

**JULY 9. 66**

# **FOREIGN TRADE**

**DEPARTMENT OF TRADE AND COMMERCE, OTTAWA**



**Auto Parts Suppliers Must Shift to Top Gear**



# FOREIGN TRADE

JULY 9, 1966

Vol. 126 No. 1

*COVER: This photograph, showing a model receiving finishing touches, was taken in the Ford Motor Company's Wayne, Michigan, plant—one of the 16 Ford passenger-car assembly plants in the U.S. Ford is only one of the big customers for automotive parts in the area around Detroit.*

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

The Hon. ROBERT H. WINTERS, Minister.

J. H. WARREN, Deputy Minister.

O. MARY HILL, Editor.

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

Subscription: \$5.00 a year in Canada  
\$7.00 abroad.

Single copies: 25 cents each.

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

Copyright

## **Auto Parts Suppliers Must Shift to Top Gear 2**

*Some 200 Canadian firms turn out automotive parts, but not all of them are taking advantage of the opportunities presented by the Canada-U.S. Agreement on Automotive Products. If you are hesitating about tackling this over-the-border market, this article, explaining the procedures and suggesting contacts, should encourage you to make a confident approach to this big customer.*

## **Why Not Get Up and Go? 5**

*Most businessmen, sweltering in the sticky heat of midsummer, find the idea of taking off and travelling attractive. But when it comes to business trips abroad, Canadians seem more reluctant than their foreign competitors to undertake these. This article, number 27 in our series, "How to Win World Markets", suggests how, with the help of experts, you can plan and carry out a productive itinerary.*

## **Ethiopia Builds for Tomorrow 8**

*Last year Canadian exports to Ethiopia more than doubled. They still total only a bit over half-a-million dollars—but this is a developing country with future market potential and good current demand for industrial materials and engineering services, useful in furthering its planned industrial advance.*

## **A Significant Market in the Heart of America 23**

*The Philadelphia office of the Trade Commissioner Service, opened in 1961, covers a broad territory with equally broad sales opportunities. In May, we reported on the market for foods there; this time the emphasis is on the main centres of distribution and the Canadian products that could fit into the trading picture.*

### **Erie: the Neglected Market 24**

### **Pittsburgh: Selling in the Steel Capital 24**

### **The Chesapeake Bay Basin Complex**

#### **Baltimore 26**

#### **Hampton Roads 29**

#### **Virginia's Urban Corridor 29**

#### **Richmond 30**

### **What's Current in Commodities?**

#### **Meat—Italy 12**

#### **Fertilizers—Brazil 13**

#### **Foreign Exchange Rates 34      Trade Commissioners on Tour 32**

#### **Foreign Tariffs and Trade Regulations 33      Trade Fairs 10**

#### **Foreign Trade Service Abroad 15      Trade Lines 36**

**COMING—SIX SMALLER MARKETS IN THE WEST AND SOUTHWEST, JULY 23**

# Auto Parts Supplier

## Where the Buyers Are

### Greater Detroit

#### American Motors

#### Chrysler Divisions

Central Buying Office  
Car & Truck Assembly  
Power Train  
Stamping  
Parts  
Amplex

#### Ford Divisions

Central Purchasing  
Ford  
Engine & Foundry  
Metal Stamping  
Hardware & Accessories

#### General Motors Divisions

Central Office  
Buick-Olds-Pontiac Assembly  
Cadillac  
Chevrolet  
Detroit Diesel  
Detroit Transmission  
Fisher Body  
Truck & Coach  
Pontiac  
Ternstedt

#### Independents

Eaton Manufacturing  
Fruehauf Trailer  
Kelsey-Hayes  
Budd Co.  
Clevite Harris  
Ex-Cell-O  
Houdaille Industries  
Evans Products  
American Metal  
Monroe Auto Equipment  
Holley Carburetor  
King-Seeley  
McCord Corp.

### Outside Detroit

#### Flint

(60 miles northwest of Detroit)  
A. C. Spark Plug (GM)  
Buick Division (GM)

#### Saginaw-Bay City

(100 miles northwest of Detroit)  
Central Foundry Division (GM)  
Saginaw Steering Gear (GM)  
Chevrolet Division (GM)  
Prestolite

#### Owosso

(22 miles west of Flint)  
Mitchell-Bentley Corp.

#### Adrian

(68 miles southwest of Detroit)  
American Chain & Cable  
Dura Corp.

#### Lansing

(84 miles west of Detroit)  
Oldsmobile Division (GM)  
White Motor Co.  
Motor Wheel Corp.

#### Portland

(105 miles west of Detroit)  
TRW Michigan Division

#### Ionia

(122 miles west of Detroit)  
Dow-Smith Inc.

#### Jackson

(72 miles west of Detroit)  
Hayes Industries  
Hancock Industries

#### Kalamazoo

(133 miles west of Detroit)  
Checker Motors

#### St. Joseph

(180 miles west of Detroit)  
Auto Specialties Mfg. Co.

#### Buchanan

(184 miles west of Detroit)  
Clark Equipment

#### Muskegon

(184 miles west of Detroit)  
Continental Motors Corp.  
Sealed Power Corp.

H. S. HAY,

*Consul and Trade Commissioner,  
Detroit.*

**MOST AUTOMOTIVE PARTS PURCHASING** is now concentrated in Michigan, but buyers complain that they are not seeing Canadian suppliers. These buyers have some suggestions on how Canadians should approach them.

Rationalization of automotive production on a continent-wide basis under the Automotive Parts Trade Agreement (APTA) means that many Canadian manufacturers must realign their traditional sales patterns. A number have already done so, with good promise of future business. But many, especially smaller independent component makers, have not yet made even an initial trip to Detroit to assess what the future holds for them. They stand to lose out if they don't act soon.

New Canadian vendors have a comparative advantage at the moment: Canadian car builders are taking steps to cushion the transition and Michigan-based buyers currently are particularly receptive because they are naturally interested in the large new group of Canadian sources now accessible to them.

### Now Is the Time

This happy climate will pass. Canadian companies which have not made themselves known within the next few months can expect diminishing prospects for 1968 model year orders. After that, they will be competing on no better than an equal basis with a far larger number of U.S.-based suppliers.

Purchasing officials throughout the local industry are perplexed that more Canadians haven't called on them. They interpret this as a lack of enterprise and aggressiveness. At least two of the "big four" have developed their own Canadian source lists, presumably based on the suppliers' records of their Canadian plants. Some exploratory purchasing missions have gone into

# Must Shift to Top Gear

Time is running out for Canadian suppliers of automotive components to cash in on markets open to them under the Automotive Parts Trade Agreement. United States manufacturers are ready and willing to talk business with Canadians—but Canadians have to go to them. Now is the time to do this.

Canada, but Canadian vendors are not going to be visited just because they have been supplying the Canadian divisions or because their names are on a list. If they want business, they must sell themselves and their capabilities to Detroit. If they are Canadian subsidiaries, the buyers want to see their salesman, not those from the American parent company.

## Planning Your Sales Trip

We advise making the initial round of calls by car. A large number of key automotive divisions or independent component producers are located outside the greater Detroit area in smaller centres in southern Michigan. All are within a few hours drive of Detroit and, if anything, Canadian visitors can expect an even warmer reception there. Both in Detroit and beyond, selection and routing of calls are important to get the most from the trip. The Consulate has detailed records of purchasing officials and their locations and would be pleased to assist in setting up itineraries.

The first time around it may be desirable to get acquainted with the top purchasing executives before getting down to cases with specific buyers. Appointments are normally necessary with the director of purchases, the general purchasing agent, or the divisional purchasing agent, and we in Detroit can set these up. Senior buyers and buyers generally, on the other hand, do not commit themselves to specific times.

## Becoming an Approved Vendor

Well-organized purchasing departments usually keep detailed supplier records. A potential Canadian vendor who can supply most of the information needed at the first meeting will make a better impression and save valuable time. He should be able to present literature or sales catalogues,

samples (if appropriate), and a company resumé comprised of at least the following:

- Name and address of the manufacturer
- Senior executives
- Number of employees
- Years in business
- Products
- Principal customers
- Experience of key technical people
- Manufacturing, engineering and testing facilities
- Production capabilities of machines or lines
- A general financial statement

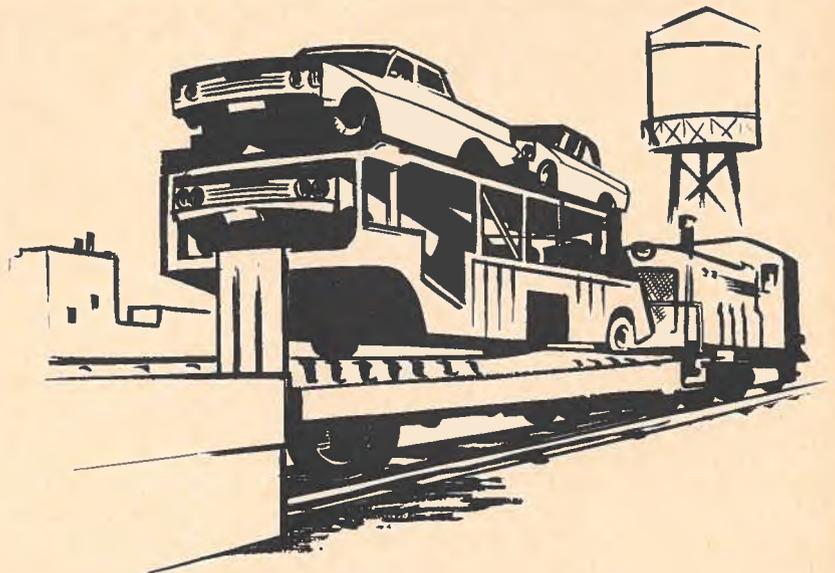
Most buyers first check out new vendors through Dun & Bradstreet. Samples for testing and specifications are requested and/or an engineering and quality control team visits the vendor's facilities. If the product is a component for a sub-assembly purcha-

sed by a third company, the latter's authorization may also be required.

## Big Four Buying Procedures

● **American Motors**—Canadian vendors should call at Corporation headquarters, 14250 Plymouth Road, Detroit. R. W. McNealy, vice-president, purchasing, or a member of his staff will introduce the appropriate buyers.

● **Chrysler**—Traditional Chrysler of Canada vendors should call initially on R. J. Downey, director of purchasing, at Chrysler Canada in Windsor. An appointment then will be arranged with C. C. Chauvin, manager, purchasing analysis section, Chrysler Corporation, 341 Massachusetts Avenue, Highland Park, Michigan, who will outline Chrysler purchasing policy and indicate which U.S. buyers to see.



● **Ford**—First contact should be with Ed Pritchard, director of supplier development, Oakville. Ford purchasing is done in Detroit by the Central Purchasing Office, American Road, Dearborn, Michigan; the Ford Division, Metal Stamping Division, and Engine and Foundry Division, also in Dearborn; the Hardware Division in Ypsilanti; and the Transmission and Chassis Division, Livonia.

● **General Motors**—Over-all purchasing policy is available from the Procurement Section, Manufacturing Staff, General Motors Building, Detroit. Purchasing responsibility is decentralized to the divisional level and often down to the individual plants. Divisional head offices are located in Greater Detroit, Flint, Lansing and Saginaw, etc.

### Developing Business

We cannot over-emphasize the importance of establishing an immediate personal rapport with the buyer. Among many other things, he wants to know somebody at the plant site whom he can reach by telephone in a crisis.

A single call, however, is unlikely to bring automatic inquiries unless the new vendor is already well known. Repeated calls (as often as every week or two) are a practice that successful suppliers follow. Buyers want to be wooed aggressively.

### Use of a Representative

Winning and then servicing orders, especially if a number of different buying locations are involved, may justify a local representative if the vendor cannot field his own sales force. Some buyers have definite feelings about dealing through manufacturers' representatives. This should be checked at the first interview. Certainly the trend is away from "pedlars" towards agents who can offer technical development and after-sales service.

The successful agent is likely to be interested only in lines he can sell in volume. And he may want a retainer. The Consulate knows and would be pleased to recommend a number of agency firms with impressive qualifications who feel they can get business for Canadians under the APTA.

### Pricing Must Be Exact

Pricing may have to be more exact the first time than some Canadian

firms have been accustomed to, and perhaps more realistic. Vendors may be asked on occasion to re-submit bids not falling within the margins of target prices, but normally there will be no chance to renegotiate prices. This is because there are so many more suppliers competing for the same business in the United States than in Canada.

### Quote in U.S. Funds

If and when the new vendor is asked to submit quotations, they must be on a laid-down basis in the buyer's warehouse or factory (as well as f.o.b. Canadian factory), exclusive of Canadian excise and sales taxes. U.S. buyers are quite unfamiliar with customs documentation or other border problems and are really not interested, quite rightly demanding quotations on the same basis as from a domestic supplier. The landed price should include transportation charges, customs clearance, commission brokerage fees and insurance. Both must be in U.S. funds, for again, buyers are not willing to cope with an unfamiliar exchange rate.

### Development Expenses

Canadian suppliers will be expected to undertake the same development expenses as their U.S. counterparts. There has been some concern that certain potential Canadian suppliers may be rather short on working capital and unable to finance small to medium extensions of production runs on a sound basis.

### Delivery and Quality

Normal delivery schedules, if anything, will be more exacting. As one top purchasing official put it, "delivery will be by the clock and not by the calendar." Inventories in U.S. assembly plants on volume production parts may be as little as one to five days and vendors may be required to keep additional inventories in their plants.

The U.S. automakers are convinced that their quality standards are rising year by year. Some who have had experience with Canadian products have no complaint about Canadian quality, but others have reservations. It is feared that some of our smaller Canadian manufacturers may never be able to meet U.S. standards because they haven't sufficient capital to maintain adequate testing equipment and inspection personnel. Higher volume

tooling and fewer end products may partly end this problem. All suppliers are expected to strive consciously for jobs with no defects.

### Volumes Not a Problem

Although many high-volume components are produced in captive plants (and perhaps will be increasingly) much scope remains for smaller purchases. The big automakers can be expected to farm these out so as to get the most out of their major facilities on long runs. Sometimes requirements of the small automakers and the truck builders will be more in line with Canadian capabilities. The requirements of the independent subassemblers and some of the decentralized automotive divisions can be of equal interest. Nevertheless, General Motors notes in its purchasing directory that 90 per cent of its suppliers employ fewer than 500 people and 70 per cent fewer than 100. Access to the vastly enlarged market offers the opportunity to achieve economies of scale.

### The Challenge

The APTA is a reality and a challenge to Canada's parts makers. Few will escape having to realign production and sales. The industry is being rationalized on a continent-wide basis at a time when demand has never been greater. With few exceptions, no Canadian firm sufficiently enterprising and competitive should go under. But it's a different league and a tougher one.



### Direct to Florida

A CANADIAN trucking firm, Florida Refrigerated Service, Inc., Toronto, offers a direct connection between Canada, Florida, the West Indies-Caribbean area, and parts of South America. Its trucks carry domestically packaged goods, accompanied by export documents, in bond directly to Florida ports, where they are forwarded by ferry or by air to their destination. When shipment is by water, roll-on, roll-off trailers are used; this minimizes pilferage, damage claims, and storage problems. The agent can pick up the shipment on arrival and delivery time is cut down considerably. Dry or refrigerated cargo is accepted in truckload or less than truckload lots. ●



## How to Win World Markets 27

There's nothing like seeing for yourself—and in cultivating foreign markets it is vital. Experts can help you plan and carry out a successful business trip, no matter where you go.

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

# Why Not Get Up and Go?

IT WAS John Jones' first trip overseas since taking over as export manager—a three-month safari covering 15 countries. He had planned it meticulously, had read up conscientiously on each country, had lined up his appointments, had done his packing carefully.

height of summer, dismissing airily advice about making hotel reservations. His visit was sadly curtailed because there were no hotel rooms vacant. Stewart Green, who went to the Middle East, had all his reservations and appointments in order, but he didn't prepare himself for doing business in Arab countries and made some bad faux pas.

### You Need Knowhow

These four examples illustrate the need for knowhow in planning and carrying through a business trip in foreign countries. Yet all four of these men had one big advantage over their stay-at-home colleagues: they had the gumption to get on with it. They realized that the successful exporter has sooner or later to study his foreign markets firsthand, and they brought back with them a knowledge hard to come by in any other way.

The one thing he forgot was that he would get tired. With two months of travel and 12 countries behind him, he was fast losing his fine edge. To save time, he had chosen to travel during the weekends. With practically no chance to relax or even to think, fatigue increased and he became more and more ineffective.

For contrast, take Richard Smith. In Jamaica for a three-week holiday, he suddenly decided during his last week to get off the golf course and try drumming up some business. He went to Kingston to call, unheralded, on the Canadian Trade Commissioner, who managed to set up a few business appointments for him. But Mr. Smith had no samples or catalogues, had not worked out c.i.f. Kingston prices, and didn't even know how much he could supply and when. His perfunctory attempt to get orders didn't pay off.

Then there's Don Brown. He planned to keep a number of appointments in the Scandinavian countries and went gaily off in the

In planning a worthwhile business visit, the inexperienced exporter (and even his more seasoned colleagues) can enlist the help of experts. These include the Canadian Trade Commissioners stationed overseas, the representatives in Canada of the countries to be visited, head office staffs of the federal and provincial Departments of Trade, men in other companies who have travelled widely, travel agents, and even the public library.

### Contact the Trade Commissioner

Put at the top of your list of preparations getting in touch with the Canadian Trade Commissioner in each country that you plan to visit. He can help you enormous-

ly—if you give him time. If, like Richard Smith, you drop in unannounced, he can't be nearly as useful. With proper notice, he can make a preliminary survey of the market for your product, line up appointments with prospective agents or customers, arrange for interpreters if needed, and advise you about local customs and the accepted ways of doing business entertaining. He can tell you about local holidays—and you won't want to cool your heels in Karachi because you arrived on a Moslem holiday or in Tokyo because it's the Vernal Equinox.

But the Trade Commissioner can't help you unless he has the information he needs—about your product, your travel plans, the type of clients you want, the kind of representation you prefer. A good way of acquainting him with the product is to send him about 25 copies of sales brochures and price lists. He can study them and distribute them to potential agents or customers. Get them to him at least a month before you leave Canada. And don't forget to work out export prices for each area. If you want to take samples with you, ask the Trade Commissioner about the procedure. If they are of no commercial value, you may be able to consign them to him and send them ahead; otherwise, you may wish to consign them to an import broker who can clear them through Customs and pay the duty, if any. The Office of Trade Relations of the Department in Ottawa can also advise you about the regulations on samples; these vary from country to country.

### **Ask the Travel Agent**

Next comes the travel agent. Unless your firm maintains a staff to plan executive travel abroad, he is the man to see. He can save you time and money and can help you conserve your energy. Normally he does not charge for his services but lives on the commissions that the airlines, other transportation com-

panies, hotels, car rental services, etc., give him on business placed with them. You may even find an agent who specializes in business travel: there is one in Montreal.

A good travel agent can help in the following ways:

**1. He can plan the most economical routing for your whole trip.** Here his experience and contacts count. Suppose John Jones is going to Australia and New Zealand and says that a month after his return he has to go to Europe. The agent may suggest that he come home via Europe, for very little additional air fare. Or suppose he is going to visit Rio de Janeiro, Montevideo, and Buenos Aires. For a small extra charge, the travel agent points out, John can return via the west coast of South America and stop off in Santiago, Lima, and even Mexico City. On international trips, routings are worked out on a mileage basis to the farthest point and allow many stopovers along the general routing. For example, on a trip from Montreal to Rome the traveler can visit Copenhagen, Prague, and Vienna and he can return to Montreal via Madrid and Lisbon for the same Montreal-Rome return fare. Occasionally and under certain conditions, it may be possible to travel first class for little more than economy. The agent knows.

**2. He can look after time-consuming details,** such as the obtaining of passports and visas. Doing it yourself entails correspondence with or a visit to the Passport Office, Department of External Affairs, Ottawa, and for visas, contact with the Embassy or Consulate of the country. The agent can also advise when a special visa is needed for business trips and when a tourist visa will do. Some countries insist upon special visas or documentation if the visitor carries samples and intends to actually transact business during his stay.

**3. He can advise you about the shots that you will need** in addition

to the mandatory smallpox vaccination. He keeps in touch with the changes in the requirements in various countries through the Department of National Health and Welfare. He will remind you to get started on a series of shots (such as TABT) early so that you won't arrive overseas with a swollen and itchy arm or a bad reaction. (If you plan to travel a good deal, keep your shots always up to date.)

**4. He will plan an itinerary that will be as easy on you as possible** so that you won't run down before the trip is over. This will include time to rest and especially a break halfway through the journey, when you can relax, collect your thoughts, and perhaps write reports. A businessman spending several days doing business in Georgetown, British Guiana, told his travel agent that he wanted to slow down and would remain there for a weekend. The agent proposed that instead he fly on to Barbados, where the atmosphere was more restful. It was on his homeward route.

The good agent will arrange for you to arrive at your destination early in the weekend, so that your system has time to adjust before hard work begins on Monday morning. He will also see that you don't try to cram too much travel into one week.

**5. He will choose hotels for you and make reservations—even for drive-yourself cars.** Generally speaking, he will advise you always to stay at first class hotels, especially in Latin America, the Middle East and the Far East, where prestige is vital. In addition, these hotels are good places to meet both other business travellers who can give you leads and the local businessmen.

**6. He will arrange for both travel and baggage insurance** if you wish—and both are a good idea.

**7. He can help you stretch your travel dollar** by advising travel in the off-season when this is feasible.

Or in Europe, he may suggest arranging your trip to coincide with trade fairs and trade shows, where you may be able to make useful contacts.

### **Brief Yourself**

While the travel agent attends to all these details, you can be pushing ahead with your own preparations. One Montreal export manager who travels a great deal insists that a successful sales trip begins in a library. There the librarian can dig up for you material on the history of each country you intend to visit, the makeup of its population, its racial and religious background, its economy, its trade, and the problems facing it. The more different the country, the more you will need this briefing. To help with small talk when you get there, bone up on some of the national heroes, sports figures, and tourist attractions. Our Montrealer eventually makes a summary of all this information on one sheet of foolscap—just enough to jog his memory.

A Vancouver executive who made a long trip to Brazil told me that he prepared for it initially by visiting the Brazilian Consulate and talking with officers there. Next, he went to the public library and borrowed a pile of books covering several aspects of life in Brazil. Then (lucky man!) his wife and his secretary went through these and marked for him sections of particular interest. He then read these and made notes. If you know that you will be visiting certain countries some day, try putting into a file everything interesting about them that you come across in your reading. Then, when you plan your trip, pull out this file and start concentrating.

### **Take It with You**

Seasoned business travellers carry with them a number of useful business and other supplies. Among these are:

1. A supply of the firm's business stationery, for writing thank-you

notes, confirming appointments, etc.

2. Plenty of business cards—leave some every time you make a call.

3. Small notebooks, for jotting down the main points of interviews, addresses, requests for further information.

4. Small give-aways, such as ball-point pens, rulers, and other inexpensive things with your firm's name printed on them. Foreign businessmen appreciate these even more than Canadians do.

5. Extra passport photographs (up to a dozen) for exit visas, etc.

6. Portable dictation equipment, if you want to dictate reports en route and mail the belts back to home office for transcribing.

7. Pictures of your plant, showing the size, layout, and other details, and copies of advertisements published in Canada. They may prove invaluable in getting a good agent to take on your account or may influence purchasing decisions.

### **Getting Around Overseas**

When you touch down in a foreign city, the two things to do first are to confirm your appointments and call on the Trade Commissioner. (If he has made the appointments, his staff will confirm them for you.) He will go over your schedule with you, advise you on any special social or business customs, brief you on office hours and holidays, and may help you to obtain an interpreter if one is needed. One Canadian businessman to whom I talked has a habit others might acquire. He sends to the Trade Commissioner copies of all his correspondence with firms or individuals in that area. Then when he visits the country he reviews this correspondence, thus refreshing his memory on names and transactions before he makes his calls.

The North American technique of making business calls may not be

acceptable in Latin America, the Middle and Far East, and sometimes even in Europe. Language is only one of the differences; if you do not speak it, learning a few polite phrases from a phrase book will help to break the ice.

Business in many of these countries is conducted both more formally and more slowly than at home. (This formality extends to dress; no matter how hot the climate, wear a business suit with a jacket.) If you do five or six business calls a day in Canada, two or three will be the maximum in many areas overseas. A Montrealer says about his visits to the Far East, "They love trading and look upon it as a major entertainment; they see no need to come to the point quickly." Don't forget to shake hands, both on entering and on leaving an office. In many places it is considered rude to go in and start talking business at once; the proper preliminaries must be observed. In Taiwan, for example, this means drinking a cup of tea—on each call—and exchanging some small talk; this is the time when your knowledge of the country will be a great help. Sometimes the man with whom you have an appointment will have a number of his associates with him and they will stay throughout the interview. If getting about a city is likely to be a problem, hire a taxi by the day. Your hotel will recommend or find one for you.

The consensus among veteran travellers is that no business trip, particularly a first one, should last longer than two months or cover more than five to seven countries. That was the mistake John Jones made. Work some relaxation into your program; in the tropics remember the midday siesta and observe the custom yourself.

### **Get Up and Go**

When your trip is finished and you are back at your overloaded desk, don't forget the follow-up. Write those thank-you notes promptly; send out brochures or

information that you promised to forward; keep in touch with the Trade Commissioner, with your agents, and with important customers. Then your trip will continue to pay dividends.

"Our firm has never failed to get back the money spent on traveling," an export manager told me not long ago. Travel builds up personal contacts and provides the best possible opportunity of showing

overseas customers what a product can do and how it will fit into the economy. And it will give you a sound grasp of markets that you can acquire in no other way. So why not get up and go? ●

## Ethiopia Builds for Tomorrow

Better communications, more diverse agriculture, development of industry—these objectives of Ethiopia's current Five Year Plan are slowly being achieved. Canada's sales, though still small, have risen impressively in the last two years to \$581,330 in 1965.

M. KARKEGI, *Commercial Assistant, Cairo.*

ETHIOPIA, now in the third year of its Second Five Year Development Plan, has laid the foundations on which to build a modern economy and

is able to concentrate on increasing production.

The potential of the country is great and development so far impressive.

The population totals about 21 million but estimates of agricultural resources suggest that it would be possible to provide food for many times that number. Ninety per cent are peasant farmers growing crops mainly for subsistence. The value of exports, almost entirely agricultural products, has risen from E\$144 million\* in 1958 to E\$223 million in 1963. The Plan objective is exports worth more than E\$320 million in 1967.

Coffee, which grows wild in forests in the western part of the country, accounts for some 50 per cent of all exports. The scope for increasing coffee production, however, is limited. The aim now is to improve the quality and hence the value of the coffee crop and to diversify agricultural production. The excellent soil and the variations in climate make it possible to grow a wide range of crops and oil-seeds; hides and skins, cereals and pulses are also exported in volume. The most successful new large-scale crops are cotton and sugar; cotton production for the growing local textile industry should reach 14,000 tons by 1967 and sugar 60,000 tons, enough to meet domestic demand. The potential for meat production is enormous because there are an estimated 25 million cattle in the country, only a few of which are marketed. By 1967 the present slaughtering capacity of 7,000 tons is expected to rise to 42,000, allowing a sizable surplus for export.

### Improving Communications

Perhaps the greatest physical obstacle to expansion is poor communication.

\*One U.S.\$ = Ethiopian \$2.50.

One Can.\$ = Ethiopian \$2.32.



tions. With good roads and cheap transport, consumer goods could be distributed easily. The First Five Year Plan concentrated on this problem and 45 per cent of investment between 1957 and 1962 (E. \$240 million) was spent on transport and communications, resulting in increased production. In addition, the national airline was expanded to introduce jet service to Europe and East and West Africa, and 30 airfields were built within the country. Improvements are being made to the port of Assab and to the road connecting it with the capital. The Government wants Assab to become the main channel for trade with the outside world and the base for the newly formed national merchant shipping fleet. At present, Djibouti in Somalia is the main port, linked by rail with Addis Ababa.

### Encouraging Industry

The Ethiopian Government is giving major attention to developing industry and foreign private investment is encouraged, under favourable conditions. Industrial production still accounts for only 9 per cent of the gross national product but this figure is expected to double by the end of the Second Five Year Plan. The steady inflow of foreign loans and grant aid over the past few years has made possible the creation of many new industries and some of these are already in production. The building of an Ethiopian-Japanese synthetic textile factory has begun and a wool factory is in operation. In Addis Ababa a cement factory has started producing and another will be opened in Massawa by the end of the year. One of the largest industrial enterprises is the 500,000-ton oil refinery that the Soviet Union is building at Assab. A new hydroelectric plant has begun operating at Kebre Nengest.

Foreign aid from various countries—such as the United States, Czechoslovakia, Yugoslavia, Bulgaria, and the U.S.S.R.—contributes substantially to Ethiopia's economic advance. U.S. aid alone totalled \$41 million up to June 30, 1965, with U.S. \$2 million earmarked for the purchase of 40,000 bales of cotton to cover half of the Ethiopian requirements for the next two years. In addition, the UN Special Fund has approved a project for a telephone-telegraph-telex link between

Addis Ababa and Abidjan. This is the first portion of the ECA/ITU African telecommunications network.

TABLE I  
ETHIOPIA'S FOREIGN TRADE, 1964

	(Eth.\$ million)
<b>Exports</b>	
Coffee	158.9
Skins	17.8
Cereals and pulses	14.0
Oilseeds and cakes	30.1
Meat	5.9
Quat	5.1
Hides	4.1
Others	26.6
<b>Total exports</b>	<b>261.5</b>
<b>Imports</b>	
Machinery	54.9
Motor vehicles and parts	36.0
Metal and metal manufactures	26.3
Petroleum products	24.1
Electrical materials	17.0
Woollen manufactures	15.4
Fruit, foodstuffs and canned foods	13.0
Cotton piecegoods	10.6
Pharmaceutical products	7.0
Chemicals	3.8
Beverages and tobacco	3.9
Others	95.7
<b>Total imports</b>	<b>307.7</b>

TABLE II  
CANADA'S EXPORTS TO ETHIOPIA

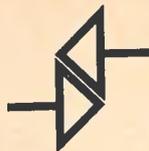
	1963	1964
	(Can.\$)	
Foodstuffs	1,088	950
Whisky and beverages	13,188	32,800
Asbestos products	—	1,512
Textile and industrial machinery and parts	1,044	608
Disc harrows and parts	13,251	12,812
Corn and potato planters and parts	4,250	18,069
Cultivators and weeders	—	1,073
Passenger autos and chassis	20,500	—
Trailers commercial semi-trailers	—	13,950
Engines, marine and parts	—	2,366
Aircraft engines, assemblies and parts	53,726	108,704
Truck and bus tires pneumatic	12,418	11,626
Air-conditioning refrigeration equipment and parts	—	3,000
Spark plugs and parts	4,404	11,884
Razors and blades	1,381	—
Card punch machinery	6,785	2,983
Fur goods apparel	—	1,000
Others	6,810	13,027
<b>Total exports</b>	<b>138,845</b>	<b>236,464</b>

Ethiopia's trading position improved in 1964 over the previous year, with exports valued at E\$261.5 million and imports at E\$307.7 million. This meant a trade deficit of E\$45.2 million, compared with E\$52.7 million in the previous year. Table I gives details of exports and imports. This improved trading position, increased earnings by Ethiopian Airlines, foreign aid, and certain other factors resulted in a surplus on the balance of payments of E\$27 million compared with only E\$2 million in 1963. The foreign exchange reserves rose to E\$226 million on March 31, 1965, compared with E\$210 million a year earlier.

Imports consist mainly of textiles, machinery, tools, vehicles, and building materials; they continued to rise in the first quarter of 1965 (E\$70.6 million compared with E\$62.4 million in the first quarter of 1964). The country's main suppliers in order of importance are the United States, Italy, Japan, West Germany, Britain, the Netherlands, India, and Iran. Exports in the first quarter of last year fell by E\$8 million to E\$120 million. The bulk of them went to the United States, which provided 47.5 per cent of the country's foreign exchange earnings. Prospects were for a large trade deficit in 1965.

Canada's exports to Ethiopia in 1963 totalled \$138,845, but they rose by nearly 80 per cent in 1964 to \$236,464, and reached \$581,330 in 1965. Major exports in 1963 and 1964 are given in Table II; they consisted chiefly of agricultural machinery, aircraft engines and parts, vehicles and parts, tires and tubes, and whisky. Imports into Canada from Ethiopia consist almost entirely of green coffee and totalled \$140,770 in 1964 and \$65,890 in 1965.

The above figures confirm that trade between Canada and Ethiopia is increasing, and that there are opportunities to sell various types of machinery and equipment and possibly engineering services there. It is an open market, with foreign exchange usually made available freely upon application for an exchange permit. Personal visits can, however, be an important factor in turning opportunities into sales. The Cairo office will be pleased to help businessmen plan productive visits. ●



## Canadian Foods Stop Scots

"ICE CREAM FROM CANADA! What will they think of to sell in Scotland next?" This was the comment of a reputable and successful food agent who recently visited Scotland's Food Exhibition in Glasgow.

This fair caters primarily to the family buyer, although brokers, wholesalers and retailers mingle with the crowds in the hope of finding a food product that will capture the fancy of Scottish housewives. One successful example was ice cream from Quebec. Traditional British queues stretched 40 and 50 deep into the comfortably wide aisles to buy portions served in four- and seven-penny cones. Neighbouring exhibitors—some from Australia, Italy, South Africa, India and other countries—as well as local marketing boards, manufacturers and retailers enviously eyed the throngs of people holding out half-crowns with one hand and grasping specially priced Canadian clover honey with the other. "You can use the container for left-overs too," whispered an anxious and frugal Scottish lady. Canadian honey in its familiar consumer package continues to wedge out a large share of the British market.



The Lord and Lady Provost of Glasgow stop at the cheddar cheese stand in the Canadian display at Scotland's Food Exhibition. At left is the president of the Scottish Grocers' Federation.

Smartly attired attendants in turquoise uniforms handed out samples and sold a wide range of quality foods from Canada. Some passersby were surprised when a broad Glasgow accent called attention to a biscuit covered in sardines with tomato sauce (herring, as they are known in Britain). However, failure to hear an expected Canadian drawl did not prevent a satisfied sampler from finalizing a purchase, "and only tenpence ha'penny!" The Scot never shows surprise at a bargain but a smothered smile and opened eyes reveal a contented buyer every time.

Most of the 225,000 paying visitors called at the white, clean and functional Canadian stand; they were attracted by an array of brightly coloured banners that could be seen from any point in Kelvin Hall. Our exhibit narrowly missed the "Stand of the Year" award but, if there were an award for the best design, best sales girls, most functional and largest over-the-counter sales, then Canada would certainly have won. This keen sense of design coupled with the quality image of Canadian food producers probably explains why most representatives handling foods in Scotland prefer to display under the CANADA umbrella. The reason becomes very clear at the end of each day when the Canadian exhibitors total their receipts. Some of the companies exhibiting for the second time since 1964 doubled their sales.

The exhibitors in Scotland's Food Exhibition can be classified in three groups: established firms seeking greater consumer exposure, firms represented in England wanting to promote the Scottish market, and firms entering the British market for the first time. The last group had ample opportunity to meet the trade at a reception put on by the Trade Commissioner and attended by brokers, wholesalers and press officials. In fact, one company met an agent who was able to outline a contract for canned whole chicken to be packaged under the brand name of the buyer; first-year sales are expected to exceed \$150,000. Other exhibitors showing Chinese food, peanut products, juices, pickles, pie fillings, lobster, salmon, corn and Canadian cheddar cheese reported equally impressive long-term prospects.

The feeling was that Canada must continue to supply more food lines to receptive Scottish buyers. As long as Canadian producers continue to win out against international competition, the market will remain buoyant. The Selby cheese factory has recently

supported this claim by winning the supreme cheese awards in both the Royal Dairy Show in London and the Scottish Dairy Show in Glasgow.

—D. G. NELSON,  
*Acting Trade Commissioner, Glasgow.*

### Electrical Equipment for Britain

BRITAIN'S ELECTRICAL INDUSTRY was the target for 15 Canadian companies and the Department of Trade and Commerce in a jointly-sponsored exhibit at the International Electrical Engineers (ASEE) Exhibition held at Earls Court, London, this spring.

The show drew 103,420 visitors (1,323 from 81 countries other than Britain) who sized up the Canadian products; these ranged all the way from highly sophisticated inertial guidance systems for aircraft to the common doorbell. Canada's exhibit was designed to present this country as a supplier of all kinds of electrical equipment to an industry which employs 750,000 people and produces \$4 billion worth of equipment each year.

The two-storey stand was designed specifically to accommodate all types of electrical equipment, from a 14-foot wave soldering machine to an ordinary wall switch. The upper floor was used for business and sales meetings.

Public relations work, both before and during the exhibition, proved its value. Press releases went to a selected list of trade publications before the show, and a further 75 press kits (including press release material, notebooks and maple leaf pins) were distributed at the exhibition's press office. A 20-page, illustrated booklet entitled *Switch to Canada* prepared by the Department of Trade and Commerce was used to good effect. Provincial government offices, Canadian banks in Britain, and Canadian commercial offices in Europe distributed about 200 copies; a further 1,500 were distributed at the show. A direct mail campaign involved sending out 2,840 copies of the booklet with a covering letter. The mailing list was compiled from the *Instruments Electronics Automation Year Book and Buyers' Guide* and lists submitted by exhibitors and their agents. One agent said, "The mailing was very effective. These booklets were seen on desks at a number of firms we visited prior to the exhibition."

The exhibitors made many useful contacts at a reception which was held on opening night at the Sir John A. Macdonald Building. About 170 people attended, including representatives of the Central Electricity Generating Board, the Electrical Transmission Authorities and other government departments, plus potential customers and representatives.

As in any show which features capital equipment, over-the-counter sales at the ASEE fair do not give a

true picture of long-term prospects. Projected sales over a five-year period ranged from \$200,000 to several millions of dollars. A number of companies have been actively negotiating with interested buyers since the show ended in March and some of them are now close to signing sizable contracts.

### Germany Takes to Canada's Toys

ROAD RACING has long been a favourite with European sports fans and now model car racing (a relatively inexpensive substitute for the real thing) is coming into its own as it has in North America. That was part of the good news brought back from the Nuremberg Toy Fair this year by Canadian exhibitors.

The model racing companies, however, were not the only ones to return to Canada sporting the chequered flag of victory. They were closely followed by manufacturers of model kits and hobby supplies, plastic toys, dolls, hockey games and—surprisingly—candles.

The annual Nuremberg Toy Fair is a traditional hunting ground for the toy buyers of Europe. This year it attracted 18,000 during its five-day run, with 4,700 hailing from countries other than Germany. Insufficient space prevented Canadian participation last year, but government officials managed to obtain 140 square metres for the 1966 exhibition. The stand, on the third floor of the brand new "Europa House" building, gave the nine exhibitors exposure on three aisles. It was virtually impossible for a buyer to miss it.



Canadian exhibitors and German buyers try their hands at miniature road racing at the Nuremberg Toy Fair. Sets like the one shown here turned out to be big sellers at the exhibition.

Canadian officials sent out invitations and promotion material to more than 700 German toy wholesalers before the fair; press releases and special news stories went to more than 30 trade publications. Coverage by the news media turned out to be better than expected. The managing editor of the Dutch toy magazine *Toonzaal* requested and received a story about and pictures of the Canadian exhibit. A Department of Trade and Commerce officer and the president of the Canadian Playthings Manufacturers Association were interviewed by a representative of *Deutsche Welle* (The Voice of Germany). Dolls and a large model road-racing track were the subject of a filmed interview for the European Television Service. A member of the Frankfurter Presse Agentur—which represents 130

newspapers in Germany and 40 German-language papers abroad—interviewed the Canadians on trade relations between Canada and Germany, economic growth and industrial development, Canada's participation in German trade fairs this year, and other aspects of our trade. The editor of the influential *Industriekurier* staged a 45-minute interview with the exhibitors about their products, and the Bavarian Broadcasting Company produced a live four-minute interview with a Commercial Assistant from the Bad Godesberg Embassy.

This year's exhibition brought orders worth almost \$270,000 with tentative sales estimated at \$570,000. It's no wonder that the exhibitors, to a man, wanted to return next year—and with more space. ●

## What's current in commodities?

### Meat

**Italy**—with many families eating less pasta and more meat, imports, especially of frozen and chilled meat, are substantial. Here are details on the demand and on prices.

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

THE improved standard of living which the Italians have been enjoying over the past ten years has had a significant bearing on their eating habits. Though spaghetti and other forms of pasta are still the popular luncheon dish in many Italian homes, the consumption of meat is increasing. To meet this rising demand, Italy is concentrating on the improvement of its beef cattle population, which now exceeds some 9.4 million head, by introducing more nutritious animal feed-stuffs and tightening up on the health

regulations. Last year the consumption of prepared animal feeds with a skimmed milk base increased to 155,000 tons from a mere 20,000 in 1960. Of this total, some 75,000 tons were imported into the country in the form of skimmed milk containing other additives such as alfalfa, soyabean flour, cornstarch, wheat bran and vitamins.

Italy's imports of meat and live animals continue to be important and a heavy drain on the foreign exchange reserves. Imports of frozen and chilled meats alone amounted to more than \$275 million in 1965. The quantities of meat imported during the past three years, though on the decline, were substantial, as Table I indicates.

#### Main Types Imported

The types of imported frozen and chilled meat of particular interest to the Italian market are primarily beef for the butcher trade, aged cows for

the canning industry, and veal. The following details may be of interest to Canadian suppliers.

Frozen and chilled beef may be imported into Italy provided that the animals have not been treated with estrogenic substances. The most popular cuts are rib-eye roll, knuckle, inside round, outside round, strip loin (bone-in) intermediate, sirloin (loin end), full tenderloin (regular), full tenderloin (special). Full descriptions of all these cuts will be forwarded by the Canadian Consulate General, Milan, to interested Canadian suppliers.

The canning industry calls for an important supply of slaughtered aged cows during the course of the year. Like the chilled and frozen beef for the butcher trade, the animals must bear a certificate to the effect that they were never treated with estrogenic substances. In general, the meat must be "visually lean". Forequarter cuts are preferred to hindquarters.

Of all the meats served in Italy, veal is possibly the most appreciated and one of the most expensive. There are tremendous possibilities for selling frozen and chilled veal as well as imported live calves between 90 and 120 pounds. Wholes, halves or quarters, with or without hide, may be imported from Canada if they are accompanied

TABLE I

ITALIAN IMPORTS OF MEAT AND LIVE ANIMALS

	Live animals (number)	Frozen and chilled meats (metric tons)
1963	620,932	257,171
1964	468,330	269,136
1965	553,509	250,588

by a sanitary certificate. Boneless veal or smaller cuts may not be imported without a written agreement between the exporting country and Italy. The estrogenic substance regulation is also rigidly enforced. There is a brisk demand at the moment for frozen boneless veal, with the carcasses weighing between 60 to 120 pounds for both sides and quarters.

The following are the most important cuts commonly sold in Italy: shoulder clod, loin trimmed (double), leg, rump and shank off (single), back (trimmed).

The preference is for the white-fleshed veal though some red-fleshed veal, particularly from Denmark, is well received in this market.

### Prices, Slaughterers, Packers

Prices for frozen and chilled beef fluctuated on the Italian market during the month of March. At the moment (April 1, 1966) prices are relatively low, and the following c.i.f. Genoa offers per metric ton from a South American supplier are considered to be high:

	(U.S.\$)
Bone-in beef forequarters	500
Boneless cow sides	800
Bone-in compensated	625
Bone-in hindquarters	860

Apart from the municipal slaughterhouses, there are a number of privately licensed slaughterers in Northern Italy. Among the more prominent are:

Alcisa Fratelli Sarti, Via Masserenti 2, Bologna.  
 I.C.B.A. S.p.A., Pandino (Cremona).  
 Intercarni S.a.s., Viale Stazione 58, Villastellone (Torino).  
 Pietro Molteni, Via 24 Maggio, Arcore (Milano).  
 Bruno Tosi & C. S.n.c., Via Varese 13, Gallarate (Varese).  
 Francesco Vismara S.p.A., Via Mameli 10, Casatenovo (Como).  
 Fratelli Zerbi di A. Zerbi & C., Via Statale Giovi 2, Cermenate (Como).  
 Egidio Galbani S.p.A., Via Fabio Filzi 25, Milano.

Some of the more active firms engaged in the processing and canning of meats in the north of Italy include:

ACSAL Montana S.p.A., Via Don Minzoni 72, Lissone (Milano).  
 Arrigoni S.p.A., Viale Angeloni 386, Cesena (Forli).  
 Egidio Galbani S.p.A., Via Fabio Filzi 25, Milano.

Manzotin S.p.A., Cermenate (Como).

Pantano Conserve Alimentari S.n.c., Via della Selva 8, Bologna.

Simmenthal S.p.A., Via Borgazzi 87, Monza (Milano).

STAR Stab. Alimentare S.p.A., Via Matteotti 62, Agrate Brianza (Milano).

Ditta Fratelli SADA, Via de Marchi Gherini 6, Milano.

Table II gives the scale of duties and other levies on meat imports. In addition to the non-EEC duties shown, a further levy applies. This levy varies from week to week and is currently about Lire 28,820 per metric ton for

TABLE II  
DUTIES AND OTHER EXPENSES

	EEC countries	Non-EEC countries (including Canada)
	(per cent)	
Customs duty	8.10	20
IGE (transaction tax)	3.30	3.30
Administrative fee	0.50	0.50

carcasses or halves, and Lire 34,590 for hindquarters to Lire 62,050 for strip loin cuts (580 lire equal approximately one dollar Canadian). ●

## Fertilizers

**Brazil**—Brazil, with its huge tracts of land and fast growing population, is turning to more modern agricultural practices, including the use of fertilizers. Opportunities for Canadians in the fertilizer field abound; they should get a foothold in the market now.

J. PAUL RICHARDS, *Assistant Commercial Secretary, Rio de Janeiro.*

NO OTHER COUNTRY in the Western Hemisphere and probably not many in the world present such a relatively under-developed but potentially large market for Canadian fertilizers as Brazil. Its 3,286,472 square miles account for nearly half the land area of South America and its 80 million people are increasing faster than anywhere else in the world. For many centuries the seemingly endless tracts of virgin land encouraged poor utilization and even now the irregular terrain in most of the country discourages many forms of mechanization. Gradually, however, the virgin land is disappearing and with the continuing trend towards the cities and the inevitable reduction in the agricultural work force, the need for more modern agricultural practices is becoming increasingly apparent.

### Fertilizer Requirements

Until recently, Brazil's fertilizer requirements were minimal. Today the new frontiers are more remote from population centres and with new agricultural demands, even the smaller farmers have been forced to consider some form of soil enrichment. As a

result, fertilizer consumption has increased rapidly. In 1952, for example, only 10,000 tons of nitrogen, 47,000 tons of phosphate ( $P_2O_5$ ), and 15,000 tons of potassium ( $K_2O$ ) were used. By 1963, the consumption of nitrogen alone had risen by nearly 400 per cent and other types too showed large increases. Nevertheless, Brazil was still using only 7.8 kilos of fertilizers ( $N^*P_2O_5^*K_2O$ ) per hectare compared with nearly 28 kilos in the U.S. and over 75 kilos in France.

### Why Consumption Small

The BNDE (National Bank for Economic Development) in a recent study on the use of fertilizers in Brazil suggested the following five reasons for the low level of consumption:

- A generally low standard of rural education and lack of technical assistance.
- High prices of national and imported fertilizers, particularly in relation to the prices received for agricultural products, which remain artificially low because of price controls.

- Problems in transportation and distribution of fertilizers, particularly in the central and northern interior.

- Most of the farming in Brazil is still close to the subsistence level and lack of adequate credit facilities has discouraged many potential users.

- Fluctuations in fertilizer supplies, particularly those from outside the country, because of changes in import and exchange policies which have accompanied changes in government.

The Government and the recently revitalized Ministry of Agriculture have taken a number of steps to resolve these problems but improvement will be gradual and spread over a number of years. There is evidence that some international lending agencies are realizing the importance of increased agricultural yields. This may well lead to large-scale credits for fertilizer imports, plus the development of the local fertilizer industry.

### Consumption in 1964

In 1964 the consumption of fertilizers in Brazil reached 900,241 tons, including nitrogenous fertilizers 240,318 tons, phosphate fertilizers 544,721, and potassium fertilizers 115,502.

By regions, the centre was by far the largest consumer of all types. This area—which includes the States of Sao Paulo, Rio de Janeiro, Guanabara, Minas Gerais, Espirito Santo, Parana, Mato Grosso and Goias—provides most of Brazil's supplies of market vegetables, fruits, corn, coffee, cotton, beans and rice. In this region the consumption was: nitrogenous fertilizers 190,581 tons, phosphate fertilizers 409,497, and potassium fertilizers 89,507.

The southern region, comprising Santa Catarina and Rio Grande do Sul, was the second largest consumer. Wheat, corn, grapes, rice, nuts and soybeans are the principal crops in this area and consumption of fertilizer was as follows: nitrogenous fertilizers 26,916 tons, phosphate fertilizers 96,336, and potassium fertilizers 14,815.

Finally, the northern region, comprising every state from Amazonas to Bahia, consumed the following: nitrogenous fertilizers 22,821 tons, phosphate fertilizers 39,288, and potas-

sium fertilizers 10,880. Principal crops in this area are cotton, sugar, cocoa, rubber, jute and sisal.

Consumption of all fertilizers in these three regions was therefore centre 689,185 tons, south 138,067 tons, and north 72,989 tons. (These figures do not include fertilizers derived from animal or fish residues, compost or oleaginous cake.)

### Resources and Production

Brazil's production of fertilizer in 1964 was as follows:

	(tons)
Ammonium sulphate 20/21 per cent N	10,193
Ammonium nitrate and lime 20.5 per cent N	25,135
Superphosphate 20 per cent P <sub>2</sub> O <sub>5</sub>	351,383
Natural ground phosphate 28/32 per cent P <sub>2</sub> O <sub>5</sub>	102,211
<b>Total</b>	<b>488,922</b>
Natural unground phosphate 34/38 per cent P <sub>2</sub> O <sub>5</sub> <sup>(*)</sup>	47,144

(\*) Product transformed into superphosphate.

Principal sources of nitrogen in Brazil are ammonium sulphate produced by the CSN (Cia. Siderurgica Nacional) and ammonium and calcium nitrate produced by Petrobras, the state-owned petroleum monopoly. National production, however, still only supplies approximately 25 per cent of current consumption, although it has increased sharply from 7.8 per cent in 1958. There are no known deposits of commercial nitrate and although new facilities are being installed for the production of urea and ammonia and additional ammonium sulphate, Brazil will probably be a large importer of nitrogen fertilizer for years to come.

Phosphate is obtained from Apatita deposits in the State of Sao Paulo and from deposits in the State of Pernambuco in the north of Brazil. Although local production of phosphate now supplies well over half the market, the known reserves are not large. Furthermore, the high transportation costs from the north of Brazil make it difficult for the phosphate from this area to compete with the imported product in the principal markets in the central and southern areas of Brazil. In these circumstances, there should be a substantial market for phosphate fertilizer unless new reserves are discovered.

There has been no national production of potash and although several deposits have been discovered in the State of Pernambuco in the north, they are believed to be of low grade and Brazil will probably continue to import all of its potash requirements in the foreseeable future. The country has large limestone deposits, principally in the State of Sao Paulo, and in 1964 production of ground limestone reached nearly 350,000 tons.

### Fertilizer Imports

Imports of all types of fertilizer in 1964 (based on figures issued by the Statistical and Financial Section of the Ministry of Finance) reached 568,732 tons. Included in this total were:

	(metric tons)
Ammonium sulphate	143,600
Natural calcium phosphates, unground	181,400
Potassium chloride	110,500
Double and triple superphosphate	49,300
Urea	11,100
Calcium ammonium nitrate	7,500
Single superphosphate	5,500

Production facilities for fertilizer are increasing rapidly and the Federal Government is encouraging self-sufficiency wherever possible. Even modest forecasts, however, estimate an annual growth rate in consumption of between 15 and 20 per cent if economic and political stability can be maintained. Thus in spite of the increasing production facilities, demand, particularly for phosphate and potassium, should continue to increase at an even faster rate.

Unfortunately, Canada's participation in this market has been limited in recent years. Canadian suppliers have failed to take advantage of the strong market for all three types of fertilizers because of heavy demand in Canada and the traditional U.S. market. Our offices in both Rio de Janeiro and Sao Paulo are anxious to establish Canadian fertilizers in Brazil while there is still a shortage and both offices can recommend suitable representation for Canadian suppliers. In view of the large potential, Canadians should make an effort to establish a foothold in Brazil, even if this must be done at the expense of other markets. ●

# Foreign Trade Service Abroad

## ARGENTINA

**Commercial Counsellor**  
**Canadian Embassy**  
**Bartolome Mitre 478**  
**Buenos Aires, Argentina**

M. B. Bursey, Commercial Counsellor  
H. E. Ryan, Assistant Commercial Secretary (Agriculture)

*Cable:* CANADIAN      *Phone:* 33-8237  
*Territory:* Paraguay.

## AUSTRALIA

**Commercial Counsellor for Canada**  
**P.O. Box 3952, G.P.O.**  
**A.M.P. Building, 21st Floor**  
**Circular Quay**  
**Sydney, Australia**

J. A. Stiles, Commercial Counsellor for Canada  
A. D. Schulman, Assistant Commercial Secretary

*Cable:* CANADIAN      *Phone:* 27-7565  
*Telex:* SYD 600 (CANADIAN SYD)  
*Territory:* States of New South Wales and Queensland, Capital Territory, Northern Territory, and Dependencies.

**Commercial Counsellor for Canada**  
**Mobil Centre**  
**2 City Road**  
**South Melbourne S.C. 4, Australia**

H. A. Gilbert, Commercial Counsellor for Canada  
J. D. Tennant, Assistant Commercial Secretary

*Cable:* CANADIAN      *Phone:* 61-3473  
*Telex:* MLB 501 (CANADIAN MLB)  
*Territory:* States of Victoria, South Australia, Western Australia, Tasmania.

**Commercial Counsellor**  
**Office of the High Commissioner for Canada**  
**Commonwealth Avenue**  
**Canberra, Australia**

J. B. O'Neill, Commercial Counsellor  
D. I. Campbell, Assistant Commercial Secretary

*Cable:* DOMCAN      *Phone:* 7-2541  
*Telex:* CBA 62017 (DOMCAN CBA)

## AUSTRIA

**Minister-Counsellor (Commercial)**  
**Canadian Embassy**  
**P.O. Box 190, Vienna 1/8**  
**Obere Donaustrasse 49/51**  
**Vienna II, Austria**

C. F. Wilson, Minister-Counsellor (Commercial)  
F. I. Wood, Commercial Secretary  
R. J. L. Berlet, Assistant Commercial Secretary  
B. A. Gagosz, Assistant Commercial Secretary

*Cable:* CANADIAN      *Phone:* 23-32-94  
*Telex:* 07-5320 (DOMCAN VIENNA)  
*Territory:* Albania, Bulgaria, Czechoslovakia, Hungary, Rumania, Yugoslavia.

## BELGIUM

**Commercial Counsellor**  
**Canadian Embassy**  
**35 rue de la Science**  
**Brussels 4, Belgium**

D. M. Holton, Commercial Counsellor

*Cable:* CANADIAN      *Phone:* 13.38.50  
*Telex:* 221613 (DOMCAN BRU)  
*Territory:* European Economic Community, European Atomic Energy Community, European Coal and Steel Community. Other countries: Luxembourg.

## BRAZIL

**Commercial Counsellor**  
**Canadian Embassy**  
**Caixa Postal 2164-ZC-00**  
**Edificio Metropol**  
**Av. Presidente Wilson 165**  
**Rio de Janeiro, Brazil**

C. M. Forsyth-Smith, Commercial Counsellor  
R. W. Burchill, Assistant Commercial Secretary

*Cable:* CANADIAN      *Phone:* 42-4140  
*Telex:* Rio 175 (DOMINION RIO)

**Consul and Trade Commissioner**  
**Canadian Consulate**  
**Caixa Postal 6034**  
**Edificio Alois**  
**Rua 7 de Abril 252**  
**São Paulo, Brazil**

C. T. Charland, Consul and Trade Commissioner

*Cable:* CANADIAN      *Phone:* 36-6301

**BRITAIN**

**Minister (Commercial)**  
**Office of the High Commissioner for Canada**  
**One Grosvenor Square**  
**London, W.1, England**

L. H. Ausman, Minister (Commercial)  
 W. D. Wallace, Commercial Counsellor  
 G. E. Woollam, Commercial Counsellor (Agriculture)  
 J. M. Rochon, Commercial Counsellor (Metals and Minerals)  
 H. M. Maddick, Commercial Counsellor  
 E. J. Ward, Commercial Counsellor (Timber)  
 O. Hickie, Commercial Secretary (Timber)  
 R. M. Shaw, Attaché (Publicity)  
 M. R. Bell, Assistant Commercial Secretary (absent)  
 F. G. Beaudette, Assistant Commercial Secretary (Agriculture)  
 H. G. Garland, Attaché (Fisheries)  
 Miss M. A. Armstrong, Attaché (Exhibitions)

*Cable:* SLEIGHING, London, W.1.      *Phone:* MAYfair 9492  
*Telex:* 22526 (DOMINION LDN)

**Canadian Government Trade Commissioner**  
**Martins Bank Building**  
**Water Street**  
**Liverpool, England**

W. R. Van, Canadian Government Trade Commissioner  
 K. R. Higham, Assistant Trade Commissioner  
*Cable:* CANADIAN      *Phone:* MARitime 2177  
*Territory:* Midlands, North England.

**Canadian Government Trade Commissioner**  
**Cornhill House**  
**144 West George St.**  
**Glasgow C.2, Scotland**

D. G. Nelson, Acting Trade Commissioner  
*Cable:* CANTRACOM      *Phone:* DOUGlas 6751  
*Territory:* Scotland.

**Canadian Government Trade Commissioner**  
**15-17 Chichester St.**  
**Belfast 1, Northern Ireland**

D. G. Nelson, Acting Trade Commissioner  
*Phone:* 21867  
*Territory:* Northern Ireland.

**CEYLON**

**Commercial Division**  
**Office of the High Commissioner for Canada**  
**P.O. Box 1006**  
**6 Gregory's Road**  
**Cinnamon Gardens**  
**Colombo, Ceylon**

*Cable:* CANADIAN      *Phone:* 91341  
*Telex:* 106 (DOMCAN COLOMBO)

**CHILE**

**Commercial Counsellor**  
**Canadian Embassy**  
**Casilla 771**  
**Agustinas 1225, 5th Floor**  
**Santiago, Chile**

R. E. Gravel, Commercial Counsellor  
 Z. W. Burianyk, Assistant Commercial Secretary

*Cable:* CANADIAN      *Phone:* 64189

**COLOMBIA**

**Commercial Secretary**  
**Canadian Embassy**  
**Apartado Aereo 8582**  
**Edificio Banco de Los Andes**  
**Carrera 10, No. 16-92**  
**Bogota, Colombia**

J. G. Ireland, Commercial Secretary

*Cable:* CANADIAN      *Phone:* 43-00-65  
*Territory:* Ecuador.

**CUBA**

**Commercial Division**  
**Canadian Embassy**  
**Gaveta 6125**  
**Calle 30 No. 518 esquina 7ª Avenida**  
**Miramar**  
**Havana, Cuba**

*Cable:* CANADIAN      *Phone:* 2-6421

**DENMARK**

**Commercial Counsellor**  
**Canadian Embassy**  
**Prinsesse Maries Allé 2**  
**Copenhagen V, Denmark**

K. Nyenhuis, Commercial Counsellor

*Cable:* CANADIAN      *Phone:* Hilda 3306  
*Telex:* 5036 (DOMCAN KH)  
*Territory:* Greenland, Poland.

**DOMINICAN REPUBLIC**

**Acting Commercial Secretary**  
**Canadian Embassy**  
**Apartado 1393**  
**Edificio Copello 408**  
**Calle El Conde**  
**Santo Domingo, Dominican Republic**

J. E. Kepper, Acting Commercial Secretary

*Cable:* CANADIAN      *Phone:* 2-8138  
*Territory:* Puerto Rico.

## FRANCE

**Minister-Counsellor (Economic/Commercial)**  
**Canadian Embassy**  
35 Avenue Montaigne  
Paris 8<sup>e</sup>, France

R. Campbell Smith, Minister-Counsellor (Economic/Commercial)  
J. E. Montgomery, Commercial Secretary (Agriculture) (absent)  
G. P. Morin, Commercial Secretary  
C. J. St. Pierre, Assistant Commercial Secretary  
F. M. Wanklyn, Assistant Commercial Secretary

*Cable:* CANADIAN Paris 086 *Phone:* BALzac 99-55  
*Telex:* 20600 or 20601 (DOMCAN A PARIS)  
*Territory:* Algeria, Morocco.

## GERMANY

**Commercial Counsellor**  
**Canadian Embassy**  
Kennedy-Allee 35  
Bad Godesberg, West Germany

H. J. Horne, Commercial Counsellor  
G. H. Musgrove, Assistant Commercial Secretary (Agriculture)  
R. J. Buchan, Assistant Commercial Secretary

*Cable:* CANADIAN *Phone:* 76995  
*Telex:* 886421 (DOMCAN BONN)  
*Territory:* States of Baden-Wuerttemberg, Bavaria, Hesse, Rhine-land-Palatinate, Saar; West Berlin.

**Consul**  
**Canadian Consulate**  
Koenigsallee 82  
4 Duesseldorf 1, West Germany

H. E. Campbell, Consul  
J. A. Elliott, Consul  
G. D. Valentine, Vice Consul

*Cable:* CANADIAN *Phone:* 2-05-25  
*Telex:* 8587144 (DOMCAN DUESSELDORF)  
*Territory:* State of North Rhine-Westphalia.

**Consul General**  
**Canadian Consulate General**  
Ferdinandstrasse 69  
Hamburg, West Germany

R. W. Blake, Consul General  
D. S. McCracken, Consul

*Cable:* CANADIAN *Phone:* 326149  
*Territory:* City States of Bremen and Hamburg; States of Lower Saxony and Schleswig-Holstein.

## GHANA

**Commercial Secretary**  
**Office of the High Commissioner for Canada**  
P.O. Box 1639  
E 115/3 Independence Ave.  
Accra, Ghana

(continued)

## GHANA (continued)

V. B. Chew, Commercial Secretary

*Cable:* CANADIAN *Phone:* 4824  
*Telex:* 224 (DOMCAN ACC)  
*Territory:* Guinea, Ivory Coast, Liberia, Mali, Mauretania, Togo, Upper Volta.

## GREECE

**Commercial Counsellor**  
**Canadian Embassy**  
31 Vassilissis Sophias Ave.  
Athens 138, Greece

B. A. Macdonald, Commercial Counsellor  
E. E. Price, Assistant Commercial Secretary

*Cable:* DOMCAN ATHENS 5584 *Phone:* 714-041  
*Telex:* 5584 (DOMCAN ATHENS 5584)  
*Territory:* Turkey.

## GUATEMALA

**Commercial Secretary**  
**Canadian Embassy**  
P.O. Box 400  
5a Avenida 11-70, Zone 1  
Guatemala City, C.A., Guatemala

J. H. Nelson, Commercial Secretary  
P. D. Donohue, Assistant Commercial Secretary (absent)  
D. J. Browne, Assistant Commercial Secretary

*Cable:* CANADIAN *Phone:* 28448  
*Territory:* Costa Rica, El Salvador, Honduras, Nicaragua, Panama, and Canal Zone.

## HAITI

**Chargé d'Affaires, a.i., and Consul**  
**Canadian Embassy**  
P.O. Box 826  
Route du Canape Vert  
St. Louis de Turgeau  
Port au Prince, Haiti

## HONG KONG

**Senior Canadian Government Trade Commissioner**  
P.O. Box 126  
P & O Building, 11th Floor  
21-23, Des Voeux Road, Central  
Hong Kong, Hong Kong

R. G. Woolham, Trade Commissioner  
John M. Fraser, Trade Commissioner  
D. A. Anderson, Assistant Trade Commissioner  
A. Blum, Assistant Trade Commissioner

*Cable:* CANADIAN *Phone:* 224087  
*Telex:* HKG 391 (DOMCAN HKG)  
*Territory:* Cambodia, Communist China, Laos, Vietnam, Macao.

**INDIA**

**Commercial Counsellor for Canada**  
**P.O. Box 11**  
**13 Golf Links Road**  
**New Delhi 1, India**

R. R. Parlour, Commercial Counsellor for Canada

*Cable:* CANADIAN      *Phone:* 61-8254  
*Telex:* 346 (DOMCAN DLI)  
*Territory:* Bhutan, Nepal, Sikkim.

**IRAN**

**Commercial Counsellor**  
**Canadian Embassy**  
**P.O. Box 1610**  
**Bezrouke Building**  
**Corner of Takht Jamshid Ave. and Forsat St.**  
**Tehran, Iran**

W. Gibson-Smith, Commercial Counsellor

*Cable:* CANTRACOM      *Phone:* 613560,4-9291

**IRELAND**

**Commercial Secretary for Canada**  
**66 Upper O'Connell St.**  
**Dublin, Ireland**

W. G. Huxtable, Commercial Secretary for Canada

*Cable:* CANADIAN      *Phone:* 44251

**ISRAEL**

**Commercial Secretary**  
**Canadian Embassy**  
**P.O. Box 20140**  
**84 Hahashmonaim St.**  
**Tel Aviv, Israel**

D. S. Armour, Acting Commercial Secretary

*Cable:* CANADIAN      *Phone:* 37161/2  
*Telex:* 740 (DOMCAN TV)  
*Territory:* Cyprus.

**ITALY**

**Commercial Counsellor**  
**Canadian Embassy**  
**Via G. B. De Rossi 27**  
**Rome, Italy**

J. H. Stone, Commercial Counsellor (absent)  
P. A. Freyseng, Commercial Secretary (Agriculture)  
C. D. Miller, Assistant Commercial Secretary

*Cable:* CANADIAN      *Phone:* 864-327  
*Telex:* 61056 (DOMCAN ROME)

*Territory:* Provinces of Toscana, Marche, Umbria, Lazio, Abruzzi-Molise, Puglia, Campania, Basilicata, Calabria, Sicilia, Sardegna. Other countries: Libya, Malta.

(continued)

**ITALY (continued)**

**Consul General and Trade Commissioner**  
**Canadian Consulate General**  
**C.P. 3977**  
**Via Pirelli 19**  
**Milan, Italy**

A. B. Brodie, Consul General and Trade Commissioner  
N. R. Cumming, Consul and Trade Commissioner  
C. E. Rufelds, Consul and Assistant Trade Commissioner

*Cable:* CANTRACOM      *Phone:* 652-485/652-600  
*Telex:* 31368 (CANTRACOM MILAN)

*Territory:* Provinces of Emilia-Romagna, Lombardia, Piedimonte Trentino-Alto Adige, Veneto, Liguria, Trieste, Valle D'Aosta Friuli-Venezia.

**JAMAICA**

**Commercial Secretary**  
**Office of the High Commissioner for Canada**  
**P.O. Box 225**  
**32 Duke St. (corner Duke and Barry Sts.)**  
**Kingston, Jamaica**

L. D. Burke, Commercial Secretary  
D. I. Ditto, Assistant Commercial Secretary

*Cable:* CANADIAN      *Phone:* 2-5864  
*Territory:* Bahamas, British Honduras.

**JAPAN**

**Minister (Commercial)**  
**Canadian Embassy**  
**% Akasaka Post Office**  
**3-38, Akasaka**  
**7-Chome**  
**Minato-ku**  
**Tokyo, Japan**

J. C. Britton, Minister (Commercial)  
W. G. Brett, Commercial Secretary  
R. A. Food, Assistant Commercial Secretary  
E. L. Gray, Assistant Commercial Secretary (Agriculture)

*Cable:* CANADIAN      *Phone:* 408-2101/8  
*Telex:* TK 2218 (DOMCAN TK 2218)  
*Territory:* Korea, Okinawa.

**LEBANON**

**Commercial Counsellor**  
**Canadian Embassy**  
**Boite Postale 2300**  
**Alpha Building**  
**Rue Clemenceau**  
**Beirut, Lebanon**

I. V. Macdonald, Commercial Counsellor  
R. H. M. Cathcart, Assistant Commercial Secretary  
P. W. Aubin, Assistant Commercial Secretary

*Cable:* CANADIAN      *Phone:* 250955  
*Telex:* 652 (DOMCAN BERYT)

*Territory:* Iraq, Jordan, Persian Gulf area, Saudi Arabia, Syria.

## MALAYSIA

**Commercial Counsellor**  
**Office of the High Commissioner for Canada**  
**P.O. Box 990**  
**A.I.A. Building, Ampang Road**  
**Kuala Lumpur, Malaysia**

P. Stuchen, Commercial Counsellor

*Cable:* DOMCAN *Phone:* 89722/4

*Telex:* KL/TX279 (DOMCAN KL)

*Territory:* Brunei, Burma.

## MEXICO

**Commercial Counsellor**  
**Canadian Embassy**  
**Apartado Postal 5-364**  
**Melchor Ocampo 463, 7th Floor**  
**Mexico 5, D.F., Mexico**

M. B. Blackwood, Commercial Counsellor

R. A. Kilpatrick, Assistant Commercial Secretary

*Cable:* CANADIAN *Phone:* 33-14-00

*Telex:* 00017716 (DOMCAN MEX)

## NETHERLANDS

**Commercial Counsellor**  
**Canadian Embassy**  
**Sophialaan 5-7**  
**The Hague, Netherlands**

D. A. B. Marshall, Commercial Counsellor

J. B. McLaren, Commercial Secretary

*Cable:* CANADIAN *Phone:* 61-41-11

*Telex:* 31270 (DOMCAN HAGUE)

## NEW ZEALAND

**Commercial Counsellor**  
**Office of the High Commissioner for Canada**  
**P.O. Box 1660**  
**ICI Building, 3rd Floor**  
**Molesworth Street**  
**Wellington, New Zealand**

R. D. Lucas, Acting Commercial Secretary

*Cable:* CANADIAN *Phone:* 70-644

*Telex:* Wellington NZ 3505 (DOMCAN NZ 3505)

*Territory:* Fiji, Tahiti, Tonga, Western Samoa.

## NIGERIA

**Commercial Secretary**  
**Office of the High Commissioner for Canada**  
**P.O. Box 851**  
**Barclays Bank Building, 4th Floor**  
**40 Marina Road**  
**Lagos, Nigeria**

G. F. Mintenko, Commercial Counsellor

H. R. Wilson, Assistant Commercial Secretary

*Cable:* CANADIAN *Phone:* 25262

*Territory:* Dahomey, Gambia, Niger, Senegal, Sierra Leone.

## NORWAY

**Commercial Counsellor**  
**Canadian Embassy**  
**Fridtjof Nansens plass 5**  
**Oslo 1, Norway**

J. E. P. Lancaster, Commercial Counsellor

*Cable:* CANADIAN *Phone:* 33-30-80

*Telex:* Oslo 1880 (DOMCAN OSLO)

*Territory:* Iceland.

## PAKISTAN

**Commercial Secretary**  
**Office of the High Commissioner for Canada**  
**P.O. Box 3703**  
**Hotel Metropole, Victoria Road**  
**Karachi, Pakistan**

R. D. Lee, Acting Commercial Secretary

*Cable:* CANADIAN *Phone:* 50322

*Telex:* Karachi 10 (DOMCAN KHI)

*Territory:* Afghanistan.

## PERU

**Commercial Counsellor**  
**Canadian Embassy**  
**Casilla 1212**  
**Edificio El Pacifico**  
**Corner Avenida Arequipa and Plaza Washington**  
**Lima, Peru**

K. G. Ramsay, Commercial Counsellor

A. T. Eyton, Assistant Commercial Secretary

*Cable:* CANADIAN *Phone:* 72760

*Telex:* WLA 5323 (DOMCAN LIMA)

*Territory:* Bolivia.

**PHILIPPINES**

**Consul General and Trade Commissioner**  
**Canadian Consulate General**  
**P.O. Box 1825**  
**L & S Building, 3rd Floor**  
**1414 Dewey Boulevard**  
**Manila, Philippines**

J. L. Mutter, Consul General and Trade Commissioner

*Cable:* CANADIAN      *Phone:* 5-85-97

*Telex:* 3252 (DOMCAN MN)

*Territory:* Republic of China (Taiwan).

**PORTUGAL**

**Commercial Counsellor**  
**Canadian Embassy**  
**Rua Marques de Fronteira, No. 8—4° D°**  
**Lisbon, Portugal**

M. S. Strong, Commercial Counsellor  
 P. A. Thébèrge, Assistant Commercial Secretary

*Cable:* CANADIAN      *Phone:* 55-31-18

*Territory:* Angola, Azores, Cape Verde Islands, Madeira, Portuguese Guinea.

**SINGAPORE**

**Commercial Counsellor**  
**Office of the High Commissioner for Canada**  
**P.O. Box 845**  
**American International Building**  
**Robinson Road and Telegraph St.**  
**Singapore, Singapore**

J. H. Bailey, Commercial Counsellor  
 F. M. Mulkern, Assistant Commercial Secretary

*Cable:* CANADIAN      *Phone:* 74633

*Telex:* SE TC 277 (DOMCAN SPORE)

*Territory:* Thailand.

**SOUTH AFRICA**

**Canadian Government Trade Commissioner**  
**P.O. Box 715**  
**Mobil House, 17th Floor**  
**Corner Rissik and De Villiers Sts.**  
**Johannesburg, South Africa**

S. B. McDowall, Acting Trade Commissioner

*Cable:* CANADIAN      *Phone:* 834-6521

*Territory:* States of Natal, Orange Free State, Transvaal.

Other countries: Malagasy, Mauritius, Mozambique, Reunion.

(continued)

**SOUTH AFRICA (continued)**

**Canadian Government Trade Commissioner**  
**P.O. Box 683**  
**African Life Centre, 13th Floor**  
**St. George's St.**  
**Cape Town, South Africa**

H. W. Richardson, Canadian Government Trade Commissioner

D. H. Leavitt, Assistant Trade Commissioner

*Cable:* CANADIAN      *Phone:* 2-5134/5

*Territory:* Cape Province. Other countries: St. Helena, South West Africa.

**SPAIN**

**Commercial Counsellor**  
**Canadian Embassy**  
**Apartado 117**  
**Edificio Espana**  
**Avenida de Jose Antonio 88**  
**Madrid, Spain**

L. A. Campeau, Commercial Counsellor

*Cable:* CANADIAN      *Phone:* 247-54-00

*Telex:* 7347

*Territory:* Balearic Islands, Canary Islands, Gibraltar, Rio Muni, Spanish Sahara.

**SWEDEN**

**Commercial Counsellor for Canada**  
**P.O. Box 14042**  
**Skeppsbron 24**  
**Stockholm, Sweden**

J. P. Bell, Acting Commercial Secretary

*Cable:* CANADIAN      *Phone:* 24-87-42

*Territory:* Finland.

**SWITZERLAND**

**Commercial Counsellor**  
**Canadian Embassy**  
**Kirchenfeldstrasse 88**  
**Berne, Switzerland**

S. G. MacDonald, Commercial Counsellor

R. G. Godson, Assistant Commercial Secretary

*Cable:* CANADIAN      *Phone:* 44-63-81

*Telex:* 32-489 TT TANDC BERNE (DOMCAN BERNE)

*Territory:* Tunisia.

## TRINIDAD AND TOBAGO

### Commercial Secretary

Office of the High Commissioner for Canada

P.O. Box 1246

Colonial Building

72 South Quay

Port-of-Spain, Trinidad

L. D. R. Dyke, Commercial Secretary

D. H. Clemons, Assistant Commercial Secretary

*Cable:* CANADIAN *Phone:* 34787

*Territory:* Barbados, Leeward and Windward Islands, British Guiana, French Guiana, Surinam, Guadeloupe, Martinique.

## UNION OF SOVIET SOCIALIST REPUBLICS

### Commercial Secretary

Canadian Embassy

23 Starokonyushenny Pereulok

Moscow, U.S.S.R.

I. M. T. Thomas, Commercial Secretary

Y. C. Jauron, Assistant Commercial Secretary

*Cable:* CANAD *Phone:* 415142

*Telex:* 945 (DOMCAN MSK)

## UNITED ARAB REPUBLIC

### Commercial Division

Canadian Embassy

Kasr el Douhara Post Office

5 Sharia Rouston Pasha

Garden City

Cairo, Egypt

*Cable:* CANADIAN *Phone:* 23110

*Territory:* Aden, Sudan, Ethiopia, Yemen.

## UNITED STATES

### Commercial Counsellor

Canadian Embassy

1746 Massachusetts Ave., N.W.

Washington, D.C. 20036

S. G. Tregaskes, Commercial Counsellor

G. W. Green, Commercial Counsellor

W. R. Hickman, Commercial Counsellor (Agriculture)

H. C. Armstrong, Commercial Counsellor

Miss V. F. Wightman, Attaché (Agriculture)

*Cable:* CANADIAN *Phone:* DEcatur 2-1011 (Area Code 202)

*Telex:* 0089664 (DOMCAN WSH)

*Territory:* District of Columbia.

(continued)

JULY 9, 1966

## UNITED STATES (continued)

### Counsellor (Energy)

Canadian Embassy

1746 Massachusetts Ave., N.W.

Washington, D.C. 20036

N. R. Chappell, Counsellor (Energy)

*Cable:* CANADIAN *Phone:* DEcatur 2-1011 (Area Code 202)

### Deputy Consul General (Commercial)

Canadian Consulate General

680 Fifth Ave.

New York City, N.Y. 10019

C. J. Van Tighem, Deputy Consul General (Commercial) (absent)

A. A. Lomas, Consul and Trade Commissioner

B. C. Steers, Consul and Trade Commissioner

C. G. Bullis, Consul and Trade Commissioner

George Hazen, Consul and Trade Commissioner

J. D. Welsh, Vice Consul and Assistant Trade Commissioner

*Cable:* CANTRACOM *Phone:* JUdson 6-2400 (Area Code 212)

*Night Line:* JUdson 6-2321

*Telex:* 00126242 (DOMCAN NYK)

*Territory:* States of Connecticut, New Jersey (eleven northern counties), New York. Other countries: Bermuda.

### Consul and Senior Trade Commissioner

Canadian Consulate General

607 Boylston St.

Boston, Massachusetts 02116

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

D. S. Baker, Vice Consul and Assistant Trade Commissioner

*Phone:* 262-3760 (Area Code 617)

*Telex:* 0094567 (DOMCAN BSN)

*Territory:* States of Maine, Massachusetts, New Hampshire, Rhode Island, Vermont.

### Consul and Senior Trade Commissioner

Canadian Consulate General

310 South Michigan Ave., Suite 2000

Chicago, Illinois 60604

D. H. Cheney, Consul and Senior Trade Commissioner

J. A. Doyle, Consul and Trade Commissioner

R. H. Gayner, Consul and Trade Commissioner

M. Rowan, Consul and Trade Commissioner

L. G. Lee, Vice Consul and Assistant Trade Commissioner

*Phone:* 427-7926 (Area Code 312)

*Telex:* 0025571 (DOMCAN CGO)

*Territory:* States of Illinois, North Dakota, South Dakota, Minnesota, Wisconsin, Indiana, Iowa, Kansas, Kentucky, Missouri, Nebraska.

(continued)

21

# Foreign Trade Service Abroad

## UNITED STATES (continued)

**Consul and Senior Trade Commissioner**  
**Canadian Consulate**  
**Illuminating Building**  
**55 Public Square**  
**Cleveland, Ohio 44113**

A. W. Evans, Consul and Senior Trade Commissioner

*Phone:* 861-1660 (Area Code 216)

*Telex:* 00985364 (DOMCAN CLV)

*Territory:* State of Ohio.

**Consul and Trade Commissioner**  
**Canadian Consulate**  
**1139 Penobscot Building**  
**Detroit, Michigan 48226**

H. S. Hay, Consul and Trade Commissioner

K. D. Taylor, Consul and Assistant Trade Commissioner

*Phone:* Woodward 5-2811 (Area Code 313)

*Telex:* 0023445 (DOMCAN DET)

*Territory:* State of Michigan.

**Consul and Senior Trade Commissioner**  
**Canadian Consulate General**  
**510 West Sixth St.**  
**Los Angeles, California 90014**

F. B. Clark, Consul and Senior Trade Commissioner

L. J. Taylor, Consul and Trade Commissioner

J. H. Suggitt, Consul and Assistant Trade Commissioner

*Phone:* MADison 2-2233 (Area Code 213)

*Telex:* 00674119 (DOMCAN LSA)

*Territory:* States of California (ten southern counties), Arizona, New Mexico, Clark County in Nevada, and Hawaii.

**Consul and Trade Commissioner**  
**Canadian Consulate General**  
**225 Baronne St., Suite 1710**  
**New Orleans, Louisiana 70112**

P. A. Savard, Consul and Trade Commissioner

R. E. Pedersen, Vice Consul and Assistant Trade Commissioner

*Phone:* JACKson 5-2136 (Area Code 504)

*Telex:* 0058237 (DOMCAN NLN)

*Territory:* States of Louisiana, Texas, Oklahoma, Arkansas, Mississippi, Tennessee, Alabama, North Carolina, South Carolina, Georgia, Florida.

(continued)

## UNITED STATES (continued)

**Consul and Trade Commissioner**  
**Canadian Consulate**  
**3 Penn Center Plaza**  
**Philadelphia, Pennsylvania 19102**

W. J. Millyard, Consul and Trade Commissioner

R. F. Turcotte, Consul and Trade Commissioner

N. L. Williams, Consul and Assistant Trade Commissioner

*Cable:* CANADIAN *Phone:* LOcust 35838 (Area Code 215)

*Telex:* 0083396 (DOMCAN PHA)

*Territory:* States of Delaware, Maryland, New Jersey (nine southern counties), Pennsylvania, Virginia, West Virginia.

**Consul General**  
**Canadian Consulate General**  
**333 Montgomery St.**  
**San Francisco, California 94104**

*Phone:* YUKon 1-2670 (Area Code 415)

*Telex:* 0034321 (DOMCAN SFO)

*Territory:* States of California (except the ten southern counties) Wyoming, Nevada (except Clark County), Utah, Colorado

**Consul General**  
**Canadian Consulate General**  
**1308 Tower Building**  
**Seventh Avenue at Olive Way**  
**Seattle, Washington 98101**

*Phone:* MUTual 2-3515 (Area Code 206)

*Telex:* 0032462 (DOMCAN SEA)

*Territory:* States of Oregon, Idaho, Washington, Montana, Alaska

## URUGUAY

**Commercial Counsellor**  
**Canadian Embassy**  
**Casilla Postal 852**  
**No. 1409 Avenida Agraciada Piso 7°**  
**Montevideo, Uruguay**

B. S. Shapiro, Commercial Counsellor

*Cable:* CANADIAN *Phone:* 96096

*Telex:* 398078 (DOMCAN MVD)

*Territory:* Falkland Islands.

## VENEZUELA

**Commercial Secretary**  
**Canadian Embassy**  
**Apartado del Este 11452**  
**Avenida La Estancia No. 10**  
**Ciudad Comercial Tamanaco**  
**Caracas, Venezuela**

J. D. Blackwood, Commercial Secretary

*Cable:* CANADIAN *Phone:* 32.40.41/44

*Telex:* DOMCAN CARACAS VENEZUELA 877 (877 DOMCAN)

*Territory:* Netherlands Antilles.

# A Significant Market in the Heart of America

THE PHILADELPHIA OFFICE is responsible for the promotion of Canadian products in the states of Pennsylvania, Delaware, Maryland, Virginia, West Virginia and the southern half of New Jersey.

This territory comprises a substantial section of the central Eastern United States. The over-all population is estimated at about 24 million, somewhat more than in all of Canada. Some parts, such as the area around Philadelphia, Pittsburgh and Baltimore, are heavily industrialized, but other large areas are devoted to agriculture and mining. Certain sections are extremely prosperous, others are severely depressed. The flourishing areas, though, outnumber the poorer ones by a very wide margin and the general picture is one of progress and expansion.

According to our latest information, 162 Canadian companies have agents or buying connections in some or all of the 5½ states under our jurisdiction; an additional 65 endeavour to cover them through a New York agent. However, except in rare cases, we strongly recommend against this practice. It is our experience that the Canadians who fare best are those who appoint regional representatives and we have an excellent roster of potential agents and distributors for each of the principal cities in our territory.

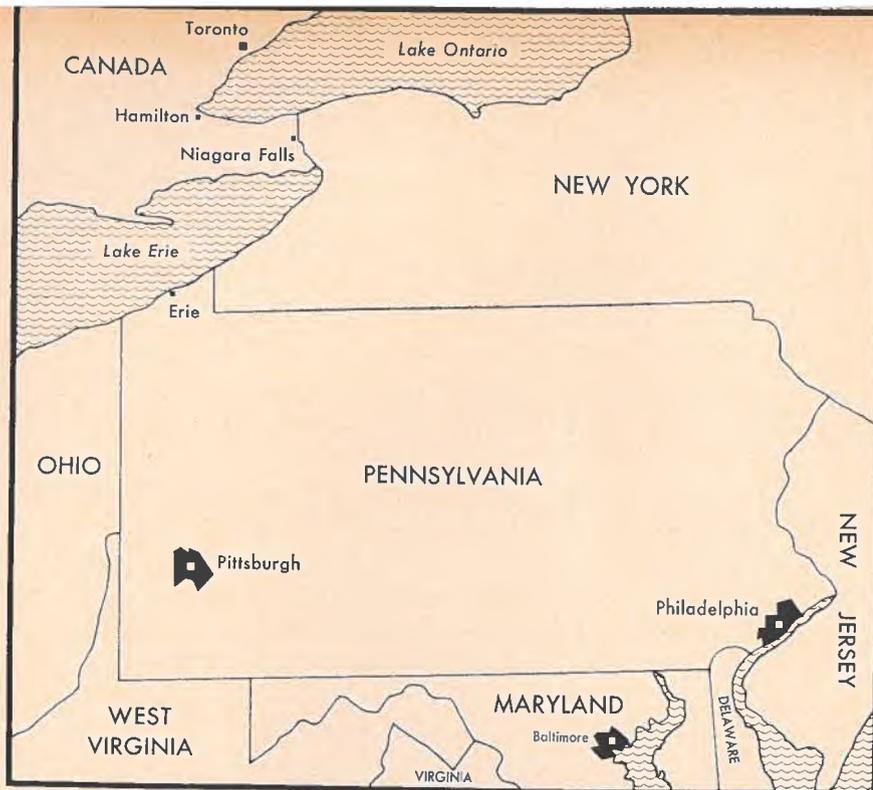
The list of Canadian products that are currently selling or that could be sold is extremely diversified and the opportunities are numerous and challenging. We are anxious to see more Canadian merchandise on the counters, not only in Philadelphia but throughout the whole of our territory. To this end we have prepared the following reports on a number of regional marketing areas. Although they all have their own peculiar customs and characteristics, there isn't a single one that doesn't offer a good market for many export-minded Canadians.

—WILEY J. MILLYARD, *Consul and Trade Commissioner, Philadelphia.*

Wiley J. Millyard, Canadian Consul and Trade Commissioner in Philadelphia, inspects a varied assortment of frozen fish products from Canada at the city's wholesale seafood market. Although our sales of fish are good in the Baltimore area, much more could be done to promote exports of both fish and other food products to the other regions covered by these reports.

JULY 9, 1966





**WILEY J. MILLYARD,**  
*Consul and Trade Commissioner,*  
*Philadelphia.*

IN 1961 when the Philadelphia office opened, one experienced distributor in the city remarked: "This may be the largest city in Pennsylvania but don't forget the other places like Pittsburgh, Scranton and Erie. They're important too—and each is different."

This is particularly true of Erie, the only city in Pennsylvania that is a Great Lakes port and the closest to Canada's industrial heartland. Just 100 miles west of Buffalo, it is an easy four-hour drive from Toronto and even less from Hamilton and other manufacturing centres of southwestern Ontario. It should and could be a good market for many Canadian products but you will search long and hard in most of the stores before finding a "made-in-Canada" label. The fault seems to lie not with the buyers but rather with Canadian exporters. Apparently they are bypassing this neighbouring market in favour of the more populous centres such as Boston, New York, Detroit and Chicago.

## Pittsburgh: Selling in the Steel Capital

Here is an area that offers scope for selling equipment, components for industry, and many types of consumer goods.

**RICHARD F. TURCOTTE,**  
*Consul and Trade Commissioner, Philadelphia*

A \$3 BILLION urban renewal project and an ambitious smoke and flood control program have transformed the smoky, sooty Pittsburgh of the 1940's into one of the cleanest and most attractive U.S. cities of its size. The "Golden Triangle" renewal program has remade almost one-quarter of the central business district on the point of land at the fork of the rivers into a modern centre of parks, arcades and

avenues, with skyscrapers sheathed in the steel, glass, aluminum and stone made famous by the area's industries.

Served by the Great Lakes and the Ohio-Mississippi River systems, Pittsburgh occupies a central location in the third most populated area east of the Mississippi. It is the major trading centre for a "tri-state" marketing area within a radius of 100 miles which includes western Pennsylvania, eastern

Ohio and northern West Virginia. This represents a consumer market of over seven million people with annual retail sales of \$7 billion, a wholesale turnover of \$8.3 billion, and an industrial market of 7,800 manufacturing plants with some 700,000 employees. This huge market, relatively close to many Canadian manufacturers, should not be overlooked.

### Industrial Picture

Still known as the Steel Capital, the four counties of the Pittsburgh metropolitan area contain nearly one-fifth of U.S. steelmaking capacity; in 1964 the area produced 27 million tons of steel and western Pennsylvania mines produced 42 million tons of coal.

# Neglected Market

This city of 100,000, only four hours from Toronto, could be a good market for Canada. What will sell there? Read on.

This is an unfortunate situation, because on a recent trip an officer from the Consulate found Erie, population 100,000, enjoying unparalleled prosperity in its diversified industries and commercial establishments. In addition, it is engaged in a gigantic urban redevelopment operation that will radically alter the city's appearance and cost millions of dollars to complete.

## Products Investigated

Rather than draw conclusions from a general and superficial survey which could be misleading, our official decided to concentrate in depth on six different lines in which Canada is currently doing a brisk trade with other parts of the United States: lumber, fish, marine supplies, sporting goods, women's apparel and handbags. All of these are products in regular demand in Erie.

● **Lumber**—By far the best news came from the talks with wholesale lumber dealers. Without exception, all were importing substantial quantities of Western Canadian dimension spruce. One complained that supplies were

tight but the others seemed to be getting what they wanted. Eastern producers, on the other hand, were doing a much smaller trade and the wholesalers claimed that they seldom received offers or a salesman's call. One Buffalo dealer brings in Eastern Canadian lumber by barge to Tonawanda, N.Y., and from there trucks it to wholesalers in Erie at lower laid-down prices than if it is imported directly by rail.

● **Fresh and Frozen Fish**—Except for some smelt from Wheatley, Ontario, there are no direct shipments of fish from Canada to Erie. Some Canadian seafood products, such as whitefish and scallops, reach the Erie wholesalers via distributors in Chicago, Detroit, Boston and New York, and not through any deliberate design or effort on the part of the Canadian producers.

● **Marine Supplies**—With the exception of some outboard motors from Toronto, no Canadian marine supplies or boats were to be found with the dealers. In fact, they all said that they had never been approached by salesmen from Canadian plants or by local

agents with any Canadian lines. Yet Erie is the centre of an active resort and boating area.

● **Sporting Goods**—All the sporting goods stores stocked Canadian skates and hockey equipment. However, even though there is an active ski club in the city, there were no Canadian skis, boots, slacks, poles, harness or jackets in stock. One store had a small supply of Canadian shirts.

● **Wholesale Food Products**—Not a single food broker in Erie carries a line of Canadian food products.

● **Women's Apparel and Handbags**—None of the department stores or specialty shops had a Canadian-made garment in stock and the same applied to handbags. Not a single buyer could recall ever receiving offers of Canadian merchandise.

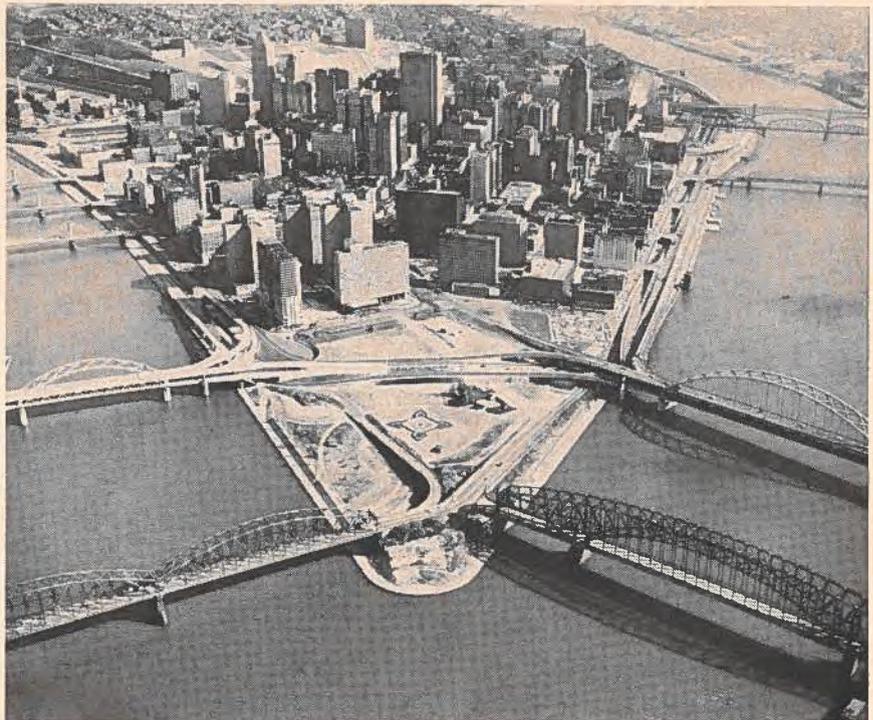
If the foregoing products can be taken as symbolic of trade with Canada, Erie appears to offer a neglected but attractive market for a number of Canadian producers—if they are willing to make the effort. ●

There are many other industries in Pittsburgh, including the world's largest manufacturers of aluminum, steel rolls, rolling mill machinery, air brakes, plate and window glass, lifting jacks and safety equipment. Forty-one of the country's 500 largest industrial companies have one or more plants in this district and 23 of these have headquarters in Pittsburgh, the third largest corporate-headquarters city after New York and Chicago.

The metro area has a total of 2,400 large and small plants turning out some 6,000 products and employing 250,000 workers who receive \$1.8 billion in wages. For example, the electrical machinery industry has a

*(continued on page 26)*

**This is the famous "Golden Triangle" of Pittsburgh. The city's metropolitan area is the sixth largest in the U.S., the ninth in effective consumer buying power, and the eighth in retail and wholesale sales.**



payroll of \$150 million, food processing \$100 million, and chemicals \$34 million. (For employment details see Table I.)

There are nine major installations directly concerned with the development of nuclear power in the Pittsburgh district; Shippingport is an outstanding example. One hundred and twenty-seven industrial research and testing laboratories are also located in the immediate area.

Within 100 miles of Pittsburgh, many of the largest glass-producing plants in the U.S. turn out about 80 per cent of the total U.S. output of

**TABLE I**  
**EMPLOYMENT IN PITTSBURGH**  
**MANUFACTURING**

Industry	Employment
Primary metals	108,200
Electrical machinery	22,000
Food processing	20,000
Stone, clay and glass processing	19,400
Industrial research and testing	12,000
Printing and publishing	7,900
Chemicals	7,500
Transportation equipment	6,400
Apparel and related products	3,000
Furniture fixtures	1,300

flat glass and a sizable part of the 20 billion glass containers manufactured in the U.S. every year.

The first steamboat, the *New Orleans*, was launched on the Ohio River in 1811 and Pittsburgh still ranks as a first-class shipbuilding centre. The largest U.S. builder of river floating equipment will launch its 5,000th hull into the Ohio in 1966 and other companies in the area are also active. A barge was launched every second day in 1965 and shipbuilding is a stabilizing factor in the Pittsburgh economy. In 1964 the stretch of the Ohio between Pitts-

## The Chesapeake Bay Basin

THE HUGE salt-water 200-mile long Chesapeake Bay is the center and the lifeline of a broad economic region, including the major metropolitan centers of Baltimore, Washington, D.C., Richmond, and the five-city ports of Hampton Roads, with a total population of some 10 million and a heavy concentration of industry. Here is an excellent export market for Canadian capital and consumer goods and equipment, yet few Canadians are apparently taking advantage of the marketing possibilities in the area for their products.

The Consul and Trade Commissioner in the Philadelphia office recently returned from a tour of this Chesapeake area. With facts and figures gathered on his travels, he has written the following reports that cover this interesting market. They also dwell on some of the possibilities for increasing export sales from Canada, both of consumer goods and equipment needed by original equipment manufacturers.

**Baltimore** —thriving industry, busy port, new marine terminal handling lumber, two million people make this a lucrative market.

RICHARD F. TURCOTTE,  
*Consul and Trade Commissioner, Philadelphia*

BALTIMORE, with close to two million people, is the twelfth largest city in the United States, comparable in size to other important eastern cities like Pittsburgh, Cleveland, and Boston. Surrounded by rolling hills and rich farmland to the west and with Chesapeake Bay to the east, it has become a thriving industrial centre and a busy port. With this industry and with a retail and wholesale trade totalling some \$5 billion a year, it is a good

potential outlet for Canadian components and equipment and for consumer goods.

As it has for 150 years, economic activity in Baltimore centers around the port. It lies inland on Chesapeake Bay and is 75 to 150 miles closer to the Midwest than any other large East Coast city. This means that it is an important distribution centre on the eastern seaboard for commodities of many types, offering lower freight

burgh and the Mississippi carried almost 100 million tons of freight.

### Export Trade

In western Pennsylvania 414 firms employing some 300,000 persons are active in export trade and annually ship more than \$250 million worth of manufactured goods abroad. Pittsburgh's best customers are Canada, Mexico, Britain, West Germany and Japan.

### Retail and Wholesale Market

The Pittsburgh metropolitan area is a huge market, with retail and whole-

sale sales last year of \$3.8 and \$4.6 billion respectively. It is the sixth largest metropolitan area in the U.S., ranks ninth in effective consumer buying power and eighth in retail and wholesale sales. In recent years more than 60 new suburban shopping centres with 1,500 shops have sprung up in Allegheny County alone.

### Canadians Should Participate

The consumer market in the Pittsburgh metropolitan area and the 56 county tri-state marketing area radiating from it is a huge one, and Canadian producers of consumer

goods should see that they are represented here.

For Canadian manufacturers of equipment and components, the broad diversity of industry in the Pittsburgh area furnishes excellent opportunities for sales. Recently a Canadian Castings and Forgings Trade Mission met with great success. Businessmen contemplating a trip to the area should consider not only the immediate Pittsburgh industrial market but also the Pittsburgh headquarters of U.S. industrial giants, where purchasing decisions for worldwide projects are made. ●

## Complex

rates and faster delivery time to and from points inland. In 1964, it handled over 20 million short tons of cargo worth \$1.5 million and became the third largest port in the United States in terms of total tonnage. Baltimore's industry has become heavily oriented toward the processing of incoming raw materials into capital and consumer goods.

### Port Is Being Modernized

Baltimore is an important port for Canadian exporters because much of the newsprint, gypsum, iron ore and concentrates, Western lumber and shingles that go to the U.S. are shipped from Canada to the eastern seaboard via Baltimore. Of the 115 foreign countries importing merchandise into the U.S. through Baltimore in 1964 Canada ranked second with 3.7 million tons, following Venezuela with 4.3 million.

The Maryland Port Authority, an independent government agency which administers the ports of Baltimore, Chrisfield and Cambridge, continues to develop distribution facilities. It owns about half the general cargo transit sheds and berths and is acquiring others. It is renovating and extending these sheds to accommodate increasing traffic; its present facilities are over-taxed. Most of the nine major terminals with special handling facili-

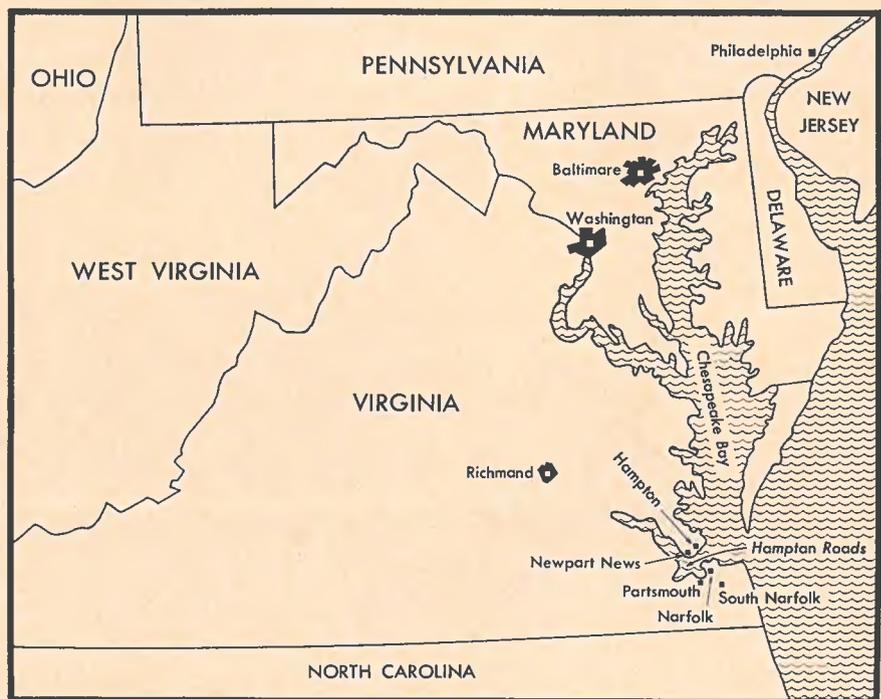
ties, however, are still owned by the railways serving the area. One of these terminals, the Cottoman Metallic Ore Handling Pier, can handle 3,400 tons of ore an hour and is the major one for unloading iron ore (much of it from Canada), and also manganese and chrome ores.

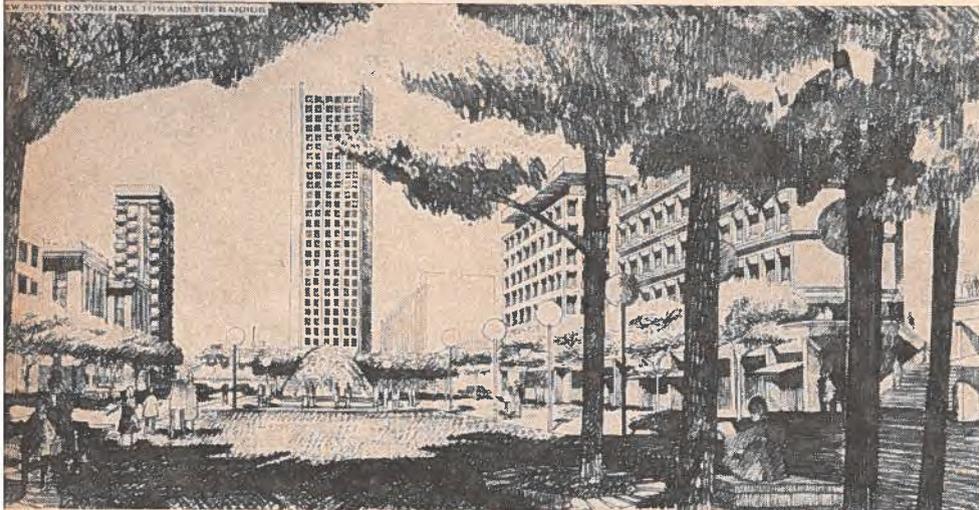
Further improvements to the port, the expansion or development of transformation industries, and the provision of distribution facilities for bulk mate-

rials should present sales opportunities to Canadian suppliers of equipment in these fields.

### Lumber Terminal Set Up

The ninth and newest marine terminal, the pride and joy of the port, is the \$28 million general cargo Dundalk Marine Terminal. It has become the major East Coast centre for automobile imports but its major interest for Canadians is the lumber-handling facili-





An architect's drawing shows the proposed view toward the harbour from a mall which will be part of Baltimore's two-stage urban redevelopment scheme. The complete project will take about 30 years to finish and will cost \$260 million.

ities operated there by Lumber Terminals, Inc. Previously, the only lumber-handling facilities were owned and controlled by a firm which itself traded in lumber and this limited access to it by Canadian suppliers. Lumber from the Canadian West Coast intended for the Baltimore market often had to be shipped through Philadelphia, at greater expense. Lumber Terminals, Inc. now receives, grades, stores and distributes lumber in Baltimore on behalf of the lumber brokers.

Baltimore's economic interests are not limited to the distribution and processing of raw materials; it is also a fast growing manufacturing centre, turning out sophisticated technical and consumer goods. There are over 2,000 manufacturing plants in the area and an impressive number of these are branches of national companies. In the last ten years over \$1.5 billion has been invested in new plants and expansion of existing ones making a wide range of products in the Baltimore area. Among these were:

- Electronics, missile and space-age products
- Industrial machinery
- Instruments
- Chemicals
- Apparel and related products
- Cans and containers
- Shipbuilding and repair
- Automobile assembly
- Food and kindred products
- Primary metals and fabrication

This broad range of industry means many untapped sales possibilities for Canadian suppliers of raw materials,

components for use by original equipment manufacturers, industrial machinery, and capital goods. Electronic and space-age firms working under contract from NASA also offer a lucrative potential market for Canadian sub-assembly and components bidders.

### Consumer Market Important

To Canadian exporters of consumer goods, Baltimore offers a market of some two million people. Metropolitan Baltimore, by far the largest city in Maryland, includes almost 60 per cent of the 3.1 million people in the state and its retail and wholesale trade totals \$5 billion a year.

The average purchasing power per household has doubled since 1950 to about \$9,000 a year in 1965 and current plans for redeveloping the centre of the city as a place for people to live should mean an even faster increase in this retail market.

### Rehabilitation Planned

This two-phase redevelopment of the centre of the city began in the mid-1950's and is expected to have spectacular results within 20 years. Phase one—Charles Center—was started seven years ago and has already helped to reverse the persistent trend towards lower downtown real estate values and department store sales. By 1963 the climate was deemed favourable for phase two—a twofold \$260 million Inner Harbour and Municipal Center development project extending over 30 years and

covering 128 acres of land, four times the size of Charles Center.

This project will include a \$45 million World Trade Center to be completed in mid-1968, as the focal point of maritime activities in Maryland. It will serve as the headquarters of the Maryland Port Authority and the rest of the space will be leased to government agencies and maritime-oriented businesses. A new municipal government complex will also be created and the present east-west axis of the centre will be shifted to north-south, with a wide, tree-lined plaza re-establishing the traditional link between the city and the port. Other buildings will include high-rise and terrace apartments, offices, a repertory theatre, an aquar-ama, restaurants, a 200- to 300-room motel-marina, with 200 to 300 slips for small boats, and a science centre. Finally, the entire inner harbour waterfront area will be rebuilt.

### Canadians Missing

Although there are no official figures to confirm this, relatively few Canadian firms appear to be doing business in manufactured goods and food products in the Baltimore area, either directly or indirectly. Canadian fish is perhaps the only commodity entering the city in substantial volume for local consumption and much of it comes overland through brokers in Boston and New York. We know of few Canadian firms which are represented directly in the Baltimore area; many are probably represented there by out-of-town agents living in New York, Philadelphia, or other East Coast cities. Unfortunately, an out-of-town agent can seldom cover this distant and self-contained market properly—let alone understand its traditional way of life and manner of doing business. ●

## Hampton Roads—Canada ships in raw materials, some semi-processed goods; could broaden sales scope.

RICHARD F. TURCOTTE,  
*Consul and Trade Commissioner, Philadelphia.*

HAMPTON ROADS, the southern tip of the Virginia Urban Corridor, is one of the world's great natural harbours, with 25 square miles of protected water lying in a basin only 18 miles from the open sea. The colonists who founded the first English settlement on the bank of the James River some 360 years ago saw it as the Gateway to the New World, carrying waterborne commerce between the new colony and the mother country.

Today the five-city Hampton Roads metropolitan area—including the cities of Norfolk, Portsmouth and South Norfolk south of the basin and Hampton and Newport News north of it—has a population of close to one million and has become a major world port and an important commercial and industrial center.

### Ports of Hampton Roads

Located midway down the U.S. Atlantic coast, Hampton Roads is free of ice throughout the year and is accessible by rail or truck from every centre of commerce and industry in the eastern half of the United States. It is served by eight railroads and is a major railway terminal point.

Two ports make up Hampton Roads, Norfolk and Newport News. Combined, they have about 30 miles of fully utilized waterfront. Located within five miles of each other, the two ports are known throughout the world for the export of coal—30.5 million tons in 1964, or 90 per cent of the 33.7 million tons of outgoing foreign traffic. Grain and soybean shipments, which comprise much of the remainder, made Norfolk the leading grain port on the Atlantic coast, with 70 million bushels of grain exported in 1964.

### Port Promotes Industry

Some 400 diversified industrial firms operate in the Hampton Roads area and naturally are based chiefly on the port traffic. Some of the more important ones are:

chemicals and petrochemicals  
steel fabrication

oil refining  
fertilizers  
cement  
cork and gypsum products  
burlap and cotton bags  
wood processing  
portable TV products  
space age research, including a NASA Research Center  
shipbuilding and repair  
automobile assembly  
seafood and meat packing

The area has recently seen an influx of new industries and now has some two dozen primary employers. This ranks it second only to Richmond among Virginia's metropolitan centers in manufacturing employment and payrolls.

### Canada Second Supplier

Imports through Hampton Roads, although very much smaller than exports, have been rising quickly in re-

cent years; they reached 5.9 million tons in 1964 with petroleum products, ores, and gypsum as the most important commodities. Venezuela was the largest single supplier with over two million tons, followed by Canada in second place with close to one million. Canadian shipments consist almost entirely of newsprint, iron ore, gypsum, potash, fertilizers and, since the spring of 1965, Western lumber.

In April 1965, Portsmouth Terminals Inc. began receiving shiploads of Canadian Western lumber—the first Canadian lumber to enter this area in over five years. It is expected that shipments will become significant within the next three or four years.

### Canada Could Increase Sales

Canada is already shipping newsprint, iron ore, gypsum, potash, fertilizer and Western lumber into the Hampton Roads area but apparently few Canadian manufactured goods are coming in. Yet this is an excellent potential market for both equipment and components for industry and for consumer goods. Canadian firms should contact the Consulate in Philadelphia for assistance in locating outlets in the Hampton Roads area. ●

## Virginia's Urban Corridor—presents a unique market, calling for local representation.

RICHARD F. TURCOTTE,  
*Consul and Trade Commissioner, Philadelphia*

THIS NORTHERNMOST of the Southern States, with a population of 4½ million and a personal income of almost \$10 billion, is in the full swing of economic development. Wholesale trade has increased 150 per cent since the war to reach \$4.4 billion in 1963 and although the median income per family in 1960 was about 13 per cent lower than the U.S. figure, the percentage household penetration for consumer goods such as washing machines, home freezers, air-conditioning units, automobiles, and TV sets is close to the national average.

The cities of Virginia have increased their share of the total popu-

lation by 20 per cent since 1940 to reach 56 per cent last year. In the decade of the 1950's alone, rural population decreased from 22 to 10 per cent of the total. Here is an expanding market with a fast rising income and a population one-fifth that of Canada, able and willing to absorb Canadian consumer and industrial goods.

### Five Metropolitan Areas

A close examination of Virginia's leading wholesale centers in 1963 shows an extraordinary concentration of economic activity in a small area which has come to be known as the

**VIRGINIA'S LEADING WHOLESALE CENTERS, 1963**

	Wholesale Sales (\$million)	Per cent
Urban Corridor metropolitan areas	2,804	64
Of which:		
Richmond	1,491	
Hampton Roads	716	
Northern Virginia	597	
Other Virginia metropolitan areas	396	9
Of which:		
Roanoke	275	
Lynchburg	121	
All other	1,177	27
<b>Grand total, Virginia</b>	<b>4,377</b>	<b>100</b>

Virginia Urban Corridor. This is a crescent-shaped region which, with only 17 per cent of the state's total land area, contains 55 per cent of its population. It extends from the northern Virginia suburbs of Washington southward through Richmond, the state capital, into the large ports of Hampton Roads—a five-city metropolitan area, including Norfolk, Portsmouth, Hampton, Newport News and South Norfolk.

The Corridor's population is now a bit over two million, an increase of 68 per cent since 1950, and the projection is three million people by 1975. Some 82 per cent of the Cor-

ridor's population is now urban compared with the aggregate Virginia figure of only 56 per cent. Personal income has trebled in 15 years—from \$2.2 billion in 1950 to a whopping \$6.5 billion in 1964. The area has 67 per cent of the personal income and of the volume of wholesale and service trade, 59 per cent of the retail sales volume, and 43 per cent of the industrial output of Virginia.

Although the Corridor is not yet densely urban throughout, urbanization is proceeding very rapidly as the Washington, Richmond and Hampton Roads metropolitan areas expand toward each other. Excellent opportuni-

ties are opening up for further industrial development and a greater market for Canadian goods.

**Selling in the Corridor**

The Virginia Corridor is an economic unit in itself and brokers, wholesalers and distributors located in Washington, Richmond, or one of the five Hampton Roads cities will usually cover much or most of it, as well as other outlying areas of Virginia. Canadians should realize that it is virtually impossible to serve this fast growing region adequately through brokers located outside the area—say in the larger East Coast cities such as New York, Philadelphia or even Baltimore. There are, as always, some exceptions, but Virginia is definitely a southern state and the way of life has a different character from that of the north. To sell in this market, the Canadian firm should have an experienced local representative steeped in local business methods and requirements. To our knowledge, there are still very few Canadian firms selling or adequately represented in the Virginia market Corridor, with the exception of those shipping a few basic staples which enter in bulk, such as ores and minerals, newsprint, and lumber. ●

**Richmond**—Industrially one of the top three metropolitan areas in the South and a busy retail sales centre, it provides sales opportunities in an historic setting.

RICHARD F. TURCOTTE,  
*Consul and Trade Commissioner, Philadelphia.*

HISTORIC RICHMOND TOWN, the capital of the Commonwealth of Virginia, has become a major metropolitan, industrial and commercial area, the largest manufacturing, trading, and "headquarters" city in the state, with almost half a million inhabitants.

Culturally, Richmond still considers itself very much a part of the South—"at the top of the South", as they say. It lies 100 miles south of Washington, well below the Mason-Dixon Line, and its southern character is reflected in the pleasant, easy-going

manners of its people and in its relatively uncongested streets, wide avenues, and almost sub-tropical vegetation.

**Major Industrial Centre**

The sweet smell of tobacco is characteristic of the "Tobacco Capital". Although most of the major tobacco companies still operate out of Richmond, they are rapidly losing their pre-eminence as new industry becomes established. Industrially, Richmond now ranks with the top three metropolitan areas in the South and it has

become an important headquarters city for industrial companies in varied fields. Many of these industries offer excellent and varied opportunities for the sale of Canadian goods, ranging from raw materials to highly sophisticated equipment and machinery.

The chemical industry in Richmond is second only to the tobacco industry; the city has the world's largest nylon plant as well as manufacturers of synthetic textile fibres, industrial chemicals, paints, fertilizers, pharmaceuticals and veterinary medicines. It has a large packaging industry (originally developed for the tobacco industry) including aluminum, cellulose film, bags, paper and paper products, cartons and containers.

**Manufacturing Varied**

A fast growing field is the metals fabrication group with the recent addi-

tion of a large aluminum extrusion plant and a manufacturer of bakery equipment. The city is also a traditional centre for printing and publishing and the manufacture of lumber and wood products. Various textile operations are located here (the output of hassocks exceeds that of any other city) and men's clothing and hats are also turned out. And from Richmond famous Virginia hams are shipped out to the dinner tables of the world.

Although Richmond is inland, equidistant from coastal Virginia to the east and the Blue Ridge Mountains to the west, the James River connects with the waters of the Hampton Roads ports and the possibility of shipping by water makes it easier for its manufacturers to compete with other suppliers.

TABLE I

MANUFACTURING IN RICHMOND

Industry Group	Total Employment	Value added by Manufacture (\$ million)
Tobacco manufacturers	9,100	214.6
Chemicals & allied products	8,200	103.7
Food & kindred products	4,800	43.9
Printing, publishing & allied industries	4,300	32.4
Paper & allied products	3,700	31.0
Apparel & other finished products	3,200	17.0
Fabricated metal products	2,000	12.0
Lumber & wood products (except furniture)	1,400	8.4
All others	7,600	51.7
<b>Total</b>	<b>44,300</b>	<b>514.7</b>

Wholesale Distribution

Wholesale sales are currently running at over \$1.6 billion a year, or 2½ times the retail trade of \$653 million. Wholesale distribution covers a broad area including, in addition to the primary retail shopping area of Richmond, the five Hampton Roads cities, the northeastern counties of North Carolina, the western Virginia mountain area, northern Virginia and at times even South Carolina. Within 500 miles of Richmond are 48 per cent of

the U.S. population, 50 per cent of its income, 49 per cent of its retail sales, and 60 per cent of its industry.

Retail Sales

Richmond's immediate retail shopping area includes over one million persons living in eastern Virginia. And within the area served by Richmond's wholesale trade there are four and one half million consumers with a disposable income of \$6.4 billion. The average per capita income is \$2,324 a year or \$7,679 per family. The average annual wage has increased 54 per cent since 1950 to \$4,378 and unemployment is generally half the national average. Because the suburban-type shopping centre has not taken hold as much as in the northern and western U.S., families from outlying areas come into Richmond to shop in its department stores.

Food Products

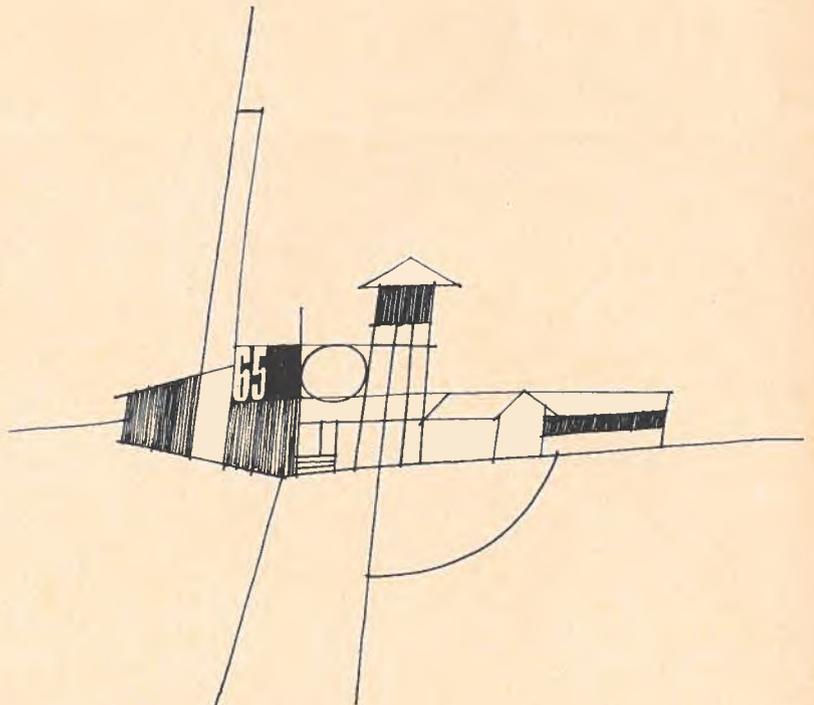
There are good prospects for Canadian food producers in the Richmond area. For example, Richmond Food Stores, Inc., an independent central buying organization with head-

quarters in Richmond and comprising 500 individual supermarket members, is the largest retailer-owned food purchasing and warehousing firm in the South. It serves the States of Virginia and North Carolina and the District of Columbia and co-operates closely with a sister organization in the Norfolk area, the Economy Food Stores.

Richmond's Thalheimer Fine Food Shop (located in the Thalheimer, Inc., department store) is a leading gourmet shop carrying all kinds of specialty foods including cheese, imported wines and beers, cookies and candies, groceries and cocktail hors d'œuvres items. Canadian food producers would do well to consider these two outlets.

Mixes Business and Pleasure

The Richmond area can provide a market for a broad range of Canadian products, from consumer goods to equipment for OEM. And the Canadian who makes a sales trip can take the opportunity to visit some of the many historical sites in the vicinity—Williamsburg, Yorktown, Jamestown—and Richmond's own colourful Tobacco Festival. ●



# 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, Edmonton and Vancouver, Department of Trade and Commerce; Fredericton, Department of Industry.

**Germany**—W. F. Hillhouse, Commercial Counsellor (Agriculture) in Bad Godesberg, who will be posted to Washington with the same title:

Winnipeg—August 25-26

**Hong Kong**—R. K. Thomson, Senior Trade Commissioner in Hong Kong, who will be transferred to Duesseldorf, West Germany, as Consul:

Montreal—September 6-7

**India**—W. G. Roberts, Assistant Commercial Secretary in New Delhi:

Toronto—July 27-29 Montreal—August 1-3

**Italy**—J. H. Stone, Commercial Counsellor in Rome:

Montreal and Toronto—September 6-16

**Jamaica**—L. D. Burke, Commercial Secretary in Kingston:

Montreal—September 6-8 Winnipeg—September 14-15  
Toronto—September 9-13 Vancouver—Sept. 16-19

**New Zealand**—C. A. Carruthers, Assistant Commercial Secretary in Wellington, who will be posted to Boston as Vice Consul and Assistant Trade Commissioner:

Hamilton—July 11-12 Montreal—July 13-22

**Pakistan**—R. D. Sirrs, Commercial Secretary in Karachi, who will be posted to Guatemala City as Commercial Secretary:

Winnipeg—August 11-12 Vancouver—August 17-19  
Calgary—August 15

**South Africa**—C. R. Gallow, Trade Commissioner in Johannesburg, who will be posted to Hong Kong with the same title:

Montreal—September 14 Winnipeg—October 4

**U.S.S.R.**—W. J. Collett, who will be posted to Moscow as Commercial Secretary:

Winnipeg, Toronto, Montreal—August 15-19

**United States**—W. R. Hickman, Commercial Counsellor (Agriculture) in Washington, who will be posted to Copenhagen, Denmark, with the same title:

Vancouver—September 1-2 Delhi—September 9  
Winnipeg—September 6 Montreal—September 25-26  
Toronto—September 7-8

W. A. Stewart, Consul and Trade Commissioner in Boston, who will be posted to Santo Domingo, Dominican Republic, as Commercial Secretary:

Montreal—July 22-26 Halifax—August 3-4  
Florenceville—July 28 Lunenburg—August 5  
Fredericton—July 29 St. John's—August 7-12

K. D. Taylor, Consul and Assistant Trade Commissioner in Detroit, who will be posted to Karachi as Assistant Commercial Secretary.

Peterborough—July 18-19 Winnipeg—August 8-9  
Montreal—August 4-5 Vancouver—August 22

## Temporary Duty in Ottawa

**R. C. Anderson**, Consul and Trade Commissioner in Manila, Philippines, August 8-19. Contact Asia and Middle East Division, phone: 992-5642.

**D. S. Armstrong**, who will be posted from Ottawa to Stockholm as Commercial Counsellor, August 12–September 16. Contact European Division, phone: 992-8727.

**M. B. Blackwood**, Commercial Counsellor in Mexico City, September 6–20. Contact Latin American Division, phone: 992-7641.

**L. D. Burke**, Commercial Secretary in Kingston, Jamaica, August 29–September 3. Contact Commonwealth Division, phone: 992-2421.

**C. A. Carruthers**, Assistant Commercial Secretary in Wellington, New Zealand, July 25–August 5. Contact Commonwealth Division, phone: 992-2421. Mr. Carruthers will be posted to Boston as Vice Consul and Assistant Trade Commissioner.

**W. J. Collett**, who will be posted to Moscow, U.S.S.R., as Commercial Secretary, August 22-26. Contact European Division, phone: 992-8727.

**R. M. Dawson**, Commercial Secretary in Madrid, Spain, July 5–15. Contact European Division, phone: 992-8727. Mr. Dawson will be posted to San Francisco as Consul and Trade Commissioner.

**J. E. G. Gibson**, Assistant Commercial Secretary in Mexico City, June 13–July 15. Contact Latin American Division, phone: 992-7641. Mr. Gibson will be posted to Canberra, Australia, as Assistant Commercial Secretary.

**W. R. Hickman**, Commercial Counsellor (Agriculture) in Washington, September 12–23. Contact United States Division, phone: 992-5175. Mr. Hickman will be posted to Copenhagen, Denmark, with the same title.

**V. G. Lotto**, Assistant Commercial Secretary in Beirut, Lebanon, July 4–15. Contact Asia and Middle East Division, phone: 992-5642. Mr. Lotto will be posted to San Francisco as Vice Consul and Assistant Trade Commissioner.

**J. E. Montgomery**, Commercial Secretary (Agriculture) in Paris, France, July 18-29. Contact European Division, phone: 992-8727.

**F. M. Mulkern**, Assistant Commercial Secretary in Singapore, August 2-12. Contact Commonwealth Division, phone: 992-2421. Mr. Mulkern will be posted to Madrid, Spain, as Assistant Commercial Secretary.

**J. H. Nelson**, Commercial Secretary in Guatemala City, November 18-December 1. Contact Latin American Division, phone: 992-7641. Mr. Nelson will be posted to Liverpool, England, as Trade Commissioner.

**R. L. Richardson**, Commercial Secretary in Sydney, Australia, July 5-22. Contact Commonwealth Division, phone: 992-2421. Mr. Richardson will be posted to Ottawa.

**W. G. Roberts**, Assistant Commercial Secretary in New Delhi, India, July 13-26. Contact Commonwealth Division, phone 992-2421.

**J. H. Stone**, Commercial Counsellor in Rome, September 19-23. Contact European Division, phone: 992-8727.

**K. D. Taylor**, Consul and Assistant Trade Commissioner in Detroit, July 20-August 3. Contact United States Division, phone: 992-5176. Mr. Taylor will be posted to Karachi, Pakistan, as Assistant Commercial Secretary.

**R. K. Thomson**, Senior Trade Commissioner in Hong Kong, September 8-23. Contact Commonwealth Division, phone: 992-2421. Mr. Thomson will be posted to Duesseldorf, West Germany, as Consul.

**R. F. Turcotte**, Consul and Trade Commissioner in Philadelphia, July 25-29. Contact United States Division, phone: 992-5175.

## In Territory

**Bahamas**—D. I. Ditto, Assistant Commercial Secretary in Kingston, Jamaica, will visit the Bahamas August 20-27.

**Chile**—Z. W. Burianyk, Assistant Commercial Secretary in Santiago, will visit La Serena, Antofagasta, Iquique and Arica July 11-18.

**Korea**—R. A. Food, Assistant Commercial Secretary in Tokyo, Japan, will visit Korea August 7-13.

**Minnesota**—D. H. Cheney, Consul and Senior Trade Commissioner in Chicago, will visit Minneapolis/St. Paul July 17-21.

**South West Africa**—D. H. Leavitt, Assistant Trade Commissioner in Cape Town, South Africa, will visit Windhoek, Swakopmund and Walvis Bay July 13-20.

**Thailand**—J. H. Bailey, Commercial Counsellor in Singapore, will visit Bangkok August 1-5.

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

# foreign tariffs and trade regulations

## Denmark

**IMPORT LIBERALIZATION EXTENDED**—By notice No. 247 of June 10, 1966, the Danish Ministry of Commerce liberalized imports of the following goods, as from July 1, 1966.

Rusks and biscuits

Jams, fruit jellies, marmalades, fruit purée and fruit pastes, being cooked preparations, whether or not containing added sugar

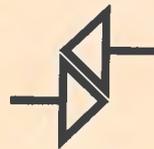
Basketwork, wickerwork and other articles of plaiting materials, made directly to shape

Footwear with uppers of rubber

Footwear with outer soles of rubber

More detailed information may be obtained from the Office of Trade Relations, Department of Trade and Commerce.

JULY 9, 1966



## United States

**LABELLING REGULATION**—Effective June 1, 1966, manicure sets, sewing kits, and similar articles containing ground, shredded, or pulverized leather when imported into the United States must be labelled to represent the content of the material accurately. Such articles labelled only as leather and without additional marking as to the actual content of ground, shredded, or pulverized leather shall be considered to be falsely labelled.



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, 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 .93

## Foreign Exchange Rates

Country	Unit	Type of Exchange	Can. dollar equivalent June 28	Units per Canadian dollar	Notes (see below)
Algeria .....	Dinar .....	.....	.2194	4.56	
Argentina .....	Peso .....	Free .....	.0053	188.68	
Australia .....	Dollar .....	.....	1.200	.8333	
Austria .....	Schilling .....	.....	.0416	23.98	
Bahamas .....	Pound .....	.....	3.000	.33	
Belgium and Luxembourg .....	Franc .....	.....	.0216	46.25	
Bermuda .....	Pound .....	.....	3.000	.33	
Bolivia .....	Peso .....	.....	.0909	10.01	
Brazil .....	Cruzeiro .....	Official Free .....	.0005	2,053.39	
Britain .....	Pound .....	.....	3.000	.33	
British Honduras .....	Dollar .....	.....	.7500	1.33	
Burma .....	Kyat .....	.....	.2258	4.43	
Ceylon .....	Rupee .....	.....	.2250	4.44	
Chile .....	Escudo .....	Bank rate .....	.2712	3.69	
		Free .....	.2348	4.26	
Colombia .....	Peso .....	Free .....	.0667	14.99	
		Certificate .....	.1195	8.40	
Congo, Republic of .....	Franc .....	.....	.0072	139.50	(1)
Costa Rica .....	Colon .....	.....	.1625	6.15	
Cuba .....	Peso .....	.....	†	†	
Czechoslovakia .....	Koruna .....	.....	.1493	6.68	
Denmark .....	Krone .....	.....	.1555	6.41	
Dominican Republic .....	Peso .....	.....	1.075	.93	
Ecuador .....	Sucre .....	Official .....	.0597	16.72	
		Free .....	.0507	19.93	
El Salvador .....	Colon .....	.....	.4301	2.33	
Fiji .....	Pound .....	.....	2.703	.37	
Finland .....	Markka .....	.....	.3360	2.98	
France, Monaco, etc. ....	Franc .....	.....	.2194	4.56	(2)
Franco-African Republics, etc. ..	Franc .....	.....	.0044	227.79	(3)
French Pacific .....	Franc .....	.....	.0121	82.64	(4)
Germany .....	D Mark .....	.....	.2686	3.69	
Ghana .....	Cedi .....	.....	1.2500	.87	
Greece .....	Drachma .....	.....	.0358	27.86	
Guatemala .....	Quetzal .....	.....	1.075	.95	
Guyana .....	Dollar .....	.....	.6250	1.60	
Haiti .....	Gourde .....	.....	.2151	4.64	
Honduras .....	Lempira .....	.....	.5377	1.86	
Hong Kong .....	Dollar .....	.....	.1875	5.33	
Hungary .....	Forint .....	Official .....	.0921	10.86	

†The Cruzeiro was devalued November 16, 1965; the Central Bank of Brazil is expected to issue soon the new cruzeiro. One new cruzeiro will then equal one thousand old cruzeiros.

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

Country	Unit	Type of Exchange	Can. dollar equivalent June 28	Units per Canadian dollar	Notes (see below)
Iceland .....	Krona .....	Official .....	.0250	40.00	(1)
India .....	Rupee .....	.....	1434	6.96*	
Indonesia .....	Rupiah .....	.....	‡	‡	
Iran .....	Rial .....	.....	.0139	71.94	
Iraq .....	Dinar .....	.....	3.011	.33	
Ireland .....	Pound .....	.....	3.000	.33	
Israel .....	Pound .....	.....	.3584	2.79	
Italy .....	Lira .....	.....	.0017	581.06	
Japan .....	Yen .....	.....	.0029	335.37	
Lebanon .....	Pound .....	Free .....	.3463	2.89	
Malaysia .....	Dollar .....	.....	.3513	2.85	
Mexico .....	Peso .....	.....	.0860	11.61	
Morocco .....	Dirham .....	.....	.2151	4.65	
Netherlands .....	Florin .....	.....	.2974	3.38	
Netherlands Antilles .....	Florin .....	.....	.5702	1.75	
New Zealand .....	Pound .....	.....	2.989	.33	
Nicaragua .....	Cordoba .....	.....	.1536	6.50	
Nigeria .....	Pound .....	.....	3.000	.33	
Norway .....	Krone .....	.....	.1503	6.64	
Pakistan .....	Rupee .....	.....	2250	4.44	
Panama .....	Balboa .....	.....	1.075	.93	
Paraguay .....	Guarani .....	Free .....	.0086	116.27	
Peru .....	Sol .....	Free .....	.0401	24.94	
Philippines .....	Peso .....	Free .....	.2764	4.41	
Poland .....	Zloty .....	Fixed-basic rate .....	.0448	22.32	
Portugal & Colonies .....	Escudo .....	.....	.0374	26.66	(5)
Sierra Leone .....	Leones .....	.....	1.500	.67	
South Africa .....	Rand .....	.....	1.500	.67	
Spain and Dependencies .....	Peseta .....	.....	.0179	55.55	
Sweden .....	Krona .....	.....	.2083	4.80	
Switzerland .....	Franc .....	.....	.2492	4.01	
Syria .....	Pound .....	Controlled rate .....	.2814	3.55	
Thailand .....	Baht .....	Free .....	.0519	19.27	(1)
Tunisia .....	Dinar .....	.....	2.059	.49	
Turkey .....	Lira .....	.....	.1195	8.35	(1)
United Arab Republic .....	Pound .....	Official .....	2.473	.40	
United States .....	Dollar .....	.....	1.075	.93	
Uruguay .....	Peso .....	Free .....	.0168	60.90	
Venezuela .....	Bolivar .....	Official Free .....	.2394	4.17	
West Indies .....	Dollar .....	.....	.6250	1.60	(6)
Yugoslavia .....	Pound .....	.....	3.000	.33	(7)
	Dinar .....	Official .....	.086	11.63	

\*The Indian rupee was devalued on June 5, 1966.

‡As Indonesia is no longer a member of the IMF, a realistic exchange rate is not available.

## 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.

# trade lines



**The Chilean Air Force will receive eight "Twin Otter" amphibians from Canada this year.** It will also receive from the U.S. a new DC-6 aircraft and six helicopters for use in mountainous areas. It may possibly buy an additional six larger helicopters later—Santiago.

**In 1965 South Africa exported about 150,000 tons of raw sugar to Canada.** Sugar is South Africa's fourth-ranking export and hopes are high that production will reach 1 million tons in a few years. In 12 years the industry has doubled its output and boosted its yield per acre by two-thirds. Exports in 1963-64 were valued at R58.3 million, a 100 per cent rise over the 1962-63 figure of R29.1 million—Johannesburg.

**A Brazilian steel firm has obtained a \$7.3 million IFC loan** to assist its expansion program—the first Brazilian loan IFC has granted since 1959. The firm, Acos Villares S.A., will use part of the proceeds to purchase machinery from the U.S. and Europe. Technical assistance in the manufacture of steel rods, steel castings, and tool steels will be provided by U.S., French, and Austrian firms—Rio de Janeiro.

**Plans for a new aluminum plant in Titograd have been approved by the Yugoslav Investment Bank.** When this plant is in operation in 1970, Yugoslavia's production of aluminum will double to 100,000 tons a year. This will satisfy domestic requirements and leave substantial amounts for export. Construction of the new plant will begin this summer—Vienna.

**Sales of automotive replacement parts and accessories in the United States** are expected to increase from \$8.25 billion in 1965 to \$15 billion by 1975. Recently 53 Japanese manufacturers formed a Japan Auto Parts Industries Association with headquarters in the United States to secure a share of this business—Detroit.

**West Germany's wood and wood products consumption increased by 4 per cent** in 1965. Imports rose by 7 per cent to a total of 4.3 billion DM. The per capita consumption of paper and paperboard increased from 96 to 101 kilograms. Most imports came from the EFTA countries, especially from Sweden (23 per cent), Finland (14 per cent) and Austria (8 per cent). Eastern Bloc countries supplied 14 per cent and North America nearly 9 per cent of the German require-

ments. EEC countries supplied nearly 17 per cent, an increase of 140 per cent since the inauguration of the EEC—Bad Godesberg.

**Pressure from the newly instituted car inspection authorities in Sweden** and greater service consciousness in the auto trade may lead to higher demand for service station hoists. Sweden has one lift per service station, compared with 1.74 in Canada, 2.5 in Switzerland, 3.5 in Denmark, 5.0 in Holland, and 5.5 in the U.S. British and Danish manufacturers are the principal suppliers. A trade exhibition and congress on transport service equipment will be held in Stockholm in October 1967—Stockholm.

**Incentives given to the Mexican mining industry** include a reduction in mining production taxes and export taxes, and new fiscal stimulants for the installation of metalworking plants and the integration of mining industrialization projects. In addition to other subsidies, mining companies will be eligible for corporate tax reductions of up to 40 per cent, for up to five years, counting only those fiscal years in which the corporation shows a profit—Mexico, D.F.

**A new underground railway line is being discussed for Buenos Aires.** The line would run from Plaza Constitución to the intersection of Avenidas Pueyrredón and Las Heras to provide a north-south link with existing lines. Construction required would be 5 kilometres of double-track tunnel. Cost of the project including equipment and rolling stock would be about 6,400 million pesos.

Recently the underground railway system received 44 coaches built in Spain by General Electric, costing about 20 million pesos each plus other equipment and bogies. This will enable the local enterprise Fabricaciones Militares to assemble and construct another 31 units—Buenos Aires.

**The Siam Iron & Steel Company has been formed to exploit a newly discovered iron ore find in Thailand.** The seven-million-ton, high-grade deposit is located 100 miles north of Bangkok. Present planning calls for the construction of an integrated iron and steel industry south of Bangkok. Expected daily capacity is 400 tons of steel products within four years—Singapore.



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

CANADA  
POSTAGE PAID  
PORT PAYÉ