leaders in both Canada and France are constantly puzzled by the low level of

trade between two of the world's major traders. This was one of the subjects of particular interest to Prime Minister Pearson and President de Gaulle at their meeting in Paris early this year. They stressed the importance of strengthening ties between our two countries through increased trade as well as investments.

Industry-Level Contacts

Why investments? Because investments may well become the only avenue for a major break-through in developing trade between the two countries. Although Canadian efforts at developing direct sales to France must be intensified, it is clear that inter-company contacts must be multiplied with a view to getting French manufacturers to accept Canadian techniques and Canadian-made equipment. It is in the domain of technology that the long-term hopes for trade expansion must increasingly lie. This new dimension must be added to our commercial relations. Canadian manufacturing knowhow will need to be made known by Canadian companies to their French counterparts—and vice versa.

The French authorities have long recognized the vital importance of acquainting Canadian industry with French techniques. Canadian industry can profit from this example and complement France's efforts by similar endeavours in the reverse direction. Company technicians and engineers should examine at first-hand what opportunities there are in France for selling their knowhow, whether in the form of equipment, licensing agreements plus equipment, turnkey contracts, or management contracts.

At least two major Canadian corporations have demonstrated that partnership with French companies on French soil has paid them handsomely and at the same time has provided an entrée for Canadian knowhow and equipment of firms back home with whom they have worked. In the process, home-based industry is fed back French innova-

tions and knowhow. Meanwhile, French companies have gone to Canada and discovered that in the process there are mutual gains of the same order.

Small beginnings can lead to the acceptance of Canadian equipment by a handful of French firms and from that the circle can grow. These ripples in the water will spread back to Canada and be amplified on their return to French shores.

Canadian secondary and heavy industries and the engineering industry should consider this ap-

proach carefully. Investment of capital is not always indispensable. What is required is individual contact by Canadian executives with more French industrialists in the same field of endeavour, to see what one can offer—or learn from—the other.

French analysts, like our own, see their future export hopes in terms of increased production of technical equipment. The technician and engineer must sooner or later step into the breach, perhaps with the investor to back him up.

If this seems a formidable undertaking, a glimpse of France's image in 1985 may prove interesting:

- Population: 60 million (+ 22 per cent)
- Urban population: up from 70 to 80 per cent of total (+ 35 per cent)
- Domestic production: 3×1964 (+ 300 per cent)
- Fixed capital investment: 7×1964 (+ 700 per cent)
- Standard of living by 1975: equal to that of the U.S. in 1964.

These figures are taken from the report of the Commission on Regional Planning in the context of the French Fifth Plan. ●

“Selling Canadian” in France

Canadian sales to France may set an all-time record in 1964. If you are turning out products in the fields mentioned here, and if you use good selling methods, you can participate in this booming trade.

D. H. M. BRANION, *Assistant Commercial Secretary, Paris.*

CANADIAN exports to France in 1963 totalled \$63.4 million, a 10 per cent increase over 1962. This increase was common to each of the main categories of exports, but was particularly marked in manufactured goods. This expansion in our trade is continuing: in the first eight months of this year, our sales reached \$50.7 million, compared with \$43.3 million in the same period of last year. (See Table I.) The expectation is that our exports

for the full year will top the record of \$73 million set in 1960.

Commodities exported with a value of over one million dollars in 1963 are shown in Table II. Two manufactured products have reached the million-dollar bracket but many

other Canadian manufactures are entering France for the first time.

Exports in 1962 covered about 300 DBS categories, but last year they covered over 450 categories. This shows how our trade with France has diversified.

Last year the following products were sold on the French market either for the first time or after the lapse of several years: kippered herring, seal fur, oats, gluten, sprayers, electric lamps, canned sardines, fabricated textiles, tire cord fabric, yarn and thread, machine tools, space heaters, plastic film and sheet, pleasure boats, tiling, industrial tractors, and slab zinc.

More Canadian exporters are making business trips to France. Over 530 of them visited the Paris Trade Office during 1963; 49 new agencies were established as well as numerous buying connections. Last year Canadian industrialists participated in four major trade fairs in France organized by the Department of Trade and Commerce and the Paris Trade Office. Four Canadian sales missions came to France and two French buying missions went to Canada. This year Canadians have participated in four trade

TABLE I
CANADA'S TRADE WITH FRANCE

	Exports to France	Imports from France
	(millions of Can.\$)	
1959	43.2	56.9
1960	73.0	50.1
1961	71.9	54.3
1962	57.7	56.2
1963	63.4	58.2
1964 (8 months)	50.7

TABLE II
PRINCIPAL CANADIAN EXPORTS
TO FRANCE, 1963

	(millions of Can.\$)
Wheat	13.0
Plastics and synthetic rubber	9.1
Asbestos	6.3
Wood pulp	4.5
Copper	3.8
Card punch machines, computers	2.5
Salmon	2.4
Lumber	2.1
Aluminum	2.0
Pulpwood	1.7
Aircraft and equipment	1.1
Flaxseed	1.1

fairs, one mission has visited France, and two French missions have gone to Canada.

Trade Fairs Bring Results

Participation by Canadian exporters in specialized trade fairs have served to make us more widely recognized as a ranking producer of manufactured goods. In June 1963, for instance, 22 Canadian companies exhibited in the Salon de l'Aeronautique et de l'Espace. This played no small part in concluding sales in France of over a million dollars' worth of aircraft and equipment. Eight Canadian exhibitors participated in the Salon d'Hotel Equipment last month, and each was successful either in establishing a new agency or in increasing sales in France. Another six firms reported excellent results at the Leather Show in Paris in September. A large number of specialized fairs are held here each year and many of them could be the answer to an export manager's problem of gaining a foothold in this market and in others in Western Europe.

The Paris Trade Office feels that there is a substantial local demand for the following products: leather goods, certain chemicals, camping equipment, sporting goods, freezers, commercial refrigeration, commercial cleaning equipment, communications equipment, electronic components, prefabricated chalets, decorating plywood, eastern spruce lumber, and toys.

● *Leather Goods*—In September of this year a number of Canadian tanneries exhibited at the Paris Leather Week and reported wide interest among French and European buyers.

● *Chemicals*—France is both a major producer and a large importer of chemicals and the Paris Office is receiving inquiries almost every day from industrialists seeking Canadian sources of supply. There is a steady demand for competitively priced products and for many not manu-

factured domestically. Canadian producers would be well advised to examine the French market.

● *Camping Equipment and Sporting Goods—Foreign Trade* of October 17, 1964, carried an article on the excellent prospects for Canadian goods in this field. Canadian companies have many specialized French trade shows devoted to sports and outdoor life to choose from for prospecting this lively market.

● *Freezers, Commercial Refrigeration and Commercial Cleaning Equipment*: These commodities were exhibited at the Salon d'Hotel Equipment, and all of the exhibitors succeeded in making sales at the show.

● *Communications Equipment*—Each year SHAPE Headquarters in Paris places large orders for communications equipment for the Allied Forces in Europe. Successful bids have been made by a number of Canadian companies. Canadian firms in this field should get in touch with the Engineering and Equipment Division of the Department of Trade and Commerce and request a listing as a supplier with SHAPE.

● *Electronic Components*—An annual trade show devoted exclusively to electronic components is held each winter in Paris and draws buyers from all parts of the world. Canadian companies who can supply high quality equipment should think seriously about participating. Although European production methods are becoming more efficient each year, French firms are often not able to match delivery dates offered by their North American counterparts. Interested component manufacturers should capitalize on this.

● *Prefab Chalets and Decorating Plywood*—The rate of housing construction is accelerating in France: the target is 400,000 units per year by 1966. Last June a Canadian Prefab Housing Mission visited France and reported back to Canadian in-

dustry that there are many possibilities for prefab housing and accessories.

● *Eastern Spruce Lumber*—A number of French lumber importers have visited this office to inquire about possible sources of eastern spruce lumber. Provided Canadian producers can meet the French specifications and Scandinavian prices, a sizable market could be developed.

● *Toys*—In 1963 France imported toys worth approximately \$19 million but the Canadian share was almost negligible. Prospects in this field are unlimited and French importers are keen to receive Canadian offers.

Investigate This Market

A large and growing number of Canadian producers and manufacturers do business in France. Sales opportunities have increased by leaps and bounds, especially in the last five years. Purchasing power has been rising; import barriers have all but disappeared.

Even yet, not enough Canadian businessmen appreciate the potential of the French market. United States firms are demonstrating how to take advantage of the sales opportunities in France. The United States is France's second supplier and sells an extensive list of products—from toys to heavy equipment. U.S. companies have been intensifying their efforts and the results are impressive.

French industry is competitive and buoyant. The French businessman is catching up with the popular conception of his North American counterpart. Monsieur Dupont of the French commercial world is more than in step with the times and is keen to talk business with his go-ahead foreign contacts. Call on him as you would on your regular accounts at home or across the border. You will soon find that your traditional ideas about the "typical" European businessman are outdated. ●



Only six hours after leaving Montreal, Mr. Fisher's airplane landed at Orly International Airport. From here he took the airport bus for the twenty-mile run into Paris.

Mr. Fisher Goes to France

Want to look into selling your product to the French? You can follow in the footsteps of the imaginary Mr. Fisher, who went to Paris and, aided by the Trade Commissioners there, made profitable business contacts. They can help you too in this active market.

D. H. M. BRANION, *Assistant Commercial Secretary, Paris.*

JAMES FISHER, Vice-President, Sales, for Fisher Manufacturing Company*, which produces finger-nail files, decided not long ago to make a trip to Europe to explore the possibilities for his product there, and particularly in France.

His first action was to sit down and write to the Commercial Section of the Canadian Embassy, 35 Avenue Montaigne, Paris 8, advising it of his forthcoming trip and asking for preliminary market information and contacts with businessmen potentially interested in his products. To assure himself that the Paris officers had adequate time to prepare for his visit, Fisher wrote to them six weeks in advance of his departure. He also gave the Trade and Commerce office some idea of the type of contacts that would be useful to him.

Fisher was a busy man and he could not afford the time to go by ship to France. After checking with the airline offices, he found that the service between France and Canada was good and that flights from Montreal to Paris take only six hours.

When he had completed his travel arrangements and had contacted the Commercial Section in Paris, he began to make his own preparations for the trip. The first step was to make sure that he had enough literature in the French language on his products and that all prices given were c.i.f. one of the French ports. He packed samples—though he could have sent them ahead to the Paris Trade Office which would have arranged clearance through customs on his behalf.

Getting to Paris

Armed with essential material, Fisher left the Montreal airport and six hours later was only 15 kilometres from Paris at the Orly International Airport. Once finished with the simple customs and passport procedures at Orly, he was directed to local transportation to his hotel,

*Both Mr. Fisher and his company are purely fictional.

Holidays Observed by Canadian Embassy, Paris, in 1964

New Year's Day	Wednesday	January 1
Good Friday	Friday	March 27
Easter Monday	Monday	March 30
European Labour Day	Friday	May 1
Pentecost Monday	Monday	May 18
Canada's National Day	Wednesday	July 1
Bastille Day	Tuesday	July 14
Labour Day	Monday	September 7
Remembrance Day	Wednesday	November 11
Christmas Day	Friday	December 25

Holidays Observed in France in 1964

New Year's Day	Wednesday	January 1
Good Friday	Friday	March 27
Easter Monday	Monday	March 30
European Labour Day	Friday	May 1
Ascension Day	Thursday	May 7
Pentecost Monday	Monday	May 18
Bastille Day	Tuesday	July 14
Assumption Day	Saturday	August 15
Remembrance Day	Wednesday	November 11
Christmas Day	Friday	December 25

The annual vacation period in France is the month of August and during this time most business and government offices are closed.

where accommodation had been booked at his request and confirmed by the Paris Trade Office.

He found that the bus from the airport to the Aerogare des Invalides cost him 3.50 francs (4.5 francs=\$1.00 Canadian). From there he took a taxi to his hotel. He spoke some French and engaged in an amusing but at times disconcerting conversation with the taxi-driver—all Parisian taxi-drivers love to argue and discuss what is happening in the world today. To give emphasis to their conversation they occasionally turn completely around in the driver's seat while making gestures with both hands! However, Fisher arrived safely at his hotel, paid the driver, and included the standard 15 per cent tip.

After he had settled into his hotel he telephoned the Commercial Sec-

tion of the Canadian Embassy at BAL 99-55 and arranged to drop by that day to discuss the list of appointments prepared for him. He was to spend three working days in Paris, with the weekend free to see the sights there. After arriving at the Embassy, he spent some time with one of the officers in the Commercial Section reviewing general business conditions in France and discussing the possibilities for his products. He was then briefed on appointments that had been arranged and with this information was ready to start on his round of business visits.

No Business at Lunch

His first business appointment was at 11.30 in the morning. Following this, the French businessman asked him to lunch. Fisher was

aware that the French rarely discuss business over lunch and was ready to leave it aside and enjoy a good French meal if his host did not introduce the subject himself. He realized that their earlier discussion was not forgotten: his French colleague wanted more time to reflect on the pros and cons of the proposals made. Fisher, who was accustomed to the normal Canadian quick lunch, was somewhat worried at the idea of eating a five-course two-hour lunch but soon found himself relaxing and thoroughly enjoying this French custom—one that contributes to good personal communication. He didn't embarrass his host by asking for a bowl of soup or a sandwich and Coca Cola. And he came to understand why the ulcer rate is so low among Frenchmen after he had enjoyed several of these leisurely lunches accompanied by thought-provoking conversation.

After lunch, he continued his round of business calls and was surprised to find that appointments had been scheduled after 6 p.m. The French business day begins at 9 a.m. and many executives and civil servants are still at their desks at 8 p.m. He soon discovered that business methods in France are not quite the same as those in Canada and he learned quickly that more time is spent in sizing up a person before moving on to concrete commitments.

Contacts with Agents

Fisher was on a selling trip and his contacts were made with buyers interested in ordering direct from the manufacturer. Once he succeeded in obtaining some promising orders, he needed a representative on the spot to follow through on these initial contacts and develop others. The representative, he found, could either be a commission agent or an importer. French agents or importers operate essentially in the same way as their counterparts in Canada, but there is one notable difference—they generally belong to associations or syndicates. For example, those interested in handling

Syndicates Operating in France

Confédération Nationale des
Impartateurs de Bois,
6, rue Galilée,
Paris 16e.

Fédération Nationale des
Importateurs de Bois du Nord
des Ports français,
7, Avenue de l'Opéra,
Paris 1er.

Fédération Nationale des Importateurs
& Négociants en Bois Exotiques,
Coloniaux et Américains,
32, rue de Colmar,
Le Havre (Seine-Maritime)

Syndicat National des Importateurs
& Négociants en Bois Exotiques,
Tropicaux et Américains,
2, rue des Francs-Bourgeois,
Paris 3e.

Chambre Syndicale des Importateurs
de Matériel de Bureau,
2, rue La Feuillade,
Paris 2e.

Syndicat des Négociants-Importateurs
d'Articles de Quincaillerie,
21, rue Saint-Guillaume,
Paris 7e.

Chambre Syndicale du Commerce
en gros de la Quincoillerie,
68, Boulevard de Strasbourg,
Paris 10e.

Chambre Syndicale des
Importateurs d'Automobiles,
10, Avenue de la Grande Armée,
Paris 17e.

Chambre Syndicale du Commerce
en gros des Accessoires et
Pièces détachées d'Automobiles,
12, rue Lesueur,
Paris 16e.

Fédération Nationale des Syndicats
de Grossistes en Matériel Elec-
trique,
13, rue Marivaux,
Paris 2e.

Chambre Syndicale des Négociants-
Importateurs de Fournitures
Générales pour l'Industrie
Mécanique & Electrique,
21, rue Saint-Guillaume,
Paris 7e.

Syndicat du Commerce en gros
des Produits Chimiques,
11, rue Portalis,
Paris 8e.

Chambre Syndicale Nationale des
Grassistes en Jouets et Bimbela-
terie,
17, rue Monsigny,
Paris 2e.

Graupement Professionnel des
Importateurs-Grossistes en
Motériel et Produits Dentaires,
24, rue Gadot-de-Mauroy,
Paris 9e.

Syndicat des Importateurs et
Exportateurs en Bijouterie,
Orfèvrerie et Articles qui s'y
rattachent,
19, Place de la République,
Paris 3e.

Fédération Nationale des Commerces
d'Importation et d'Exportation,
21, rue de Téhéran,
Paris 8e.

Fédération Nationale des
Agents Commerciaux,
27, rue du Général Foy,
Paris 8e.

Association Générale des
Agents à l'Importation,
16, rue de la Pépinière,
Paris 8e.

Fédération des Importateurs
de Produits Alimentaires,
171, Avenue Victor Hugo,
Paris 16e.

Chambre Syndicale des Importateurs
de Produits Alimentaires,
9, rue Fénelan,
Paris 10e.

Chambre Syndicale des Agents à
l'Importation de Produits Alimen-
taires,
47, rue de la Victoire,
Paris 9e.

Chambre Syndicale des Importateurs
& Négociants en Spiritueux
Etrangers,
16, rue d'Aguesseau,
Paris 8e.

Chambre Syndicale des Négociants
Importateurs & Exportateurs de
Carps Gras et Oléagineux,
11, rue Portalis,
Paris 8e.

Chambre Syndicale des Importateurs
& Négociants en Pelleteries,
36, Avenue de l'Opéra,
Paris 1er.

Chambre Syndicale du Commerce
d'Importation des Viandes
de Bœuf en conserve,
25, rue du Renard,
Paris 4e.

Chambre Syndicale Nationale des
Agents, Courtiers et Commission-
naires en Bois,
6, rue Galilée,
Paris 16e.

Syndicat des Négociants &
Représentants en Pâtes à Papier,
84, Avenue d'Iéna,
Paris 16e.

Société Professionnelle des
Papiers de Presse (SPPP),
8, rue Yvon Villarceau,
Paris 16e.

Syndicat des Importateurs &
Exportateurs de Livres,
117, Boulevard Saint-Germain,
Paris 6e.

Groupement des Importateurs de
Produits Sidérurgiques,
2, rue Paul Cézanne,
Paris 8e.

Fédération des Importateurs de
la Métallurgie et de la Mécanique,
21, rue Saint-Guillaume,
Paris 7e.

Chambre Syndicale des Négociants-
Importateurs de Mochines-Outils,
21, rue Saint-Guillaume,
Paris 7e.

Chambre Syndicale des Importateurs
de Tracteurs et de Matériel
annexe,
1, Avenue de Verdun,
Paris 10e.

Syndicat National des Importateurs
de Pisson Cangelé,
52, rue de Lisbanne,
Paris 8e.

Chambre Syndicale des
Importateurs de Textiles,
69, rue de Richelieu,
Paris 2e.

Syndicat des Importateurs de
Bois ronds (Pulpwood)
8, rue du Colonel Moll,
Paris 17e.

textiles normally are members of the *Chambre Syndicale des Importateurs de Textiles*.

Each syndicate provides its members with certain services and represents their common interests. The syndicate office, Fisher found, could help him make contact with members likely to be interested in his products. The syndicate was also able to provide basic information on general sales prospects and the specific requirements of the French market. (For a list of syndicates operating in France, see the attached box.)

Reporting Back

Fisher thoroughly enjoyed the "vie française" and had several opportunities for animated discussions with French businessmen that ranged over every conceivable subject. He restrained himself from going too deeply into local politics. French logic sometimes got the better of him and occasionally he found himself contradicting his own statements!

After three days of fruitful discussions and a first-hand look at local market conditions, he made an appointment with the Trade Commissioner he had met in the Paris Trade Office to sum up his visit and discuss follow-up requirements. He reported to the Trade Commissioner that he had found French businessmen punctual, courteous and alert, but sometimes reluctant to come to the point quickly.

Relaxing in Paris

When he had concluded his business, Fisher decided to make the best possible use of his remaining time to see various aspects of French life and the French countryside. He had already visited some of the Parisian night clubs and one or two restaurants. He discovered that the dinner hour begins at 8.30 and that the entire evening could be spent sampling the cuisine and wines of France. Although Paris offers every type of food, he had been told to set aside at least one evening for an entirely French meal. He had

been advised that it would be impossible to rush through such a meal for each 'restaurateur' is proud of his food and feels his meals can be appreciated thoroughly only by taking from two to three hours to dine. One evening Fisher had planned a night at the Opera and only wished to have a light meal beforehand. Because there are no snack bars, he planned either to drop into one of the many sidewalk cafes for a sandwich or enjoy a light plat du jour in the gay atmosphere of a typical French bistro. He found that the meals, although superb, were not cheap by Canadian standards.

During the weekend he visited the Eiffel Tower, the Louvre with its magnificent art collection, and the Jeu de Paume, a smaller gallery in the Jardin des Tuileries devoted to the Impressionist school of painters. He also included a visit to Notre Dame (which had just celebrated its 800th birthday) and took a trip along the Seine in one of the Bateaux Mouches. He had just sufficient time to make one trip outside of Paris and he went to the Palace at Versailles. If he had had more time he would definitely have made an excursion to Chartres Cathedral situated south of Paris.

At last it was time for him to leave Paris and it was a happy businessman who boarded the plane—a man who had completed some substantial business and at the same time had been able to enjoy a bit of France and the French way of life.

Fisher, is, of course, not a real-life businessman but he is typical of the many Canadian businessmen who last year made a trip like his. He covered Paris only, but many Canadians went also to other major French cities, such as Bordeaux, Lyon, Marseille, and Strasbourg, depending on the product they were selling. Here is a brief guide to the main types of industries in the larger French centres.

BORDEAUX (Gironde)

Aircraft industry, brewing, canning, chemicals, knitwear and hosiery, shoe industry, timber, tires, tobacco processing, wine.

BREST (Finistere)

Chemicals, crude oil refining, engineering.

CLERMONT-FERRAND (Puy de Dome)

Chemicals, confections, food industry, leather, tires.

GRENOBLE (Isère)

Atomic energy, biscuits, chemicals, engineering, food industry, metallurgy, leather, paper and printing.

LE HAVRE (Seine-Maritime)

Brewing, chemicals, crude oil refining, engineering, shipbuilding, timber.

LIMOGES (Haute-Vienne)

Ceramics, engineering, leather, paper and printing, shoes, textiles.

LILLE (Nord)

Agricultural machinery, brewing, ceramics, chemicals, food industry, foundry, engineering, metallurgy, printing and paper, ready-to-wear clothing, textiles, tobacco processing.

LYON (Rhône)

Automotive industry, biscuits, canning, ceramics, chemicals, engineering, leather, ready-to-wear clothing, tobacco processing, shoes.

MARSEILLE (Bouches-du-Rhône)

Canning, cement, ceramics, chemicals, engineering, oil refining, ready-to-wear clothing, sugar refining, tobacco processing, wine.

NANTES (Loire-Atlantique)

Aircraft industry, brewing, biscuits, chemicals, engineering, knitwear and hosiery, leather, shipbuilding, steel industry, sugar refining, timber, tobacco processing.

PAU (Basses-Pyrénées)

Gas refining.

ROUEN (Seine-Maritime)

Chemicals, confections, engineering, foundry, leather, oil refining, printing and paper, ready-to-wear clothing, steel industry, textiles.

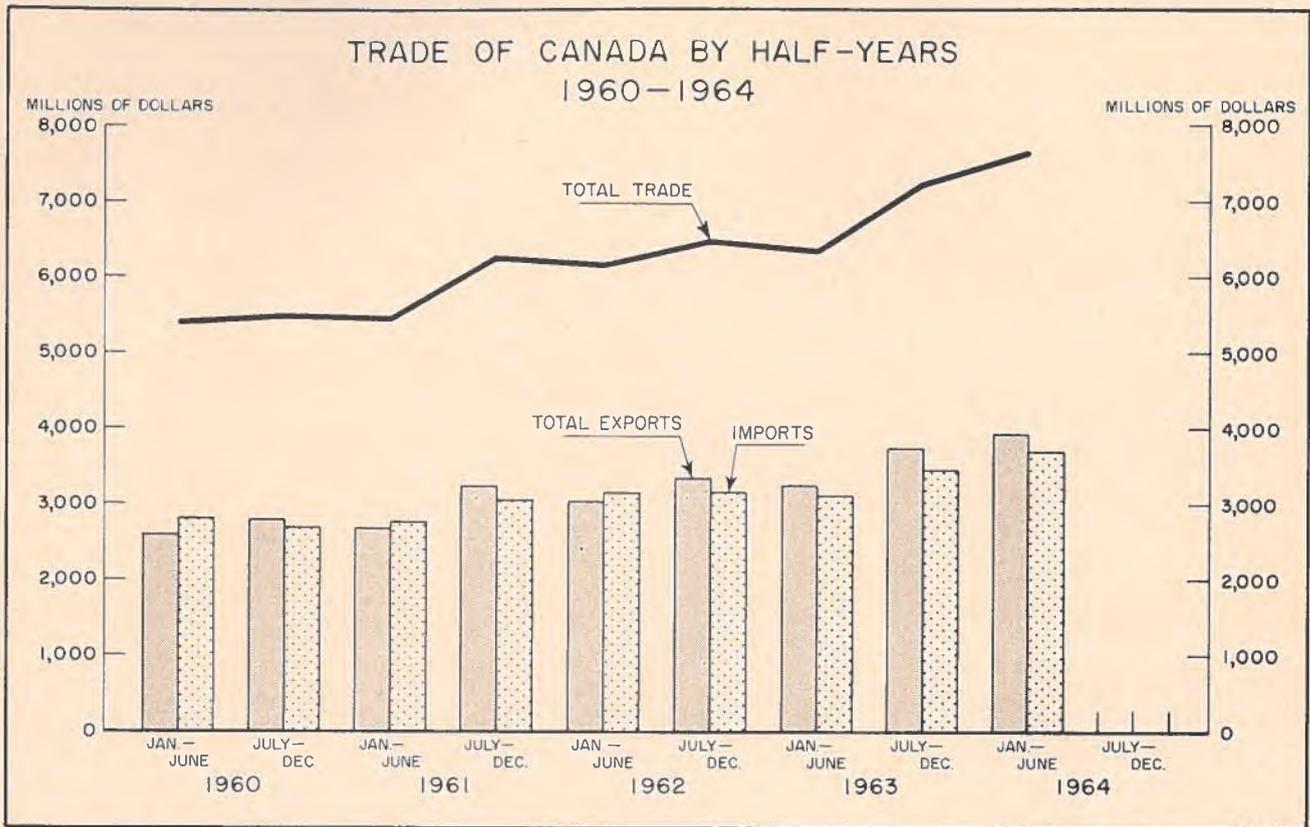
STRASBOURG (Bas-Rhin)

Agricultural equipment, brewing, clockmaking, engineering, leather, printing and paper, synthetic rubber.

TOULOUSE (Haute Garonne)

Agricultural machinery, aircraft, ceramics, chemicals, engineering, food industry, knitwear and hosiery, leather, printing and paper, ready-to-wear clothing, shoes, timber, tobacco processing.

If, like Mr. Fisher, you wish to investigate the many business opportunities in France today, the Commercial Section of the Canadian Embassy in Paris can help to make your investigation of the French market pleasant and profitable. We have a list of reputable agents and importers and can arrange appointments with them or with the syndicates. Don't underestimate the possibilities of selling your product in France. Come and explore them for yourself. ●



Canada's Foreign Trade Expands

Our foreign trade achieved an all-time high of \$7.6 billion in the first half of this year, with exports up by over 21 per cent and imports by nearly 20 per cent. Here a statistician discusses what we sold and where, with charts and tables to illustrate the text.

WILLIAM G. STARK,
*External Trade Division,
Dominion Bureau of Statistics.*

CANADA'S foreign trade has expanded considerably during the current year, figures available so far reveal. Many export products shipped to a wide range of destinations made significant gains. In fact, aided by the large shipments of wheat to Communist countries and with a concurrently large volume of imports entering a buoyant domestic economy, Canadian trade this

year has reached the highest level ever recorded. The rate of growth has also accelerated markedly during recent months.

For the half-year period January to June 1964, our foreign commerce reached \$7,641 million, 20.5 per cent above the value of \$6,341 million for the same six months last year. Exports and imports each increased by approximately one-fifth:

Table I
Trade of Canada by Half Years, 1960-1964

	1960		1961		1962		1963		1964	Change from	
	Jan.- June	July- Dec.	Jan.- June	July- Dec.	Jan.- June	July- Dec.	Jan.- June	July- Dec.	Jan.- June	1st half '62 to 1st half '63	1st half '63 to 1st half '64
(millions of dollars)											
Value of trade											
Total exports	2,599.5	2,790.5	2,684.3	3,218.3	3,017.8	3,339.5	3,237.4	3,752.4	3,935.0	+ 7.3	+21.6
domestic exports	2,535.6	2,720.0	2,614.0	3,141.0	2,930.0	3,248.5	3,141.7	3,656.8	3,833.7	+ 7.2	+22.0
re-exports	63.9	70.5	70.3	77.3	87.8	91.0	95.7	95.5	101.4	—	—
Imports	2,801.2	2,693.8	2,757.3	3,024.2	3,144.7	3,149.7	3,103.6	3,474.8	3,706.1p	- 1.3	+19.4
Total trade	5,400.7	5,484.4	5,441.5	6,242.4	6,162.5	6,489.3	6,341.0	7,227.1	7,641.1	+ 2.9	+20.5
Trade balance	-201.7	+96.7	+73.0	+48.1	-126.9	+189.8	+133.8	+277.6	+229.0	—	—
Price indexes											
export prices	122.9	123.0	123.0	125.2	127.7	128.6	129.2	129.1	130.1	+ 1.2	+ 0.7
import prices	115.2	116.2	117.5	120.9	124.4	125.4	128.0	130.8	132.7p	+ 2.9	+ 3.7p
Volume indexes											
export volume	135.5	145.3	139.6	164.8	150.6	165.9	159.6	186.0	193.4	+ 6.0	+21.2
import volume	185.7	176.4	179.5	190.1	193.3	189.6	185.6	201.4	216.5p	- 4.0	+17.2p

Figures may not add due to rounding
p—preliminary

exports rose 21.6 per cent and imports 19.4 per cent. Exports again exceeded imports and the result was a surplus of \$229 million in our merchandise trade balance for the first six months of this year. Exports made substantial gains in both July and August so that total exports for the first eight months of 1964 were more than 23 per cent above those for January-August of 1963.

Changes since 1960

The chart shown on page 11 illustrates on a half-yearly basis the upward trend of Canadian trade since 1960. In general, with due allowance for seasonal factors, exports have risen almost continually and imports, with the exception of the last part of 1962 and the first months of 1963, have shown a decided upswing. In several months of late 1962 and early 1963, the effects of increased prices of imported commodities in Canadian currency, stemming from the lowered exchange value of the dollar and the collection of tariff surcharges, were most felt and the volume and value of imports declined. By the end of 1963, how-

ever, the volume of imports had advanced slightly and their value had increased, partly because of the rise in prices of various imported foods. In the first half of 1964, as the chart reveals, both exports and imports gained appreciably over the corresponding totals for the same six months of the preceding year.

Table I reviews general trade totals for several years and also indicates the movement of price and volume indexes for exports and imports. The reader will observe that export prices have risen relatively slowly in the past 2½ years but import prices have advanced more sharply. The increases in the volume

Table II
Domestic Exports by Leading Markets, January-August

Leading Countries	January-August		Change 1963-64
	1963	1964	
	\$'000,000		%
Total, Domestic Exports	4,277.6	5,280.2	+ 23.4
United States	2,457.6	2,754.0	+ 12.1
Britain	655.1	792.2	+ 20.9
Union of Soviet Socialist Republics	1.4	311.8	+ 1
Japan	183.8	214.7	+ 17.3
Germany, Federal Republic	97.7	138.1	+ 41.4
Australia	67.5	90.6	+ 34.2
China, Communist	92.1	85.1	- 7.6
Netherlands	52.9	62.3	+ 17.8
Belgium and Luxembourg	40.5	50.9	+ 25.7
France	43.3	50.7	+ 17.1
Republic of South Africa	47.2	49.0	+ 3.8
Cuba	6.0	45.4	+656.7
Norway	46.5	44.0	- 5.4
Venezuela	30.6	39.7	+ 29.7
India	35.6	39.3	+ 10.4
Mexico	27.9	38.1	+ 36.6
Italy	42.7	36.8	- 13.8

¹ Over 1000 per cent.

indexes of goods moved during the first half of this year are a further indication of our expanding trade.

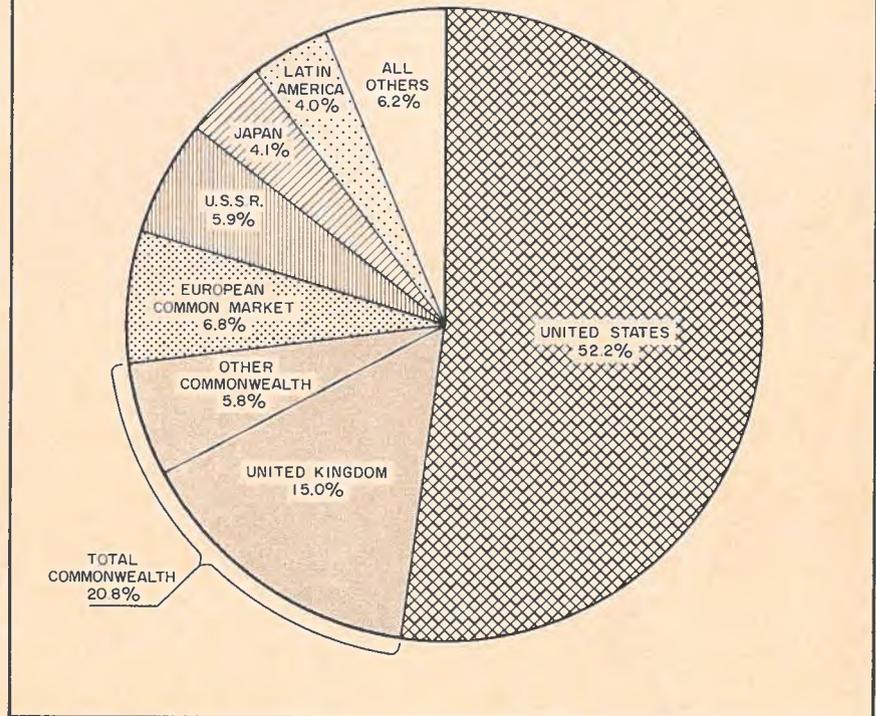
Domestic exports for the period January-August 1964 were valued at \$5,280 million compared with \$4,278 million for the first eight months of last year. Table II gives the values of Canadian goods purchased by our principal trade partners and indicates the percentage of gain or loss over the comparable period in 1963. With the exception of Communist China, Norway and Italy, Canada's trade with each of its main customers increased considerably this year. Naturally, influenced by the massive shipments of wheat and wheat flour to Communist countries, the proportion of exports despatched to the various markets altered considerably.

Where Exports Went

The accompanying graph depicts the current distribution of Canada's export trade. It shows that the United States remained our principal customer and that the value of our exports to the U.S. went up 12.1 per cent. But the proportion taken by that country dropped to 52.2 per cent from an average of approximately 57 per cent. Our exports to Britain—which purchased approximately 15 per cent of all exports, or about its usual share—increased by more than one-fifth. The gain in the Commonwealth or preferential-rate sector resulted mainly from increased shipments to Australia, although larger deliveries to Jamaica, Hong Kong, New Zealand, India, Ireland and the Republic of South Africa contributed.

The next largest share of 6.8 per cent was taken by the six countries which form the European Common Market, with West Germany buying the largest amount and ranking as Canada's fifth most important market. There were substantial increases in our 1964 exports to each member of this Community with the exception of Italy. The U.S.S.R., almost entirely because of wheat and wheat flour shipments, became Canada's third leading customer,

CANADIAN EXPORTS BY DESTINATION
JANUARY—AUGUST, 1964



purchasing 5.9 per cent of all exports during the January-August period of the current year. Japan followed in fourth place, with 4.1 per cent of Canadian exports. Trade with the Latin American countries advanced considerably; together they bought 4 per cent of our domestic exports in the eight months under review. Cuba, Venezuela and Mexico were the chief markets in that area. Accounting for over half of our exports to Cuba was \$25 million of wheat and flour purchased on Cuba's behalf by the U.S.S.R. Canadian shipments to Venezuela and Mexico each increased by approximately one-third.

What Canada Sold

It is interesting to note the changes in the types and values of the principal commodities which formed the main proportion of Canada's exports in 1964. Table III presents a breakdown by sections

of the export classification, the values of the principal commodities or groups of commodities included in each section, comparative figures for the same period of the preceding year, and the percentage of change. It is immediately apparent that exports of practically all main commodities showed gains over last year and in most cases, the increases were sizable.

● **Food, Feed, Beverages and Tobacco**—This section showed the greatest rise, 52.7 per cent, bolstered by large wheat, flour and barley sales. For the first time, Britain has been displaced as our leading market for wheat by the U.S.S.R. In addition to the exceptional quantities contracted for by Communist countries, West Germany and the Netherlands increased substantially their purchases of Canadian wheat. Barley went chiefly to Communist China, Britain and

the United States, and wheat flour was sent principally to the U.S.S.R., Britain, and Cuba. This section also showed strength in bigger exports of fish, whisky, feeds and tobacco during the current year.

● **End Products or Fully Manufactured Goods**—One of the most stimulating developments is the growth in the foreign sales of these products. Exports of these goods advanced 42.3 per cent in the first eight months of 1964 compared with January-August of last year and represented a high degree of Canadian content both in labour and materials. Aircraft and parts was the largest group and nearly three-quarters of their value was accounted for by purchases by defence authorities in the United States; deliveries to India, Australia and the Netherlands increased but those to Germany and Italy decreased. In total, aircraft exports were nearly 2½ times greater in value than in the same period in 1963. Agricultural machinery rose by 17.9 per cent; the major proportion of orders were from the United States. Motor vehicles and parts increased by more than three-quarters and industrial machinery, covering many special types, advanced by 30.1 per cent. The export of navigational equipment has continued to rise, with sales made chiefly to West Germany and the United States. There were also significant gains in many other products—such as railway rolling stock, heating and refrigeration equipment, measuring and controlling equipment, apparel and prefabricated buildings.

● **Raw and Fabricated Materials**—Accompanying these more spectacular increases in foods and manufactured products, there were also decided advances in 1964 exports of Canadian raw and fabricated materials. Foreign sales of inedible crude materials rose by 12.1 per cent for the January-August period. Favourable economic conditions in the United States encouraged growing trade with that country in most

basic materials—in particular, iron ore, petroleum and natural gas shipments increased considerably, as did those of crude asbestos and nickel ores. Other markets also took added quantities of Canadian industrial materials: for example, larger shipments of nickel ores, uranium, asbestos and iron ores went to Britain, more flaxseed to the Netherlands, considerable asbestos to France and Japan, more copper ores to Japan, and more zinc ores to Belgium. Overseas sales of crude materials have risen almost continually in recent years.

The most important section of Canadian exports by dollar value

Table III

Canada's Domestic Exports by Sections and Selected Commodities

Sections and Commodity	January-August		Change %
	1963	1964	
	\$'000,000		
Live Animals	23.7	16.1	- 32.1
Food, Feed, Beverages and Tobacco	799.5	1,220.5	+ 52.7
Wheat	416.9	715.1	+ 71.5
Fish and fish products	100.2	115.9	+ 15.7
Wheat flour	36.8	81.2	+120.7
Whisky	49.3	54.2	+ 9.9
Feeds	35.3	39.5	+ 11.9
Barley	9.7	38.3	+294.8
Tobacco	27.8	35.3	+ 27.0
Crude Materials, Inedible	918.8	1,030.2	+ 12.1
Iron ores and concentrates	156.1	221.0	+ 41.6
Crude petroleum	160.7	174.9	+ 8.8
Nickel in ores and concentrates	104.9	110.9	+ 5.7
Asbestos, unmanufactured	83.3	92.2	+ 10.7
Natural gas	53.1	64.1	+ 20.7
Radioactive ores and concentrates	102.3	57.0	- 44.3
Copper in ores and concentrates	34.6	41.8	+ 20.8
Flaxseed and rapeseed	34.1	40.2	+ 17.9
Fabricated Materials, Inedible	2,017.8	2,284.6	+ 13.2
Newsprint	478.3	534.9	+ 11.8
Lumber, softwood	289.0	306.5	+ 6.1
Wood pulp	264.5	301.6	+ 14.0
Aluminum and alloys	200.0	213.2	+ 6.6
Nickel and alloys	127.4	134.5	+ 5.6
Copper and alloys	112.0	124.3	+ 11.0
Steel, primary and semi-fabricated	82.0	116.1	+ 41.4
Synthetic rubber and plastics materials	58.5	65.8	+ 12.5
Fertilizers	50.1	57.5	+ 14.8
Veneers and plywoods	34.1	44.1	+ 29.3
Zinc and alloys	27.0	40.6	+ 50.4
End Products, Inedible	500.6	712.3	+ 42.3
Aircraft and parts	68.6	164.8	+140.2
Agricultural machinery and parts (including tractors)	87.6	103.3	+ 17.9
Motor vehicles and parts	55.3	98.8	+ 78.7
Industrial machinery and parts	66.7	86.8	+ 30.1
Navigational equipment and parts	32.5	35.3	+ 8.6
Special Transactions—Trade	17.2	16.5	- 4.1
Total, Domestic Exports	4,277.6	5,280.2	+ 23.4

is inedible fabricated materials, which comprises about 43 per cent of the total and includes several of our leading semi-finished materials. Total shipments of these goods have also advanced steadily over the past few years and in the first eight months of 1964 were 13.2 per cent above their total for January-August of the preceding year. Newsprint was the leading item and the United States the principal market. Britain also increased newsprint purchases, as did Australia, South Africa, Japan and Argentina. Lumber followed, with the United States as the main destination but exports to Britain, Japan and Australia also

up. Wood pulp shipments, mainly to the United States, rose considerably but Japan, Germany, Italy and Argentina also increased their orders in 1964. There were larger exports of such metals as aluminum, nickel, copper and zinc—moving mainly to the United States and Britain but also to a growing number of manufacturing countries. Steel exports rose by over 40 per cent and in addition to increased shipments to the United States, 1964 deliveries, particularly of sheet and strip, were made to a wide range of markets. Sales of synthetic rubber and plastics materials advanced by 12.5 per cent; Britain, the United States, Australia, France, Japan, and Mexico were

among the main customers. Fertilizers were in greater demand, the chief proportion going to the United States and sizable amounts to Cuba and Japan. Veneers and plywoods rose by nearly 30 per cent; the former were shipped principally to the United States and the latter to Britain.

Looking Ahead

In retrospect, there has been a general advance in Canada's export trade in both diversity of products and markets. Canadian producers appear to have been able to meet competitive prices in raw and semi-finished goods while in various end products they have entered new fields, thanks to special qualities in

design or workmanship. Prospects for continued sales to main trading partners are reasonably favourable, in spite of the recent imposition of customs surcharges on many imports into Britain and the termination of the large wheat contract with the Soviet Union. Other wheat agreements, however, continue with Eastern European countries and Communist China, in addition to the new contract for 10.6 million bushels for the U.S.S.R. just concluded. Forecasts of economic conditions in the United States market are good and Canadian trade with the European Common Market, other Commonwealth countries, Japan and Latin America also shows prospects for growth. ●

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, Montreal, Ottawa, Winnipeg and Vancouver, Department of Trade and Commerce; Fredericton, Department of Industry.

Israel—B. C. Steers, Commercial Secretary in Tel Aviv, who will be returning to his post.

Winnipeg—November 14-17 Port Hope—November 23
Tillsburg—November 19 Toronto—November 24-30
Delhi—November 20

Malaysia—E. H. Maguire, Trade Commissioner in Singapore.
Vancouver—November 9-18

In Territory

Costa Rica—H. E. Lemieux, Commercial Counsellor in Guatemala City, will visit San José January 13-15.

El Salvador—J. H. Nelson, Commercial Secretary in Guatemala City, will visit San Salvador February 1-5.

Honduras—J. H. Nelson, Commercial Secretary in Guatemala City, will visit San Pedro Sula and Tegucigalpa January 25-29.

Kuwait—L. A. Campeau, Commercial Counsellor in Beirut, Lebanon, will visit Kuwait November 20-23.

Liberia—M. S. Strong, Commercial Counsellor in Accra, Ghana, will visit Liberia November 15-22.

Libya—W. J. Jenkins, Commercial Secretary in Rome, Italy, will visit Benghazi and Tripoli November 8-18.

Netherlands Antilles—W. D. Wallace, Commercial Counsellor in Caracas, Venezuela, will visit the Netherlands Antilles November 8-18.

Nicaragua—H. E. Lemieux, Commercial Counsellor in Guatemala City, will visit Managua January 10-12.

Pakistan—R. D. Sirrs, Commercial Secretary in Karachi, will visit East Pakistan November 30-December 4.

R. D. Lee, Assistant Commercial Secretary in Karachi, will visit Lahore and Rawalpindi December 8-12.

Panama—H. E. Lemieux, Commercial Counsellor in Guatemala City, will visit Panama January 17-22.

Saudi Arabia—L. A. Campeau, Commercial Counsellor in Beirut, Lebanon, will visit Riyadh November 24-25.

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

Doing Business in Iran

Emphasis on development makes this a good place to sell materials or products that industry needs. What's the right way to set about selling them? From Tehran comes the answer to that question.

A. F. WYETT, *Commercial Division, Canadian Embassy, Tehran.*

IRAN is a developing market and one that has yet to be fully explored by Canadian businessmen. During the past decade, the country has embarked upon a vast reform program. This includes land reform, under which large landholdings are being divided among the farmers, and development projects that are opening up new areas and increasing the purchasing power of Iranians. The large oil royalties help to finance these schemes, which include communication systems, transportation, the exploitation of mineral deposits, and so on.

Decentralizing Trade

The business centre of the country is still Tehran but merchants in the provinces—in places like Tabriz, Meshed, and Isfahan—who have long been controlled by their colleagues in the capital are taking an interest in importing directly. The Government is encouraging this move because it considers the decentralization of trade in Iran's best interests. The drawback is that provincial merchants still lack experience in conducting export-import business and it will be some time before they will be able to carry on foreign trade independently. Canadian exporters may find it difficult to obtain suitable agents in Tehran because most of them already hold agencies for competing and internationally known brands. These manufacturers should turn to the provinces for energetic representatives.

Import business in Iran is carried on in two ways: by the importer who brings in goods for his own

account, and by the commission agent, who sells to manufacturers or merchants. The agent's position has weakened, however, in recent years and often he has been able to survive only by having one or two good agencies, or by importing for his own account as well as working on commission.

Good Agent Essential

For the Canadian who wishes to sell his product in Iran, securing an energetic and reliable agent is the first and essential step. Although the Commercial Division of the Embassy can recommend suitable agents, the exporter should come to Iran himself, meet and talk with

candidates, and make the final choice personally.

Most Iranian merchants respond to personal contacts and once they have established this type of business relationship with foreign firms, will do everything possible to develop sales. They love to sit in their offices, welcome an export manager or other representative of a foreign firm, and discuss over endless cups of tea the problems of a newcomer entering the market.

Once he has settled on an agent, the Canadian firm should deal solely with his new representative. If he receives inquiries direct from Iran, he should refer them back to his agent for investigation and follow-



Looking north on Avenue Ferdowsi in Tehran, the capital city and business centre of the country. Tehran businessmen have long controlled the import trade, but provincial merchants want to import directly and the Government is encouraging this.

Iran at a Glance

Area: 628,000 square miles.

Population: about 22 million.

Topography: situated on the Iranian plateau, encircled by mountains, except on the east.

Language: Persian (Farsi), Turkish, Arabic. English and French also spoken.

Currency: rial (100 dinars). One rial=Can.\$0.01419.

Weights and measures: metric system.

Capital: Tehran, population about 2 million.

Chief ports: Khorramshahr, Bushire, Bandar Shapur, Abadan.

Economy: 70 per cent of population depends upon agriculture for a living; oil is principal export.

Imports from Canada: 1962—\$5.3 million; 1963—\$3.6 million; first half of 1964—\$1.3 million.

Chief imports from Canada: 1963—radio and TV equipment and parts, \$631,000; sheet and strip steel \$571,000; aluminum pigs, ingots, slabs \$463,000; synthetic yarn and thread, \$206,000; synthetic fibres and waste \$182,000; tire cord fabric, \$176,000.

up. He should answer correspondence with the agent promptly, quote concisely and, especially in going after tender business, carry out the agent's instructions to the letter.

Quoting Prices

Pro forma invoices should be quoted in U.S. dollars or pounds sterling. If payment is to be made by irrevocable letter of credit, quotation should be c. & f. Khorramshahr, Persian Gulf. If payment is sight draft, it should be c.i.f. At all times shipping weights, both net and gross, and packing sizes should be indicated on the pro forma invoices. Do not indicate the agent's commission on pro forma invoices, but confirm this directly by separate letter.

To facilitate the work of the agent, the Canadian exporter should send his agent or buyer the following information by airmail before the pro forma invoices are issued:

- Prices Khorramshahr
- Approximate shipping dates
- Method of packing
- Weights and measurements of individual cartons, boxes, crates, etc.
- Approximate E.T.A. Khorramshahr
- Terms of payment

One problem in dealing with the Iranian market is often packing of the goods. At the ports of Khorramshahr, Bandar Abbas, and Bushire, freight is often exposed to rough handling and packing should be strong to withstand this. Some of the highways too provide rather rough going, and packages must take the bumps in their stride. Then too temperatures in the Gulf area often reach well over 100 degrees F. and this too is a hazard.

Advertising Is Essential

To succeed in the Iranian market, the Canadian will find it necessary to do some advertising but the approach used in Canada cannot be used here also. Over 80 per cent of the population of Iran is illiterate and for this reason, radio and other forms of advertising play an important rôle. There are transistor radios all over the country and this makes it a good medium for advertising a product that will be bought by the masses. One of the most popular forms of advertising is giveaways—such as pens, pocket knives, rulers, drinking glasses, and pocket wallets. These can be made in Iran, where the standard of production is rising rapidly.

Advertisements in periodicals and newspapers are a good means of reaching educated Iranians, owners

of plants and the management class. The country has two daily papers that reach nearly all areas, plus a number of small publications and weeklies that are widely read. Advertising plates for use in papers and magazines can be made locally but the design should be closely supervised by the Canadian principal and not left to the agent alone.

Television stations have been established in Tehran and Abadan and TV advertising will reach families in these cities and in the higher income brackets only. It is suited only to selling household products and other family needs.

The Canadian exporter would be wise to insist that his agent engage one of the reputable advertising agencies in Iran to handle the planning of advertising and the placing of it in suitable media. This raises the cost but also improves the results.

What to Sell

Canadian exports to Iran in recent years have consisted largely of raw materials, industrial machinery, spare parts, and other industrial needs.

Canada's position in the market has been won and maintained largely by the quality of our products which has made Canadian goods known and respected throughout the country. Canadians find it difficult to compete in price with European and Far Eastern exporters in the consumer goods and allied fields. When the product is one that industry needs and quality is essential, then Canadians can compete and win business. But in selling consumer products like foods or in selling paper, price competition is often too stiff.

What are the best possibilities for Canadian firms in the Iranian market? Probably they lie in the expanding demand for nuts and bolts, automotive spare parts, copper sheet and tubes, staple fibres, rayon, nylon and other synthetic yarns, communications equipment, synthetic rubber, and other raw materials for industry. ●

What's current in commodities?

Household Electrical Appliances

West Germany—Electrical appliances large and small—from stoves and freezers to toasters and irons—are becoming more popular every day with German housewives. This report tells you what Germans prefer and what Canadian manufacturers could sell.

G. D. VALENTINE, *Vice Consul, Duesseldorf.*

WEST GERMANY'S "economic miracle" has not only raised living standards but has also created a drastic shortage of labour. Households have been hard hit and to combat the scarcity of domestic help, German housewives are turning more and more to modern electrical appliances. In addition, the high salaries and generous benefits offered by German employers have lured ten million women into the

labour force, and it is estimated that 33 per cent of German housewives are working. Since many of them do their own housework, appliances are in greater demand now than at any time since the early 1950's.

Imports of electrical appliances into the Bundesrepublik last year amounted to \$88 million, and manufacturers in Britain, Sweden and the United States all captured a share from their Common Market

competitors. In coming years, this share could be even larger because the Federal Republic is proposing to reduce some tariffs to help stave off the threat of inflation. Even without a decrease in tariffs, Canadian manufacturers can obtain a percentage of the market if they cater to needs not filled by German and European producers. For example, food freezers produced in Germany rarely have a capacity of more than 12 cubic feet; refrigerators are almost all in the five to ten cubic foot range; clothes dryers are virtually unknown.

A survey made in 1963 brought out these facts about the use of appliances in West Germany.

Percentage of German Households with one or more*

Electric vacuum cleaner	66
Electric iron	87
Electric or gas refrigerator	52
Washing machine without dryer	24
Washing machine with spin dryer	12
Electric floor polisher	5
Electric dishwasher
Electric food mixer	23
Electric toaster	15
Electric sewing machine	10

*Source: Reader's Digest Survey of Europe 1963.

Although they are only a sampling, the figures are proof that it is possible to sell all kinds of appliances—and there is no reason why Canadians cannot capture part of this market.

Major Appliances

Refrigerators, electric stoves, freezers and washing machines are becoming more commonplace every year and are now considered necessary to the German way of life. The younger generation, however, is demanding more. Instead of just a refrigerator they now want a



This is the appliance department in one of West Germany's largest department stores. In the foreground are two ironing machines; the one on the right is a table model. The stoves with covers to hide the burners are preferred by German housewives.

separate freezer or at least a combined unit. Stoves must have all the latest controls and washing machines must be fully automatic. The vacuum cleaner is replacing or supplementing the carpet sweeper, and ironing machines are becoming increasingly popular.

Refrigerators—To sell refrigerators successfully in Germany, Canadian exporters should offer the larger units which German manufacturers do not produce. Production of refrigerators in the Bundesrepublik is large, but it is concentrated on models of from five to ten cubic foot capacity. Canadian refrigerators can therefore compete in the small but growing market for models over ten cubic feet.

There is, of course, a reason why small refrigerators are being produced in such quantity—many of the older apartments and houses do not have the space for a larger unit. This applies to all large appliances normally installed in a kitchen, therefore design for maximum utility is essential. However, kitchens in new housing projects are being designed to accommodate larger appliances.

Coupled with the new trend in building, the gradual change in the shopping habits of German housewives is also creating a demand for large refrigerators. Daily shopping trips for staple foods are slowly being replaced by excursions to the supermarkets once or twice a week.

The features wanted in refrigerators are freezing compartments, automatic defrosting, and swing-out and adjustable shelving.

Electric Ranges—Style and design are the most important factors in selling electric "cookers" on the German market. The old traditions are not easy to change and the German housewife still prefers two features not commonly found on North American stoves. She wants a solid burner instead of the coil type, and she wants a cover over the burners so that she can use the stove as additional counter space in

These Are Musts for Successful Selling

More than new and exciting design is necessary to sell appliances successfully in West Germany. Exporters must also comply with the requirements listed below:

- Electrical appliances must be wired for 220 volt, single phase 50 cycle alternating current.
- Prices must be quoted c.i.f. European ports because distributors want to know their landed cost.
- Plumbing fittings for automatic washers, garbage disposal units, hotwater tanks, dishwashers, etc., must have pipe fittings with a British Whitworth thread, although standard two-inch waterpipes are used.
- Sales literature and operating instructions in the German language are essential.
- Parts and service must be readily available to consumers.

her small kitchen. Height is also important because the average kitchen counter is 32½ inches, somewhat lower than in Canada.

For the new generation—influenced by the American way of life—these things are not as important as new automatic features. Higher-quality stoves must have automatic timers, illuminated ovens, rotisseries and built-in meat thermometers. German-made stoves do not have large ovens nor are they in demand. The stove should be as compact as possible but still have the desired automation.

Freezers—This is perhaps the best market for major appliances from a Canadian manufacturer's point of view. German production of freezers is relatively small and demand is growing steadily. Sales of frozen foods are rising rapidly. The average consumption per person was one half pound in 1957, it has now risen to six pounds, and forecasts see it doubling by 1970. Undoubtedly this will increase the demand for home freezers substantially. Supermarkets are increasing

in number every month and all of them are installing large frozen-food sections—creating a demand for commercial freezers also. Even the corner stores are putting in small chests for frozen foods to compete with the supermarkets.

Again, small kitchens must be considered. However, since it is not necessary to place a freezer in the kitchen, householders are finding corners in other rooms or in the basement for their freezers. The chest type is the most popular but there is also a demand for uprights. European manufacturers are producing freezers in the smaller sizes but few in the 16 to 24 cubic foot range. Outside design is important, but simplicity of operation, efficient arrangement of space, and easy accessibility are what German housewives look for most.

Washing Machines—It is estimated that 36 per cent of West German households own electric washing machines. Domestic production is concentrated on a machine that employs a reversing tumble action. This type uses less water but takes

more time to wash clothes than do automatic machines of North American design. The capacity of these washers is about eight to eleven pounds of dry clothes and this is the popular size; larger models will sell if they are fully automatic.

The most important feature in locally-produced washers is the built-in water heater. Hot water tanks are not common in Germany. Most homes have a separate geyser or gas-operated heater that heats water as it is needed. These are usually installed separately for each room—kitchen, bathroom—but are seldom able to heat the large quantities of water necessary to operate automatic machines.

Dryers—There is no demand for automatic clothes dryers in Germany, principally because they are almost unknown. An intensive advertising program emphasizing their advantages would have to be undertaken before they could be sold successfully.

Most German-made automatic washers do have a spin dry feature built in, but even with this the clothes must be hung up to dry. With the lack of sunshine in northern and central Germany, especially in winter months, and the lack of drying rooms in most apartment buildings, wet laundry is a common sight on the balconies of many German apartment buildings.

Self-operated laundromats are slowly becoming established. The few now in operation do have dryers and their efficiency is impressing a small segment of the population. Some dryers are on the market, but because sometimes they cost more than the washer itself, they are not in great demand.

A low-priced machine, properly promoted and backed with service and advertising, should find a large market in Germany. Gas dryers would also be acceptable here but the gas burners used in them would have to be approved. This process sometimes takes up to three months and costs up to \$400, depending

on the modifications and changes necessary to conform to German safety regulations. However, arrangements can sometimes be made to have an approved German burner installed after the dryer arrives in Germany.

Vacuum Cleaners—Although carpet beating is still quite prevalent here, vacuum cleaners are becoming more popular because of the shortage of domestic help and the increasing use of wall-to-wall broadloom. The Germans prefer vacuum cleaners very similar to those manufactured in Canada.

Styles in vacuum cleaners have not changed materially in recent years and domestic producers concentrate on improving the performance and efficiency of well-tried models. The trend is still to the hand-held canister type, although upright models with beating attachments as well as the normal suction action are also being sold. The low canister floor model with the long hose is not very popular in Germany. It is interesting to note that the German housewife can purchase a small vacuum cleaner for as little as \$25, including attachments.

Ironing Machines—Electric hand irons are found in approximately 89 per cent of all German households and the next logical step in this field is ironing machines. Appliance manufacturers are offering many different types but the counter-top ironer which can be stored easily is the most popular. It must of course be compact for storage purposes and light weight for portability. A machine that folds down and can be rolled into a cupboard for storage would sell well. Automatic features, such as foot or knee operation, temperature controls, forward and reverse operation of the roll, are all essential. So are easy maintenance and operation.

Labour-Saving Appliances

In this classification, Canadian appliance manufacturers will not

VDE Approval Helps

ELECTRICAL appliances that carry the mark of approval of the Verband Deutscher Elektrotechniker (Association of German Electrical Engineers) have a distinct advantage in the German market. Some dealers in Germany are reluctant to handle products not carrying this mark even though it is not required by law and the equipment can be sold without it.

A list of VDE specifications in English can be obtained from VDE Verlag G.m.b.H., 1 Berlin-Charlottenburg 2, Bismarckstrasse 33. The address of their testing station is: Die Prüfstelle des VDE, 6 Frankfurt-Main, Osthavenplatz 6-8.

Canadian manufacturers should NOT be deterred from trying to enter the German market merely because they have not received permission to use the VDE approval mark. If an attempt to interest German importers in their product is successful, they can then decide whether the product should be submitted to the VDE for approval.

The names and addresses of other associations testing appliances that operate with gas or water can be obtained from the Trade Commissioners in Hamburg, Bad Godesberg, and Duesseldorf.

only face stiff competition from domestic and European producers, but will also have to overcome inherent idiosyncrasies, preferences and difficulties peculiar to this market. On the other hand, this is a field where Canadian producers might have an advantage in new developments and techniques that have not yet been fully exploited by domestic manufacturers—for example, garbage disposal units.

Dishwashers—Sales are limited here because of lack of space and this also dictates the size of the models

now being sold. The most popular appear to be the portable free-standing machines that can be stored elsewhere and brought into the kitchen when required. This style also makes complicated and costly plumbing installations unnecessary.

Water is the major problem. The quality varies in different areas of Germany and in most cities the water is hard. The minerals in the water tend to plug the small jets in a machine over a period of time and repairs are expensive. In addition, water pressure varies and it is often difficult to operate a machine that is controlled by water pressure alone.

The problem of adequate hot water supply affects dishwashers as it does washing machines. However, in newer apartment buildings hot water is supplied, although some landlords prohibit water-using appliances because the building owner pays for water. This situation is more the exception than the rule.

In spite of these difficulties, dishwashers are becoming more popular every year. In addition to a large domestic production, 7,513 units were imported last year, 80 per cent of them from the United States.

Floor Polishers—Because an increasing number of housewives are doing their own cleaning, the market for high quality, efficient floor polishers is growing. Older German homes and apartments have mostly wooden parquet floors which are kept in immaculate condition without too much effort. Newer buildings are using more economical PVC floor tiles and these take a great deal of washing and polishing to retain their finish. Floor polishers that can be adapted to wash, wax and polish by simply changing brushes or pads would sell best.

Garbage Disposal Units—At present, there is very little domestic production of a unit for grinding garbage and flushing it away in the sewage system. A model recently displayed at the Hanover Industries

Fair received a great deal of publicity and created widespread interest. Adequate water supply and sewage capacity is available in large cities and so far there is no legislation against such a unit.

It would be necessary to promote the product with advertising in order to educate the public and this could be expensive. In addition, all units must be tested and approved by a testing department of the city water and sewage authority.

Smaller Appliances

Into this classification fall the myriad small hand-operated appliances that are commonplace in North America. Mixers, toasters, irons, and blenders are plentiful in Germany but imports, as well as exports, are rising. New and different articles, such as electric carving knives and electric toothbrushes, are only now coming on the market.

Irons—Germany is a large producer of hand irons and last year exports reached a value of \$3 million. In the same period, imports amounted to \$1.5 million and came chiefly from the Netherlands. Both steam and dry irons can be sold here although competition is stiff. The hardness of the water in many areas affects the operation of steam irons and, although they are becoming more popular, housewives seem reluctant to use them because of the clogging problem.

Toasters—Toast is not a common breakfast item in Germany but it is becoming more popular for snacks, appetizers and the occasional evening meal. (The main meal in Germany is at noon.) Although fully automatic toasters are winning favour, domestic production concentrates on hand-operated models. Large quantities of toast-brot (sliced white bread for toasting) are being imported into the Rhine-Ruhr area of Germany from Holland and are influencing the sale of toasters. Competition would be least for fully automatic toasters or toaster-oven combinations.

Mixers—Although Germany has many bakeries, the average housewife bakes quantities of kuchen and the sale of mixers is large. Machines that have their own base (as opposed to hand-held units) are most popular and they usually have various attachments for squeezing fruit, blending, puréeing, slicing vegetables, etc. Smaller hand mixers, as well as more elaborate, coloured, chrome-plated kitchen machines, would find both ready acceptance and stiff competition here.

A close look at the German market reveals that almost any appliance or electrical item that is manufactured anywhere is also made in Germany. In 1963 over 30 million appliances were produced worth \$750 million. Nevertheless, the import figures show that Germans purchase many foreign-made appliances as well.

Germans consider electrical appliances an attribute of modern living; for many they are status symbols as well as practical aids. As the German public becomes more influenced by North American living habits the demand for both domestic products and imports is bound to increase. Quality, style and dependability have long been associated with products from North America and, provided price and quality are competitive, all appliances can be sold to some section of the population, including the following:

- Air-conditioners
- Baby bottle warmers and sterilizers
- Blenders
- Coffee pots
- Deep fryers
- Egg cookers
- Fruit presses and juicers
- Frying pans
- Hair dryers
- Hotplates
- Lawnmowers and hedge trimmers
- Meat grinders
- Rotisseries and barbecues

Canadian manufacturers who are in a position to export electrical appliances that can conform to German requirements should contact the Trade Commissioners at Hamburg, Bad Godesberg and Duesseldorf. ●

The Ocean Freight Market

RATES generally were steady during the third quarter. A brief period of higher rates occurred about the middle of August and an upward movement again took place at the end of the quarter. The Pacific Coast section of the market showed small increases from the levels prevailing at the end of the previous quarter. The increases in rates that took place in the middle of August continued to the end of the quarter in the scrap iron and steel trades reflecting an increased demand for the size of ship typically employed in those trades (9,000-10,999 tons deadweight approximately).

The average rate for black oil from the Caribbean to the United States North Atlantic ports did not change appreciably between the second and third quarters this year (from \$1.46 to \$1.54). This was in marked contrast with 1963 when the average rate declined from \$1.52 to \$1.09 between the second and third quarters of the year.

Correction: In the report for the second quarter (*Foreign Trade*, August 22, 1964) the heading was incorrectly printed as First Quarter 1964.

CHARTER RATES—THIRD QUARTER 1964

The rates shown in column A are in sterling or U.S. dollars with the Canadian dollar equivalent in column B calculated at £=\$3.01 and U.S.\$=\$1.08. For comparison, the rates a year ago are shown in column C with the Canadian dollar equivalent in column D likewise calculated at £=\$3.03 and U.S.£=\$1.08.

TIME CHARTERS

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

	1964 Third Quarter		1963 Third Quarter	
	A £ or U.S.\$	B Can.\$	C £ or U.S.\$	D Can.\$
General Trading (approximately 6 months)				
Motorships, 9,000-10,999 dwt., 9-10.9 knots			\$2.38	2.57
Motorships, 9,000-10,999 dwt., 11-12.9 knots	\$2.48	2.68	\$2.73	2.95
Motorships, 9,000-10,999 dwt., 13-15 knots	\$3.38	3.65	\$2.71	2.93
Motorships, 11,000-12,999 dwt., 13-15 knots	\$3.24	3.50	\$2.87	3.10
Motorships, 13,000-14,999 dwt., 13-15 knots	\$3.54	3.82	\$2.73	2.95
Motorships 15,000-16,999 dwt., 13-15 knots	\$2.80	3.02		
Steamships, 9,000-10,999 dwt., 9-10.9 knots	\$2.24	2.42	\$2.56	2.76
General Trading (approximately 12 months)				
Motorships, 9,000-10,999 dwt., 13-15 knots			\$3.39	3.66
Motorships, 11,000-12,999 dwt., 13-15 knots			\$2.94	3.18
Motorships, 13,000-14,999 dwt., 13-15 knots	\$3.30	3.56	\$3.30	3.56
Motorships, 15,000-16,999 dwt., 13-15 knots	\$3.36	3.63		
Steamships, 9,000-10,999 dwt., 9-10.9 knots	\$2.24	2.42	\$2.37	2.56
Steamships, 11,000-12,999 dwt., 9-10.9 knots	\$2.46	2.66	\$2.66	2.87
West African Rounds				
Motorships, 9,000-10,999 dwt., 11-12.9 knots	\$3.47	3.75	18s. 1d.	2.74
Motorships, 9,000-10,999 dwt., 13-15 knots	\$3.56	3.84	21s. 1d.	3.19
Motorships, 11,000-12,999 dwt., 13-15 knots	\$3.20	3.46	19s. 1d.	2.89

TRIP CHARTERS

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

	1964		1963	
	A	B	C	D
	£ or U.S.\$	Can.\$	£ or U.S.\$	Can.\$
Heavy Grain (per long ton)				
St. Lawrence to Britain	33s. 10d.	5.09	43s. 10d.	6.64
St. Lawrence to Belgium/Holland	\$3.68	3.97	\$4.38	4.73
St. Lawrence to Bulgaria	\$8.23	8.89		
St. Lawrence to Denmark	\$4.80	5.18		
St. Lawrence to France	\$7.00	7.56		
St. Lawrence to East Germany	\$5.50	5.94		
St. Lawrence to West Germany	\$4.20	4.54		
St. Lawrence to Italy	\$6.85	7.40		

	1964		1963	
	Third Quarter		Third Quarter	
	A	B	C	D
	£ or U.S.\$	Can.\$	£ or U.S.\$	Can.\$
St. Lawrence to West Coast of India	66s. 4d.	9.96		
St. Lawrence to Japan	\$10.38	11.21		
St. Lawrence to Poland	\$4.69	5.07		
St. Lawrence to U.S.S.R. Baltic			\$6.88	7.43
St. Lawrence to U.S.S.R. Black Sea			\$8.22	8.88
Churchill to Britain	40s. 3d.	6.06	44s. 5d.	6.73
Churchill to Belgium/Holland	\$5.00	5.40	\$4.94	5.34
Churchill to Poland	\$5.75	6.21		
Great Lakes to Britain	61s.9d.	9.29	70s. 10d.	10.73
Completing St. Lawrence	33s. 9d.	5.08	35s. 11d.	5.44
Great Lakes to Belgium/Holland	\$8.05	8.69	\$8.30	8.96
Completing St. Lawrence	\$3.95	4.27	\$4.39	4.74
Great Lakes to Denmark	\$7.75	8.37		
Completing St. Lawrence	\$4.75	5.13		
Great Lakes to France	\$8.50	9.18		
Completing St. Lawrence	\$4.50	4.86		
Great Lakes to West Germany	\$8.17	8.82		
Great Lakes to Venezuela	\$10.50	11.34		
Halifax/Saint John to Britain			48s. 8d.	7.37
British Columbia to Britain			\$7.17	7.74
British Columbia to Belgium/Holland			\$7.02	7.58
British Columbia to Italy	\$9.00	9.72		
British Columbia/North Pacific to Japan	\$6.53	7.05	\$6.25	6.75
British Columbia to West Coast of India			68s. 4d.	10.35
British Columbia to Venezuela	\$6.76	7.30		
British Columbia to Communist China	38s. 4d.	5.77	48s. 0d.	7.27
British Columbia to U.S.S.R. Pacific			\$6.91	7.46
British Columbia to U.S.S.R. Black Sea			\$9.25	9.99
Coal (per long ton)				
Hampton Roads to Belgium/Holland	23s. 5d.	3.53	24s. 0d.	3.64
Hampton Roads to Japan	\$7.12	7.69	\$7.11	7.67
Lumber and General Cargo (per long ton)				
British Columbia to Britain	\$13.37	14.44	\$12.29	13.27
British Columbia to Australia	\$15.06	16.26		
British Columbia to South Africa	\$17.53	18.93		
Oil Black (per long ton)				
Venezuela to Portland, Maine	\$1.43	1.54	\$1.01	1.09
Persian Gulf to Portland, Maine	\$3.68	3.97	\$3.33	3.60
Venezuela to Montreal	\$2.05	2.21		
Oil in Clean Tanks (per long ton)				
Venezuela to Montreal	\$1.85	2.00		
Oilseeds (per long ton)				
Great Lakes to Britain	76s. 9d.	11.55		
British Columbia to Japan	\$5.84	6.31		
Pulpwood (per fathom)				
East Coast Canada to Belgium	238s.9d.	35.93		
East Coast Canada to France	240s. 0d.	36.12		
Nova Scotia to Holland	240s. 0d.	36.12		
Scrap Iron or Steel (per long ton)				
Great Lakes to West Germany	\$9.78	10.56		
Great Lakes to Italy	\$10.84	11.71		
U.S. Atlantic to Japan	\$12.42	13.41	\$12.13	13.10
California to Japan	\$7.66	8.27	\$7.55	8.15
St. Lawrence to Japan	\$13.32	14.39		
Great Lakes to Japan	\$14.20	15.34		
Sulphur (per long ton)				
British Columbia to Italy	\$8.00	8.64		
British Columbia to Brazil	\$9.11	9.84		

FAIRS AND EXHIBITIONS

Britain's Food Fair—Canada's Cup of Tea

"FROM the time one steps out of the train at the special station at the side of Olympia until long after one has again reached Earls Court it is not possible to forget the impact being made at the Food Fair by the Government of Canada."

These words, written by a British journalist, are typical of the comments received by Canadian representatives at Britain's Food Fair which was held in London from September 1 to 16. The Canadian exhibit (the largest at the fair) displayed products from 31 companies and ranging all the way from frozen foods to garlic.

The "Canadian Food Festival" was backed up by an extensive, co-ordinated publicity campaign which included full-colour posters showing a sampling of foods. These were displayed on buses and in subway and railroad stations. In fact, all advertising space at the Olympia subway station was taken up by Canadian posters.

The Canadian Dairy Princess who was flown to the fair for a week's stay turned out to be a welcome addition. The British people and press immediately took a liking to her, and apart from her official duties she was in constant demand for interviews by radio and television stations. On her first day at the fair she was piped into the hall by members of the London Scottish Regiment. She attracted so many people on her way

to the Canadian pavilion that officials feared that the crush might do structural damage to the exhibit. Her presence contributed greatly to the excellent press coverage received by the Canadians who were mentioned in over 40 papers and general magazines and in 16 trade magazines. During the first two days of the fair an estimated 4.5 million readers were exposed to Canadian press publicity.

The exhibit itself took up both sides of the main aisle on the balcony of the Olympia. The long side (179 feet) contained booths for the various exhibitors. Storage and lounge areas were located behind the display walls. White "Calgary Stampede" stetsons for the sales-girls plus a liberal use of Old American lettering on company and government signs lent a distinctly "wild west" atmosphere.

The other side of the aisle was dominated by a lounge area which originally held a walk-in replica of the "mammoth cheese of Perth". Various types of Canadian cheese were on display in this room within a room. Behind and on either side of this area were more booths featuring cheese, and these were flanked by two government displays. One was a general exhibit by the Department of Trade and Commerce; the other was sponsored by the Canadian Government Travel Bureau and displayed hunting, fishing or outdoor cooking scenes.

Hand-out items prepared for the fair included match-books and shopping bags featuring a maple leaf insignia, maps of Canada, and small lapel pins in the shape of a maple leaf. Approximately 40,000 of these pins were distributed. Exhibitors were provided with napkins and food picks for sampling. A 36-page illustrated brochure was prepared and each exhibitor was given a page. Also available was a recipe booklet featuring dishes which could be made from the products on display. Approximately 4,000 brochures were sent to trade buyers in a pre-fair mailing; 26,000 recipe booklets were distributed at the exhibit.

The following firms were among the exhibitors:

Baker Guennel Co.
Bee Cee Honey Company Ltd.
Bick's Pickles of Canada
Black Diamond Cheese Ltd.
Boese Foods Ltd.
Canada Kosher Sausage Mfg. Co. Ltd.
Canada Packers Ltd.
The Canada Starch Company Ltd.
Canadian Cannery Ltd.
Canadian Quality Poultry Exports Ltd.
The Chun King Corporation of Canada Ltd.
Connors Bros. Ltd.
Co-op Prairie Cannery Ltd.



Sampling the food at the Canadian Food Festival at Britain's Food Fair is Margaret Boyko, the Canadian Dairy Princess. Behind the Princess and to the right stands G. E. Woollam, Commercial Counsellor (Agriculture), London.

Cordon Bleu Ltd.
 Culverhouse Canning Ltd.
 Farm House Frozen Foods
 Favexsales Ltd.
 The Georgian Bay Fruit Growers Ltd.
 Green Giant of Canada Ltd.
 Hershey Chocolate of Canada Ltd.
 Manitoba Co-operative Honey Producers Ltd.
 Manitoba Export Corporation
 Manitoba Freshwater Fish
 Northland Wild Rice Ltd.
 Ontario Tender Fruit Institute
 Pet Milk Canada Ltd.
 Planters Peanuts
 Scotian Gold Co-operative Ltd.
 Smart Bros. Ltd.
 E. D. Smith & Sons, Ltd.
 Speers-McGonigal Ltd.

Individual exhibitors did very well at the fair. Bee Cee Honey reported, "... record sales past all expectations." The company sold 500 pounds of honey in one week. One of the cheese manufacturers had to draw three times the amount of the original estimate for the fair from warehouse stock in Britain. Baker Guennel Co. received its first trial order from a large department store in London. The company wrote, "The fabulous publicity arranged has greatly, if not mainly, contributed to our success in England."

Some of the most heartening comments came from the fair officials themselves. John Awdry, the general organizer, stated, "You will already know how impressed we were by the energy and team spirit of the Canadian delegation, and how glad everyone here was to see such a successful pavilion."

Mobile Showroom Features Plywood

A three-year coast-to-coast campaign to acquaint Americans with Canadian birch plywood launched in Ottawa this fall is now into its second successful month of operation.

The Canadian Hardwood Plywood Association in collaboration with officials of the Department of Trade and Commerce have designed and outfitted a 35-foot trailer which shows the various varieties of birch plywood to best advantage. The trailer's cabinets, furniture and wall panels are all of plywood. The exhibit, entitled "Facts and Fancies on Figures and Faces", is manned by J. J. Legare, a Trade Publicity Officer, and Linda Barks, a 19-year-old Ottawa model who was chosen as the Canadian Birch Girl.

Promotion material includes two sets of literature: one is designed to interest the homeowner or non-trade buyer; the other is aimed strictly at the lumber dealer himself. Souvenir maple leaf pins are given to visitors. Miss Barks' costume features the unique "Maple Leaf" tartan, a new pattern designed by Highland Queen Sportswear Ltd. of Toronto. Queries and comments



Linda Barks is shown on the job in the display area of Canada's birch plywood trailer. Her costume features a "Maple Leaf" tartan skirt, vest and beret. A gold shirt completes this attractive ensemble created for the Canadian Birch Girl.

have been coming thick and fast from many interested Americans.

The itinerary for the trailer, which is looked upon as a combination of trade fair and trade mission, began in late September with a week's appearance at the Eastern States Exposition's Second International Fair in Springfield, Massachusetts. Almost 30,000 people inspected the trailer during the fair. The next stop was at a shopping centre in Peabody, a suburb of Boston. The trailer also appeared in Philadelphia as part of that city's "Canada Week" and in Dallas at the Texas State Fair. The exhibit is also scheduled for various building, lumber and home shows in the U.S.

Systems Engineering Conference/Fair

A prospectus has been prepared outlining the proposed program for the second Systems Engineering Exposition and Conference to be held at McCormick Place, Chicago, September 20-23, 1965.

The 12-page booklet contains photographs from the first show, a number of exhibitors' comments, a floor plan and price list, and other general information.

Products eligible for exhibit include analog, digital and hybrid systems; computers; instrumentation systems; test and measurement systems; n/c equipment; actuation, positioning, transfer and conveying systems; components, accessories and peripheral items.

For a copy of the brochure write to 1965 Systems Engineering Exposition, c/o Clapp & Poliak, Inc., 341 Madison Avenue, New York, New York 10017.

FOREIGN TARIFFS

AND TRADE REGULATIONS

Britain

TEMPORARY IMPORT CHARGES—The British Government announced October 26, 1964, the imposition of a 15 per cent temporary import charge effective October 27 to reduce the present level of imports. The British Government stated that the Temporary Import Charges do not constitute a protective tariff but are essentially temporary, to be reduced as soon as the balance-of-payments situation permits and abolished at the earliest opportunity. The charge will be levied on all goods covered by the scheme, regardless of their origin.

The charges will not apply to foodstuffs (including animal feeds), basic raw materials for industry or unmanufactured tobacco. Otherwise it will be made general to lighten its incidence and to spread it widely throughout the economy. The list of goods excluded from the charge is outlined below. Relief from the charge will be given, so far as practicable, on goods subsequently re-exported.

Imported goods should continue to be entered with Customs as hitherto until the actual changes in requirements are published by H.M. Customs and Excise. Goods will continue to be cleared through the Customs in the normal manner and importers will be called upon to pay the charge on goods entered on or after October 27, 1964, retroactively when the necessary legislation has been passed.

The Temporary Import Charge, it is understood, will be assessed on the same basis as the value for duty, i.e., c.i.f. or landed cost. For example, goods previously dutiable at 10 per cent ad valorem will now be dutiable at the rate of 25 per cent ad valorem.

List of goods, according to customs tariff headings, not subject to temporary charge on imports.

Tariff Heading	Summary Description
01.01-01.06	Live animals
02.01-02.06	Meat
03.01-03.03	Fish
04.01-04.06	Dairy produce, eggs and honey
05.01-05.15	Hair, bones, ivory and other animal products
07.01-07.06	Vegetables
08.01-08.13	Fruit and nuts
09.01-09.10	Coffee, tea, spices
10.01-10.07	Cereals
11.01-11.09	Flour, malt, starch
12.01-12.10	Oilseeds, roots, plants used for pharmacy, etc.
13.01-13.03	Raw vegetable materials and extracts
14.01-14.05	Vegetable plaiting and caning materials, etc.
15.01-15.17	Animal and vegetable fats and oils
16.01-16.05	Preparations of meat and fish

Tariff Heading	Summary Description
17.01-17.05	Sugar, syrup and sugar confectionery
18.01-18.06	Cocoa and chocolate
19.01-19.08	Preparations of cereals
20.01-20.07	Preparations of fruit and vegetables
21.01-21.07	Miscellaneous edible preparations
23.01-23.07	Food industry residues
24.01	Unmanufactured tobacco
25.01-25.32	Salt, sulphur, plaster, lime and cement
26.01-26.04	Metallic ores, slag and ash
27.01-27.16	Mineral fuels, mineral oils and products
37.04-37.07	Natural rubber
40.03-40.04	Reclaimed and waste rubber
41.01	Raw hides and skins
41.09	Leather parings and waste
43.01	Raw fur skins
44.01-44.12	Wood, not planed or further prepared
45.01-45.02	Natural cork and waste cork
47.01-47.02	Papermaking material (pulp and waste paper)
49.05-49.07	Maps, charts, plans, stamps, etc.
49.11 (B) (1)	Certain photographic prints
49.11 (C) (2)	Certain printed documents and diagrams
50.01-50.03	Silkworm cocoons, raw silk and silk waste
53.01	Sheep's or lambs' wool, not carded or combed
53.02	Other animal hair
53.03-53.04	Waste of sheep's or lambs' wool
53.05	Sheep's or lambs' wool, carded or combed
54.01-54.02	Unspun flax and raimie
55.01-55.04	Raw cotton, linters and waste
57.01-57.04	Unspun hemp, jute and other vegetable textile fibres
63.01-63.02	Old clothing and rags
71.02-71.10	Synthetic and natural precious and semi-precious stones and precious metals not fully manufactured
71.11	Waste and scrap of precious metals
72.01	Coin
73.02	Ferro-alloys
73.03-73.05	Iron and steel waste, scrap, shot, grit and powder
74.01-74.02	Unwrought copper and master alloys
75.01	Unwrought nickle
75.05 (A)	Unwrought nickle electroplating anodes
76.01	Unwrought aluminum and waste and scrap
77.01	Unwrought magnesium and waste and scrap
77.04 (A)	Beryllium waste and scrap
EX 77.04 (B)	Unwrought beryllium
78.01	Unwrought lead; lead waste and scrap
79.01	Unwrought zinc; zinc waste and scrap
80.01	Unwrought tin; tin waste and scrap
81.01-81.04	Tungsten, molybdenum, tantalum and other base metals
89.04	Vessels for breaking up
EX 92.12	Sound recordings not produced in quantity and not for general sale
99.01-99.06	Works of art, collectors pieces and antiques

British West Indies

CERTIFICATES OF ORIGIN—Canadian exporters to British Guiana and other territories in the West Indies are urged to give careful attention to the preparation of certificates of origin for goods to be entered under the preferential tariff. Some Canadian exporters have shown goods of United States manufacture as goods of Canadian origin.

Goods of non-Commonwealth origin shipped from Canada to the West Indies must be invoiced separately from those shown to be of Canadian (or Canadian and Commonwealth) origin. Also, goods of non-Commonwealth origin must be packed separately from those entitled to entry under the preferential tariff. However, the goods could be packed in a common container provided that each package is clearly marked to identify it with the mark shown on the invoice.

Incorrect entries, even if inadvertently made, involve the importer in difficulties with the Customs authorities. To eliminate unnecessary delays and expense in clearing goods, Canadian exporters are advised to ensure that the invoice with accompanying certificates of value and of origin are correctly and completely made out.

Detailed information on documentation requirements for the West Indies may be obtained from the Commonwealth Division, Office of Trade Relations.

Dominican Republic

SYSTEM OF DEPOSITS INTRODUCED—The Reserve Bank has announced that, effective November 5, importers clearing goods through customs are subject to a separate payment equivalent to 40 per cent of f.o.b. value which will be held by the Central Bank for 181 days before automatic release to the owner.

Exempt from the 40 per cent deposit are certain classes of imports, including food products such as jerked beef; smoked fish; dry-salted fish; fish in brine; corn flour and corn meal; foodstuffs, n.e.s., prepared with cereals; soups and broths; cod, herring, mackerel, salmon, tuna and sardines in glass, tin or earthenware containers, whether or not in sauce or oil; evaporated or condensed milk or cream, with or without sugar added, intended for use as food; preserved foodstuffs of animal origin, vegetables and fruits (compotes), imported in containers holding not more than 5½ ounces, provided their use as children's food is indicated on the containers; skimmed, homogenized, or dried milk, medicinal formula compound, included in Tariff Item 1041, when their containers indicate that they are special for children's use. Also exempt appear to be medicinal and veterinary products; insecticides, fungicides, and fertilizers, and imported articles required for the exclusive and normal operations of regularly circulated newspapers and magazines or for the printing of books of a cultural nature.

Other exemptions from the 40 per cent deposit include: raw materials not available in the country,

machinery and equipment for Fomento-sponsored industries, and government entities (including those responsible for the sugar industry, electricity and water) which are normally eligible for exemption from import duties.

Malaysia

COMMON TARIFF PLANNED—In another preliminary move towards the economic integration of Malaya, Singapore, Sarawak and Sabah, the Central Government's newly-created Tariff Board has proposed a first list of 101 items for protection under common tariffs when landed anywhere in Malaysia. Included are tires and tubes, all other rubber manufactures, some building materials, soaps and cleansing preparations, batteries and parts, and plastic goods. Perhaps 5 per cent of Canadian exports to Malaysia could be affected. Before legislation is enacted, the Tariff Board will hold public hearings at which objections and suggested amendments to the proposed tariffs will be considered.

Meanwhile, in order to prevent speculative stockpiling in free port areas, Singapore and the other administrations concerned have made most of the affected items subject to import licences with quotas based on normal consumption levels in the common market territories.

Exporters who wish further information on the application of the quotas and the proposed customs duties, or on the public hearings which are to review the latter, should contact without delay the Commonwealth Division, Office of Trade Relations, Department of Trade and Commerce, Ottawa, or the Canadian Government Trade Commissioner in Singapore.

New Zealand

EXCHANGE CONTROL ON OVERSEAS REMUNERATIONS—An announcement was made on October 16 stating that after that date any person (including a corporate body) ordinarily resident in New Zealand who receives remuneration outside New Zealand for work or services performed in New Zealand must sell all proceeds to the New Zealand banking system in exchange for New Zealand currency. This would include:

Foreign currency and travellers' cheques or other receipts in New Zealand from visitors.

Any balances credited overseas, in any form, in return for work or services in New Zealand.

Commissions earned or credited in respect of work or services in New Zealand related to imports or exports.

Fees paid or credited in overseas currency for legal, accounting, architectural, advertising or other technical work or services given in New Zealand.

Any royalty payments paid or credited to a New Zealand resident in overseas currency.

Payments or credits in foreign currency, for services rendered in New Zealand for visitors.

Interest and dividends earned overseas are *not* affected.

If the remuneration is in a form other than foreign currency or a balance with an overseas bank (say a foreign security, or property overseas) it must be converted into foreign currency and sold to the New Zealand banking system.

The requirement to sell applies to remuneration resulting both from existing arrangements and from arrangements made in the future. It does not apply to balances or currency held before the operative date, but does apply to any *future* receipts or credits, even if they have been *earned* before this date—Wellington.

Thailand

ANTI-DUMPING REGULATIONS ANNOUNCED

—The Government of Thailand enacted on September 7 an anti-dumping law which came into force on September 16, the day after its publication in the government *Gazette*. The law is intended to prevent dumping, that is, the import of commodities for sale in Thailand at prices below normal which have or may have an adverse effect on domestic industries.

Under the law, an Anti-Market Dumping Board will be set up, consisting of eleven members including officials of various government departments. The Board is charged with investigating the facts, deciding

whether dumping has taken place, reporting on its findings to the Minister of Finance, and carrying out any related tasks assigned to it by the Minister.

When the Board receives a request for action in an instance of alleged dumping and finds it appropriate to make an investigation, it will publish the essence of the request to permit the parties concerned to explain the facts and make representations, within a limited time, for the Board's consideration. The Board may summon any person for factual statements, explanations and opinions. After the Board submits to the Minister of Finance a report in which it confirms that commodities have been imported at prices constituting dumping, the Minister, with the approval of the Council of Ministers, is empowered to establish duties on the items concerned at rates deemed appropriate to prevent dumping. Such rates of duty shall not be greater than the regular prices of the goods. Rates of duty so established shall normally be in force for one year. However, the Minister, with the approval of the Council of Ministers, may at any time amend or rescind these duties. The Customs Department is responsible for levying anti-dumping duties. The anti-dumping duties shall be regarded as import duties under the Customs Tariff Law.

Complete information regarding the anti-dumping act of Thailand may be obtained from the Asia and Middle East Division, Office of Trade Relations, Department of Trade and Commerce, Ottawa.

Denis Harvey (right), Assistant Deputy Minister (Commodities and Industries), Department of Trade and Commerce, and H. S. McGowan, Export Sales Manager, Sangamo Company Limited, Toronto, look over a display of Trade and Commerce publications designed to assist Canadian exporters to sell abroad successfully. The display was set up at the recent twentieth annual meeting of the Canadian Electrical Manufacturers Association, during which a panel of association members and Trade and Commerce officers discussed methods of selling components abroad. Mr. McGowan chaired the discussion group and Mr. Harvey acted as moderator.



Department of Trade and Commerce

Head Office: Trade and Commerce Bldg.,* Wellington and Lyon Sts., Ottawa. (Telex: 013424)

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Executive Assistant: M. J. McCabe	2-7052
Private Secretary: Mrs. Ruth Gray	2-0337
Deputy Minister: J. H. Warren	2-2888, 2-5838
Executive Assistant: C. T. Charland	2-2380, 2-0819
Comptroller-Secretary: L. J. Rodger	2-2262, 2-7411
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Financial Services: Chief, L. Marks	2-4312
Economics Branch: Director, V. J. Macklin	2-5658
Grain Division: Chief, R. M. Esdale	2-5830, 2-5648
Standards Branch: Director, R. W. MacLean	2-2132
Assistant Deputy Minister (Trade Policy): M. Schwarzmann	2-4042, 2-2649
Assistant Deputy Minister (Commodities and Industries): Denis Harvey	2-5417, 2-7056
Assistant Deputy Minister (External Trade Promotion): T. R. G. Fletcher	2-2530, 2-0798

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Assistant Chief: W. J. O'Connor	2-7036, 2-5830
P. A. Freyseng	2-5648
S. E. Kidd	2-7036

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Assistant Director and Chief Engineer: G. E. Anderson	2-0020

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Chief	2-2956
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Weights and Measures Division

Chief: C. S. Phillips	2-2000
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Laboratory Division

Chief: W. J. S. Fraser	2-2575
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Commodities and Precious Metals Marking

G. R. Lewis	2-7075
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M. Schwarzmann, Assistant Deputy Minister	2-4042, 2-2649
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Office of Trade Relations

General Director: R. E. Latimer	2-4815, 2-8850
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United States Division

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Assistant Chief: (Commercial Relations): F. R. Petrie	2-6342
Assistant Chief (Customs): C. J. Kelly	2-8469

To telephone: in Ottawa—dial 99 and the government local; out-of-town—call government switchboard 232-8211 and ask for the local, or dial direct Ottawa area code 613, then 99 and the local.

**Unless otherwise noted, all offices of the Department are in this building.*

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Financing and Aid Division

Chief: B. F. Armishaw 2-6143

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Latin American Division

Chief: B. S. Shapiro 2-7641

Asia and Middle East Division

Chief: F. P. Weiser 2-5642

European Division

Chief: G. W. Green 2-8727
 Assistant Chief: A. M. Baldwin 2-6531

International Organizations Division

Chief: W. Lavoie 2-4963
 Assistant Chief: C. J. MacCallum 2-0982

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

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 Assistant Director (Agriculture): A. J. Stanton 2-7523
 Assistant Director (Fisheries): T. R. Kinsella 2-7385

Fisheries Division

Chief: T. R. Kinsella 2-7385
 Inland fisheries: 2-7385
 Atlantic fisheries: B. Choquette 2-6621
 Pacific fisheries: R. Bedard 2-7744

Livestock and Animal Products Division

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 Dairy and poultry products: J. A. McKelvie 2-8039
 Furs: D. H. Burns 2-4161
 Livestock, meats and meat products 2-3172
 K. C. Cork 2-5481

Plant Products Division

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 Grocery and confectionery products and beverages: W. J. Curran 2-6350
 Field crops, tobacco and seeds: F. G. Beaudette 2-5740
 Oilseeds, oils, fats and feeds: J. G. Kaffeidakis 2-5347

Commodity Arrangements and Market Developments Division

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 Miss V. F. Wightman 2-7634
 P. C. Marten 2-1227

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Assistant to Director: A. E. Grant 2-7731

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Assistant Chief: G. A. Ferguson 2-6075
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Pharmaceuticals and fine chemicals 2-6075
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Secondary organic chemicals: 2-7601
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Surface coatings, cleaning compounds and chemical specialties: D. W. Baisley 2-5177

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M. R. French 2-5811
Manufactured wood products: A. D. Monkhouse 2-8979
W. D. Wardle 2-4863
Wood pulp, newsprint, other papers: E. J. White 2-4449
M. K. Paumann 2-5127
Pulpwood and paper products: F. T. Carten 2-6974

Metals and Minerals Division

Chief: R. J. Jones 2-8422
Assistant Chief: O. L. L'Esperance 2-5159
Special Projects: H. C. Armstrong 2-1322
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W. A. Lambo 2-1059

Manufacturing Industries and Engineering Branch

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Assistant Chief: W. H. Grant 2-3209
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W. H. Grant 2-3209
Scientific equipment and supplies, stationery, home entertainment: J. A. Findlay 2-6383
Plumbing, heating, air-conditioning: D. C. Meyers 2-6958
Hardware and building supplies: F. R. Harris 2-1464
Appliances, commercial machinery and supplies: P. C. Fredenburgh 2-6552
Small electric appliances, housewares and electrical hardware: D. W. B. Fair 2-1068
Lighting, domestic and commercial: H. G. Weber 2-7956
Office furniture, office machinery and servicing equipment, all types: V. J. Byam 2-8789

Engineering and Equipment Division

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Consulting engineering, aerial surveys: M. M. W. Smith 2-3029
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Nuclear and industrial instrumentation: R. Sangster 2-8897

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Assistant Chief: E. G. Gerridzen	2-7815
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Men's and boy's wearing apparel, headwear (ladies' and men's), household textiles, laces, etc.: M. A. Olivier	2-8760
Textile fibres and fabrics, jute products, waste: R. M. Josephson	2-3004
Leather, rubber and plastic products, hides and skins: W. L. Herman	2-0518
Sporting goods, watercraft, marine supplies, recreational supplies: G. A. Taylor	2-5378
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Handicrafts, novelties, chinaware, jewellery, photographic equipment, toilet preparations, wigs, brooms, brushes, etc.: J. G. Touchette	2-5337
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Administrative Services: Miss F. E. Barker	2-6991
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Chief: O. A. Sulzenko	2-7746
Directories Section	2-6681
Trade Controls Division	
Chief: S. G. Barkley	2-5670
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Head, Export and Import Permit Section: G. L. Tighe	2-3640
Transportation Division	
Chief: H. A. Hadskis	2-2737
J. H. Hiland	2-5851

REGIONAL OFFICES

Halifax, N.S., 5525 Artillery Place	Phone: 422-8491
Regional Manager: D. J. Packman	Telex: 014-42429
Montreal 2, P.Q., Room 2325, 1 Place Ville-Marie	Phone: 878-9114
Acting Regional Manager: R. C. Montreuil	Telex: 01-20280
St. John's, Nfld., Sir Humphrey Gilbert Bldg., Duckworth St. (P.O. Box 5458)	Phone: 2698
Regional Officer: Mrs. B. Robertson	Telex: 016282
Winnipeg 1, Man., Room 521, 269 Main St.	Phone: 943-7496
Regional Manager: W. Mackenzie Hall	Telex: 035287
Vancouver 2, B.C., Room 405, 325 Granville St.	Phone: Mu1-7161
Regional Manager: R. F. Renwick	Telex: 045391

External Trade Services

Gov. Local

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Assistant Director: A. D. Simmons 2-7747
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Assistant Director: Dan Wallace 2-5256

Trade Commissioner Service

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Assistant Director (Personnel): G. F. J. Osbaldeston 2-6800
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Media Relations Division
Chief: Kenn A. Prittie 2-2186

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Dominion Bureau of Statistics Holland Ave., Tunney's Pasture

Gov. Local

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Assistant Dominion Statistician: H. L. Allen 2-7368
Assistant Dominion Statistician S. A. Goldberg 2-5458
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Publications information and general inquiries 2-2489

Export Credits Insurance Corporation 309 Cooper St., P.O. Box 655

General inquiries 232-4828
President and General Manager: H. T. Aitken 232-4828
Vice-President: A. W. Thomas 232-4828
Montreal Branch, Room 803, 407 McGill St. 288-9012
Toronto Branch, Room 1510, 55 York St. 364-5778

Translation Branch

Gov. Local

Chief: Raymond Aupy 2-2760

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 .9302.

Foreign Exchange Rates

Country	Unit	Type of Exchange	Can. dollar equivalent Nov. 2	Units per Canadian dollar	Notes (see below)
Algeria	Dinar2194	4.56	
Argentina	Peso	Free007465	133.96	
Australia	Pound	2.3950	.4175	
Austria	Schilling04163	24.02	
Bahamas	Pound	2.9938	.3340	
Belgium and Luxemburg	Franc02166	46.17	
Bermuda	Pound	2.9938	.3340	
Bolivia	Peso09060	11.04	
Brazil	Cruzeiro	Official Free0006804	1,469.72	
Britain	Pound	2.9938	.3340	
British Guiana	Dollar6237	1.60	
British Honduras ..	Dollar74845	1.34	
Burma	Kyat2258	4.43	
Ceylon	Rupee2245	4.45	
Chile	Escudo	Bank rate4291	2.33	
		Free3333	3.00	
Colombia	Peso	Free	
		Certificate1194	8.38	
Congo, Republic of ..	Franc007167	139.53	(1)
Costa Rica	Colon1623	6.16	
Cuba	Peso	†	†	
Czechoslovakia	Koruna1493	6.70	
Denmark	Krone1551	6.45	
Dominican Republic	Peso	1.0750	.9302	
Ecuador	Sucre	Official05972	16.74	
		Free05805	17.23	
El Salvador	Colon4300	2.33	
Fiji	Pound	2.6971	.3708	
Finland	Markka3359	2.98	
France, Monaco, etc.	Franc2194	4.56	(2)
Franco-African Republics, etc. ..	Franc004388	227.89	(3)
French Pacific	Franc01207	82.85	(4)
Germany	D Mark2704	3.70	
Ghana	Pound	2.9938	.3340	
Greece	Drachma03583	27.91	
Guatemala	Quetzal	1.0750	.9302	
Haiti	Gourde2150	4.65	
Honduras	Lempira5375	1.86	
Hong Kong	Dollar	Free1869	5.35	
		Official1871	5.34	

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

*Latest available date.

*Oct. 23

Country	Unit	Type of Exchange	Can. dollar equivalent Nov. 2	Units per Canadian dollar	Notes (see below)
Iceland	Krona	Official	.02500	40.00	(1)
India	Rupee		.2245	4.45	
Indonesia	Rupiah		.0043	232.56	(1)
Iran	Rial		.01419	70.47	
Iraq	Dinar		3.0100	.3322	
Ireland	Pound		2.9938	.3340	
Israel	Pound		.3583	2.79	
Italy	Lira		.001721	581.06	
Japan	Yen		.002986	334.90	
Lebanon	Pound	Free	.3413	2.93	
Malaysia	Dollar		.3512	2.85	
Mexico	Peso		.08600	11.63	
Morocco	Dirham		.2150	4.65	
Netherlands	Florin		.2990	3.34	
Netherlands Antilles	Florin		.5700	1.75	
New Zealand	Pound		2.9734	.3363	
Nicaragua	Cordoba		.1536	6.51	
Nigeria	Pound		2.9938	.3340	
Norway	Krone		.1500	6.67	
Pakistan	Rupee		.2245	4.45	
Panama	Balboa		1.0750	.9302	
Paraguay	Guarani	Free	.008498	117.67	
Peru	Sol	Free	.04007	24.96	
Philippines	Peso	Free	.2757	3.63	
Portugal & Colonies	Escudo		.03739	26.75	(5)
Sierra Leone	Leones		1.5030	.6645	
South Africa	Rand		1.4969	.6580	
Spain and Dependencies	Peseta		.01792	55.80	
Sweden	Krona		.2083	4.80	
Switzerland	Franc		.2491	4.01	
Syria	Pound	Free	.2814	3.55	
Thailand	Baht	Free	.05100	19.61	(1)
Tunisia	Dinar		2.0640	.4845	
Turkey	Lira		.1194	8.38	(1)
United Arab Republic	Pound	Official	2.4725	.4044	
United States	Dollar		1.0750	.9302	
Uruguay	Peso	Free	.04931	20.28	
Venezuela	Bolivar	Official Free	.2392	4.18	
West Indies	Dollar		.6237	1.60	(6)
	Pound		2.9938	.3340	(7)
Yugoslavia	Dinar	Official	.001433	697.84	

Notes

1. Additional rates are in effect.
2. Franc is also used in French Guiana, Guadeloupe and Martinique.
3. 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.
4. New Caledonia, New Hebrides, French Polynesia.
5. Portugal: approximately same rate for Portuguese territories in Africa.
6. Barbados, Trinidad and Tobago, Leeward and Windward Islands.
7. Jamaica.

Documentation for Europe

MOST of the countries in Europe specify in detail the data that should be given in the documents required for freight shipments. Many of them also require sanitary or other special certificates covering imports of animals, plants, foodstuffs, etc. The documentation required for shipments by parcel post or air cargo to European countries are generally similar to those for freight shipments.

Most European countries control the import of some or all commodities from the dollar area, including Canada. Canadian exporters would therefore be well advised not to ship their goods until they are assured that the importer has obtained any needed import licence.

The following table lists the documents required for freight shipments to those European countries outside the Soviet orbit. It also shows briefly the main requirements to be observed in preparing these documents. It is intended merely as a guide to the kind of documents

that each country requires and the minimum number of these necessary for customs clearance. (Further information is given in the notes following the table.) Exporters should bear in mind that their European customers, the forwarders, banks, etc., may ask for further copies.

Unless the table indicates otherwise, there are no requirements as to the form of the documents, language, weights or measures, and no certification or consular legalization is needed. Hence there are no consular fees involved.

Full details on sanitary or other certificates needed and on special regulations covering parcel post or air cargo shipments are given in the series of leaflets on *Shipping Documents and Customs Regulations* prepared by the Office of Trade Relations of the Department for all the countries listed in the table except Yugoslavia. For copies, write directly to the Branch.

ABBREVIATIONS C.I.—Consular Invoice; Com.I.—Commercial Invoice; C.O.—Certificate of Origin; B.L.—Bill of Lading.

Country	Documents Required	No. of Copies	Notes (see below)	Country	Documents Required	No. of Copies	Notes (see below)
Austria	Com. I.	2	9	Spain	Com. I.	4	5, 9
	B.L.	1			B.L.	1	2
	C.O.	1	13		C.O.	3	1, 8, 13
Belgium	Com. I.	1	9	Sweden	Com. I.	2	11
	B.L.	1			B.L.	1	
	C.O.	1	3, 13	Switzerland	Com. I.	1	7, 9, 12
Denmark	Com. I.	2	13		B.L.	1	
	B.L.	1			C.O.	1	3, 4, 9, 13
Finland	Com. I.	2		Yugoslavia	Com. I.	1	
	B.L.	2			B.L.	1	
	C.O.	1	3, 13		C.O.	1	3
France	Com. I.	2	7	1. Requires consular legalization.			
	B.L.	1		2. Consular legalization may be required in certain cases.			
	C.O.	1	3, 13	3. Requires certification by a Chamber of Commerce or similar organization.			
Germany (West)	Com. I.	2	9	4. Must be in language of the importing country.			
	B.L.	1		5. If language of the importing country is not used, a translation may be required at the discretion of the Customs.			
	C.O.	1	3, 13	6. Should be in English or accompanied by a translation into English.			
Greece	Com. I.	8	2, 5, 15	7. Should be in French or both English and French.			
	B.L.	2		8. Should be in English or Spanish, but Spanish officials prefer the latter.			
	C.O.	1	2	9. Weights and measures must be stated in metric units.			
Iceland	Com. I.	2	6, 9	10. Standard Canadian weights and measures may be used, but use of the metric system is preferable.			
	B.L.	5		11. Commercial invoice is required only for goods dutiable at ad valorem rates, but desirable for other goods as well.			
Italy	Com. I.	4	5	12. Commercial invoice is not obligatory, but desirable to supply shipper with information required for Customs declaration.			
	B.L.	1		13. Certificate of origin is only required in certain cases.			
Netherlands	Com. I.	2	10	14. The consular invoice, known as "declaration of cargo", must be in a prescribed form obtainable from commercial stationers.			
	B.L.	1		15. One copy of the marine insurance policy should be included whenever the insurance charges have been paid by the exporter on behalf of the importer.			
Norway	Com. I.	2	10				
	B.L.	1					
	Portugal	Com. I.	3				
		C.I.	3	1, 14			
B.L.	2						
C.O.	2	1, 13					

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