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FOREIGN TRADE

DEPARTMENT OF TRADE AND COMMERCE, OTTAWA

Why Not Finland Too?

FOREIGN TRADE

MAY 27, 1967 Vol. 127 No. 11

COVER: Finland has a population of 4.6 million and is a growing market for consumer durables and speciality foods. Our picture shows Turku, the country's third largest city, which stands astride the Aura River and exemplifies the charming blend of old and new.

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COMING—YOUR BUSINESS VISIT TO JAPAN, JUNE 10 ISSUE

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—Finnish Tourist Association

This picture shows a typical forest scene by Lake Saimaa and is a reminder that Finland's terrain is much like ours.

Why Not Finland Too?

Are you selling in Sweden or planning to do some prospecting there?

Put Helsinki on your itinerary too if your product might sell.

Our Stockholm office will make initial inquiries for you.

JOHN BELL, *Assistant Commercial Secretary, Stockholm.*

THE FINNISH MARKET has been rather overlooked by Canadian exporters even when they travel as far afield as Stockholm or other Scandinavian cities. It may be that they feel Finland is not an important enough market or has only limited scope to trade with Canadian firms because of a special relationship with the U.S.S.R. The first can be argued, but there is certainly no truth to the second. My purpose now is to try and give Canadian exporters an idea of the sales opportunities that await them in Finland.

Some 130,085 square miles in area and with 4.6 million people, Finland is by European standards large in size and rather small in population. It lies entirely north of latitude 59°, approximately the parallel on which Stockholm and Whitehorse, Yukon, stand. The Gulf Stream moderates the climate, however, and makes it similar to Canada's—one reason why Canadian products are particularly suitable for the Finnish buyer.

Finland is a well-to-do market, with a per capita income of over $1,400 (sixteenth highest in the world). This income is relatively evenly distributed. Consumer expenditure has increased by over 60 per cent in the last decade, with a significant rise in purchases of specialty and processed foods and consumer durables. Industrial expenditure has increased even more sharply, especially on equipment and materials for the engineering industries.

Finland is usually divided into 16 economic regions which in turn make up four principal divisions. These are north Finland, middle and east Finland, south and middle Finland on the west coast, and south Finland. North Finland has 21 per cent of the land area with only 11 per cent of the population. There is a steady movement of population to south Finland, in spite of the Government's policy of encouraging industrial development in middle Finland.

Two Main Export Industries

Before the war, almost 90 per cent of Finland's exports came from the forest industries (pulp, paper, wallboard, sawn lumber and plywood). The development of a metalworking industry came about after Finland's war with the U.S.S.R., mainly to furnish war reparations to that country. Some 15 per cent of Finland's exports in 1964 came from the metalworking industries (including shipbuilding), and some 70 per cent of these were absorbed by the East Bloc countries. This industry has increased its ability to compete in Western markets with greater diversification and specialization, and a number of new exports have made gains.

Although the economy is based on private enterprise, the State has a significant share in some branches and has the monopoly of the manufacture and sale of alcoholic beverages, railway, post and telegraph services, and import of grain.

Economy Today

The growth of the Finnish economy in 1965 and 1966 was only moderate, mainly because of the lack of capital caused by inability to borrow abroad on acceptable terms. Increasing wages have been an important factor in the rapid rise in imports at about 12.5 per cent over the past five years compared with about 9 per cent for exports. The trade deficit, plus the already mentioned lack of investment capital has lowered reserves to the extent that the Government has taken steps to discourage imports not required for building up industry. Instalment buying has been tightened, a special levy on automobiles has been introduced, commercial banks have been asked to restrict credit for imports, and government buyers have been asked to favour domestic manufacturers. On the other hand, government measures to foster foreign investment and joint venture participation and the expected strengthening of demand for Finnish export products should result in a greater capital investment. In particular, larger purchases of capital equipment for the metalworking, construction, textile, footwear, and pulp and paper industries can be forecast, but the woodworking industries are expected to expand at a slower rate.

Foreign Trade

Finnish imports by commodity for 1964 and 1965 are shown in Table I.

Marjatta Metsovaara's interpretation of the tiger motif is modelled here. This blouse can also be worn with shorts, a skirt or a mini-skirt. There has been a steady growth in consumer spending in Finland in recent years and the fashion trade has benefited very considerably.

Imports of capital goods have risen steadily, especially switchgear, telecommunications equipment, medical and laboratory testing equipment, agricultural and forestry machinery and special equipment. Chemical imports have increased as the Finnish chemical industry has expanded. Larger purchases of raw materials and in particular non-ferrous metals have been significant over the past few years. Imports of foodstuffs, and textile yarns and fabrics have declined, partly because of restrictive measures.

Trading Relations

Finland trades on a multilateral basis except with East Bloc countries and Colombia, with which it has bilateral trade agreements. Over 80 per cent of its imports come from multilateral countries, with about 85 per cent entering licence free, about 11 per cent subject to global quotas, and about 5 per cent subject to individual licensing. Finland has been associated with the European Free Trade Association since the Finland-EFTA agreement of 1961. Finnish exports to EFTA countries are free of tariffs, although its own schedule of tariff reductions to EFTA members has been delayed, with the final reduction planned for December 31, 1967. Under the Finland-U.S.S.R. trade agreement, imports from the Soviet Union are accorded the same reduced tariffs as those from EFTA countries. Over the past few years, a little over a third of Finland's trade has been carried on with EFTA, a little under a third with the EEC, and one fifth with the East Bloc. On the import side the East Bloc (mainly the Soviet Union) supplies most of Finland's oil and inedible raw materials, with EFTA, the EEC and North America supplying most of its machinery, chemicals and consumer goods.

Canadian-Finnish Trade

Trade with Canada, though modest in the past, now shows signs of increasing in both directions. In 1966 Finnish purchases of Canadian goods accounted for 0.5 per cent of its total imports and Canadian purchases from Finland were only 0.1 per cent of total Canadian imports.

In 1965 Canada purchased $2.8 million worth of Finnish goods with

TABLE I

FINNISH IMPORTS BY COMMODITY GROUP

(Can.$ million)

	1964	Per cent change*	1965	Per cent change
Food, live animals	170.2	....	150.6	−11
Beverages, tobacco	16.3	− 5	18.0	10
Inedible raw materials, excluding fuels	129.1	24	160.2	24
Of which:				
Textile fibers and waste	29.1	− 2	27.1	− 7
Raw fertilizers, raw materials	21.5	21	24.9	16
Iron ore, concentrates, scrap, etc.	10.8	55	19.6	81
Minerals, fuels, lubricants	170.1	32	169.9	− 0.1
Animal & vegetable oil and fats	2.9	7	3.2	9
Chemicals	140.9	18	179.0	27
Manufactured goods classified by material base	319.2	22	360.5	13
Of which				
Textile yarn, fabrics, etc.	88.0	15	83.2	− 5
Iron and steel	111.6	24	126.1	13
Silver, platinum, copper, nickel, aluminum, lead, zinc, tin, etc.	29.9	29	44.1	47
Manufactures of non-precious metals	41.4	21	51.2	23
Non-electric machinery	234.1	12	278.1	20
Electric machinery, apparatus and appliances	109.5	27	119.1	9
Road and railway vehicles, aircraft and ships	213.2	76	207.2	− 3
Sanitary heating equipment, lighting fixtures, furniture, travel goods, clothing, footwear, instruments, watches, etc.	79.3	29	92.5	17
Other goods	20.5	210	14.0	−32
Total, all imports	**1,937.6**	**25**	**2,128.5**	**9**

*Over previous year.

TABLE II

WHAT CANADA SELLS TO FINLAND

	1964	1965	1966
		(Can.$'000)	
Wheat	1,442	788	2,898
Automobiles	8	576	557
Chains saws and parts	84	117	340
Aircraft engines and parts	231	212	278
Mink	....	21	245
Papermakers' felts	30	116	207
Carbons and carbon electrodes	....	....	205
Flaxseed	301	....	202
Polyethylene resins	47	137	181
Cranes and hoists	121	76	166
Phenols	104	93	161
Whitefish	....	7	124
Cattle hides, raw	7	14	104
Asbestos	165	95	99
Games, toys, children's vehicles	20	39	94
Computer equipment	80	105	82
Apples and crab-apples, fresh	53	53	75
Wood pulp	132	214	61
Skates	35	43	48
Converted paper, n.e.s.	11	57	48
Engines, turbines and parts	....	....	48
Grass seed, meadow fescue	....	39	44
Plastics, basic shapes and forms	18	25	44
Non-metallic minerals, crude	....	....	43
Plastic and synthetic rubber	134	158	42
Basic hardware	15	32	42
Total, all exports	**4,458**	**4,791**	**7,077**

fox and mink fur skins, pig iron, hardboard and fishing gear being the most important items. In 1966, the figure rose to $3.5 million. Wheat has been our biggest export to Finland, accounting for over 50 per cent in the early 1960's. From 1964 on, our wheat sales to Finland have been smaller but last year they rose to $2.9 million. Sales of non-ferrous metals, foodstuffs and electrical equipment also increased (see Table II).

In 1966 our sales of wheat, whitefish, apples, flaxseed, chemicals, asbestos, and mechanical equipment all made gains. This year the beginning of the Helsinki subway, the $33 million road development program, and the expanding industries mentioned earlier all offer potential markets for Canadian products. There has also been a great increase in interest on both sides in technical exchanges, licensing agreements and establishment of joint ventures.

Approaching the Market

It is normal for the exporter to work through one of Finland's large import houses or an import agency, although in some instances sales can be made direct to the end-user. Unless the sale involves something like a complete plant, it is probable that your product will be handled by one of the few big Finnish wholesalers. These organizations, which are described in the accompanying article, prefer to buy direct and exclusively from foreign suppliers, although in fact they often import via a Finnish commission agent.

To survey the sales potential for particular products, exporters are advised to send technical and price information to the office of the Canadian Commercial Counsellor, Stockholm, Sweden, which has the responsibility for trade promotion in Finland. If the outlook is encouraging, the export manager should include Helsinki in his next European trip. The Trade Commissioner can put him in contact with Finnish agents, importers and final users. He can then establish whether there is a market for a particular product, appoint a suitable representative, and back up the representative as fully as possible. This office can help in all stages, although personal visits to the markets are necessary to get the best results. ●

Doing Business with Finnish Wholesalers

Whether you want to sell foodstuffs, hardware, or capital goods, your best contact is probably one of the big wholesalers. A number of the leading ones are described below.

JOHN BELL, *Assistant Commercial Secretary, Stockholm.*

A FEW LARGE WHOLESALERS are responsible for the greatest amount of distribution within Finland. Because of the country's sparse population and long distances, retailers have traditionally relied on wholesalers in order to stock a wide range of goods. A number of items such as bulk foodstuffs and certain consumer goods are imported by the wholesalers via commission agents. As the wholesalers get even bigger, however, and develop their distribution both horizontally and vertically, there is a greater tendency for them to purchase directly and often exclusively from foreign suppliers. In such instances, they are more willing to pro-

When Finland goes shopping for foodstuffs in the world's markets, one of the main considerations is quality. The picture shows staff busy at work in the well-equipped central laboratory of Tukkuukauppojen Oy where imported goods undergo tests.

mote a product although the supplier is restricted to a fixed number of outlets.

Here, then, is a brief list of Finnish wholesalers:

TABLE I

FINNISH TRADING COMPANIES WITH TURNOVER EXCEEDING CAN. $20 MILLION

Company	Turnover 1963	Products	Address
Kesko Oy	448	general wholesalers	Helsinki
SOK	345	food	Helsinki
Valio	221	food	Helsinki
OTK	—	food	Helsinki
Oy Alkoholiliike Ab	192	wine and spirits	Helsinki
Hankkija	149	agricultural supplies	Helsinki
Elanto	87	food	Helsinki
Oy Shell Ab	78	petroleum	Helsinki
Oy Esso Ab	78	petroleum	Helsinki
Oy Stockmann Ab	53	department store	Helsinki
Oy Telko Ab	52	iron stockist	Helsinki
Oy Ford Ab	51	road vehicles	Helsinki
Rautakauppojen Oy	47	hardware	Helsinki
Oy Starckjohann & Co Ab	42	hardware	Lahti
Oy Pohjanmaan Kauppiaiden	41	metals, machinery	Oulu
Oy Mercantile Ab	35	metals, machinery	Helsinki
Teräs Oy	35	iron, building materials	Vaasa
Oy Algol Ab	31	general importers	Helsinki
Lassila & Tikanoja Oy	31	textiles	Vaasa

KESKO OY, Satamakatu 3, Helsinki. This wholesale company made up of private Finnish retailers is owned by 5,000 retailers and has 6,500 other retailers as regular customers. Controlling 20 per cent of Finland's wholesale trade, Kesko is the largest company in Finland and the third largest in the Nordic countries. Besides its wholesale function, it owns a number of factories. In 1965 Kesko sales to client firms totalled $465 million. With 23 branch offices throughout the country, Kesko has increased the size of its various distribution centres and has introduced new data processing methods. It has recently organized a network of special storage facilities and transport vehicles to handle frozen food products.

The main importing departments are the foodstuffs division, the hardware division (building materials, industrial materials, cars, etc.), agricultural machinery and supplies section, and the textiles division. Kesko represents a number of Canadian suppliers and could offer distribution facilities for other Canadian products.

SOK, Vilhonkatu 7, P.O. Box 460, Helsinki. The Finnish Wholesale Co-operation Society has over 360 wholesalers and 5,900 retailer members. Sales in 1965 to the members totalled about $330 million. Approximate c.i.f. value of imports in 1965 for the principal SOK divisions were:

foodstuffs department	$18,300,000
agricultural department	1,300,000
hardware department	5,170,000
manufactured goods department	1,300,000
office supply department	700,000
production plants	4,000,000
SOKOS (SOK's department plus chain stores)	300,000
TOTAL (about 13 per cent of SOK's entire turnover)	$31,670,000

OTK, Hamentie 19, Helsinki—the Co-operative Wholesale Society. With some 100 wholesale members supplying goods to almost 4,700 affiliated retailers, OTK is smaller than SOK. OTK began when, early in the Finnish co-operative movement, a number of SOK's member societies broke away to form their own organization, mainly with factory labour support. SOK retained its farm labour identity. Today there is little difference between the two co-operatives and each sells about the same percentage in town and country. In 1965 the turnover was estimated at about $300 million. OTK's principal wholesale divisions of food, hardware and textiles accounted for sales of $285 million. The central organization for OTK is the Co-operative Union KK which, like most of the big distribution companies, provides planning and store management counselling to affiliated retail outlets. The central organization also imports certain items directly, such as shop equipment.

Suomen Tukkukauppiaiden Liitto, Fabianinkatu 23, Helsinki, usually referred to as Tukku, is the Finnish Wholesalers' Association. It acts as a central wholesaler to some 400 independent wholesalers and large numbers of Finnish retailers. Tukku is one of Finland's largest importers of packaged foodstuffs and fresh fruit. Other consumer goods are also purchased and Tukku supplies a large assortment of building materials and equipment. It has good market penetration in outlying areas. Turnover for 1965 was over $960 million, making Tukku the country's biggest wholesaler.

Hankkija, Salomonkatu 1, Helsinki, is the Finnish Farmer Wholesale Co-operative. Hankkija is owned by 300 co-operative farm stores, 221 co-operative dairies, and a number of other co-operative societies. Sales in 1965 were $146 million. The organization consists of the following departments: fertilizers and foodstuffs, seeds and grain, heating and plumbing, agricultural machinery, electrical machinery and refrigeration.

Teknilisen Tuonin Keskuliitto (TTK), Mannerheimentie 14B, Helsinki, the Federation for Technical Imports, is owned by a group of about 250 independent wholesalers and importers who specialize in raw materials, capital goods, semi-manufactures, and various types of specialized machinery. The turnover of TTK companies for 1965 was approximately $100 million. Unlike Tukku and the other wholesalers, TTK does not itself import but rather looks after the interests of its companies with the

TABLE II

FINNISH MANUFACTURERS WITH TURNOVER EXCEEDING CAN. $20 MILLION

Company	Turnover 1963	Products	Address
Enso-Gutzeit Oy	169	forest products, engineering	Helsinki
Oy Nokia Ab	116	cables, rubber, pulp	Nokia
A Ahlström Oy	111	forest products, engineering	Norrmark
Rauma-Repola Oy	110	mining, forest products	Helsinki
Kymin Oy-Kymmene Ab	102	forest products, engineering	Kuusankoski
Wärtsilä Yhtymä Oy	86	engineering chemicals	Helsinki
Yhtyneet Paperitehtaat Oy	—	paper and pulp	Valkeakoski
Rikkihappo Oy	79	chemicals	Helsinki
Valmet Oy	72	engineering	Helsinki
Neste Oy	71	chemicals	Helsinki
Outokumpu Oy	—	mining	Helsinki
Finska Socker A-Suomen Sokeri Oy	65	sugar	Helsinki
Oy Tampella Ab	63	engineering, forest products, textiles	Tampere
Imatran Voima Oy	60	electricity	Helsinki
Oy Wilh Schauman AB	57	forest products	Jyväskylä
Vaasan Höyrymylly Oy—Vasa Angkvarns AB	49	crispbread, feeds	Helsinki
G A Serlachius Oy	48	timber, engineering	Mänttä
W Rosenlew & Co AB	47	forest products	Pori
Kemi Oy	—	timber, pulp chemicals	Karihaara
Oulu Oy	47	forest products, chemicals	Oulu
Pargas Kalkberg Ab-Paraisten Kalkkivuori Oy	47	building materials	Parainen
Veitsiluoto Oy	43	forest products	Veitsiluoto
Oy Gustav Paulig Ab	42	food	Helsinki
Oy Fiskars Ab	40	engineering	Helsinki
Oy Strömberg Ab	37	electrical engineering	Helsinki
Oy Kaukas Ab	33	timber	Helsinki
Oy Vuoksenniska Ab	31	iron and steel	Helsinki
Lojo Kalkverk Ab-Lohjan Kalkkitehdas Oy	28	building materials	Virkkala
Oy Finlayson-Forssa Ab	26	textiles, clothing	Tampere

government and provides certain commercial information services. TTK is, however, interested in hearing from potential Canadian suppliers on whose behalf it can approach appropriate companies.

Rautakonttori Oy, Keskuskatu 3, Helsinki, together with its sister organization, Rautakauppoja Oy, acts as the central purchasing organization for a group of 70 private hardware and building material merchants. Although most of the firms owning Rautakonttori are medium-sized family-owned hardware stores, SOK, OTK, and Kesko are shareholders, absorbing about 12 per cent of Rautakonttori's sales. Turnover for 1965 was about $65 million. Rautakonttori Oy imports in 1965 consisted of raw materials ($9 million), hardware articles ($3.2 million), and floor coverings ($1 million), for a total import figure of $13.2 million. The majority of the imported goods are purchased direct from manufacturers, although intermediary agents are sometimes used.

These firms are interested in receiving offers from Canadian exporters either directly or through Finnish agents. The office of the Commercial Counsellor in Stockholm, Sweden is always willing to follow up Canadian business connections with these organizations and would therefore welcome copies of initial correspondence. ●

The Finns love fish and have created many exciting fish dishes. Although theirs is a land of lakes, Canada was able to sell $124,000 worth of whitefish to Finland last year. Here we see John Bell, Assistant Trade Commissioner in Stockholm, (right) admiring a fine specimen from Manitoba.

Your Business Visit to Finland

When to Go

The best time for a business trip to Finland (or, to use the Finnish word, "Suomi") is in early spring or in autumn, although the winter, from mid-January on, is also acceptable. Finnish businessmen usually take their holidays during the summer. Cities seem to shut down for July when even those who are not on vacation take every chance to be at their summer cottages. Finns have three weeks annual vacation as well as ten official holidays: Christmas, New Year, Twelfthtide, Easter, May 1st, Ascension Day, Whitsun, Midsummer (late June), All Saints' Day, Independence Day (Dec. 6).

Hotels

Finnish hotels and especially Helsinki hotels are invariably full; if possible, reservations should be made well in advance through a travel agent. Because of the tight accommodation situation, failure to notify a hotel of a cancellation can result in full billing. One way of beating the hotel problem for businessmen in Stockholm going to Helsinki is to take the overnight boat. Good food and island scenery provide a pleasant interlude.

When Are They Open?

Canadian Embassy, P Esplanaadikatu 25 B (telephone 11 141) 8.30 a.m. to 5 p.m. (4 p.m. in summer). Trade Commissioner's office is located in Stockholm, Skeppsbrons 24 (telephone 24 87 40) and is open 8.30 a.m. to 5 p.m. (4 p.m. June through August). Stockholm time is one hour behind Helsinki time.

Business offices

9.00 a.m. to 4.30 p.m.
9.00 a.m. to 1 p.m. Saturday

Government offices

8.30 a.m. to 4.00 p.m.
8.30 a.m. to 1 p.m. Saturday

Shops

8.30 a.m. to 5.00 p.m.
9.30 a.m. to 4 p.m. Saturday

These times generally include a lunch hour, 12 a.m. to 1 p.m., and offices generally close earlier in summer. (Some offices are closed on Saturday.)

Helsinki

Palace, Eteläranta 10, telephone 11 114. Modern, overlooks Helsinki Harbour. Excellent sauna. Single with bath Can. $8-$12, with view and balcony $19.

Marski, Mannerheimintie 10, telephone 64 17 17. Modern, heart of the town across the street from Helsinki's biggest department store. M-Club open to hotel guests, sauna. Single $10-$13.

Seurahuone, Kaivokatu 12, telephone 10 441. Traditional, faces central railway station. Single $8-$11.

Tampere

Kaupunginhotelli, Hämeenkatu 11, telephone 21 380. Sauna, $5-$7.

Tammer, Satakunnankaty 13, telephone 25 380. Single $6-$8.

Victoria, Itsenäisyydenkatu 1, telephone 30 640. Single $6-$7.

Hämeenpyörä, Puutarhakatu 11, telephone 25 590. Single $5 and up.

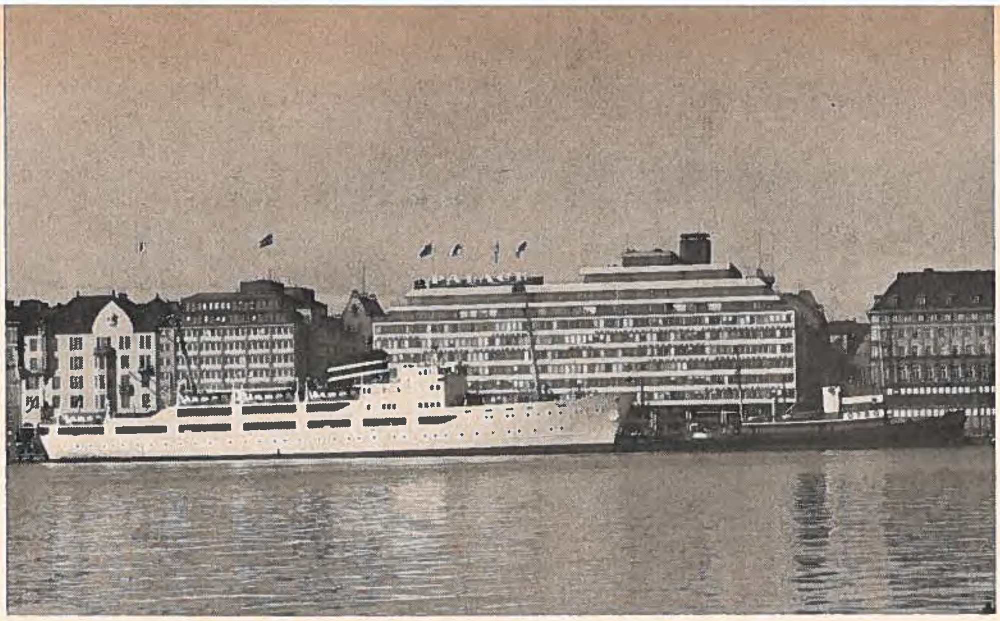
Travelling in Finland

Taxis—trips around town cost about $1-$1.50 and trips to outlying centres $4-$5. Tip 10 per cent but do not be surprised if it is returned.

Car hire—available in all cities.

Between cities there is an excellent train and airline service.

Helsinki—Turku: by train, about 3 hours	$3.30
Helsinki—Tampere: by train, about 2 hours 15 minutes	$3.02
Helsinki—Turku: by plane, about 30 minutes	$7.00
Helsinki—Tampere: by plane, about 30 minutes	$9.67



Finland has much to offer tourists and they come in great numbers. Some stay at the attractive waterside hotels such as the Hotel Palace shown in the picture and enjoy the pleasures of the city and the sea. Others venture deep into the remoteness of Lapland in the north or explore middle Finland's fascinating maze of woodlands, lakes, and rivers teeming with fish.

Finnish Hospitality

Partly because Finland has not had as large an influx of foreign business visitors as other European countries but mainly because of the generous Finnish nature, you will be made most welcome. Here are some tips to remember if you are invited to a Finnish home for dinner. Arrive in time, bring flowers, and wait for the host's skål of welcome before your first sip of wine. The guest of honour sits to the left of the hostess. Remember that drinking and driving do not go together in Finland as a two-drink driver can quickly become a two-month labourer working on the Helsinki airport.

Buck up your "Sisu" and have a Finnish sauna. Almost every Finn has at least one a week, and they enjoy having foreign visitors share it with them—at which time, by the way, business discussions can continue in a more relaxed vein. There are good sauna facilities at most hotels, and at the Friends of the Finnish Sauna Society (Sauna-Seura r.y.) just outside Helsinki. Most private homes and apartment houses have saunas.

Restaurants

Finnish food is good and generally similar to Canadian fare, although there are a number of Finnish specialties such as raw pickled salmon, Russian pancakes with roe, fish baked in bread (kalakukko), Carelian stew (meat dish) and cloudberries. Dining hours are about the same as in Canada. At a restaurant with a liquor licence brace yourself for a shock when the bill comes: it can be up to twice as much as in Canada. There are a number of lunch restaurants in Helsinki, such as Chez Marius and Bigi Grill, that offer good medium-priced meals. American brand cigarettes which are made in Finland under licence sell for 70 cents and a bottle of Canadian or Scotch whisky is over ten dollars.

Note: "Baari" signs usually indicate a coffee or milk bar.

What to Take Home

Finnish excellence in design can be seen in a wide array of products. Chinaware and pottery are good, Finnish art glass is most attractive, and the ryijy wall rugs have lovely colours. The Helsinki shopping area is centered around Aleksanterinkatu, close to the hotels mentioned above. You may see a rather complete range of Finnish products at Stockmann's big department store.

Some specialty shops are:

China

Arabia shop at P Esplanaadikatu 25. Displays some imaginative originals from Europe's largest porcelain factories.

Art glass

Riihimäki, Mikonkatu 4 B
Artek Oy, Keskuskatu 3.

Handicrafts

Neovious, Kalevankatu 12, noted specially for their handwoven wall rugs.

Women's clothing

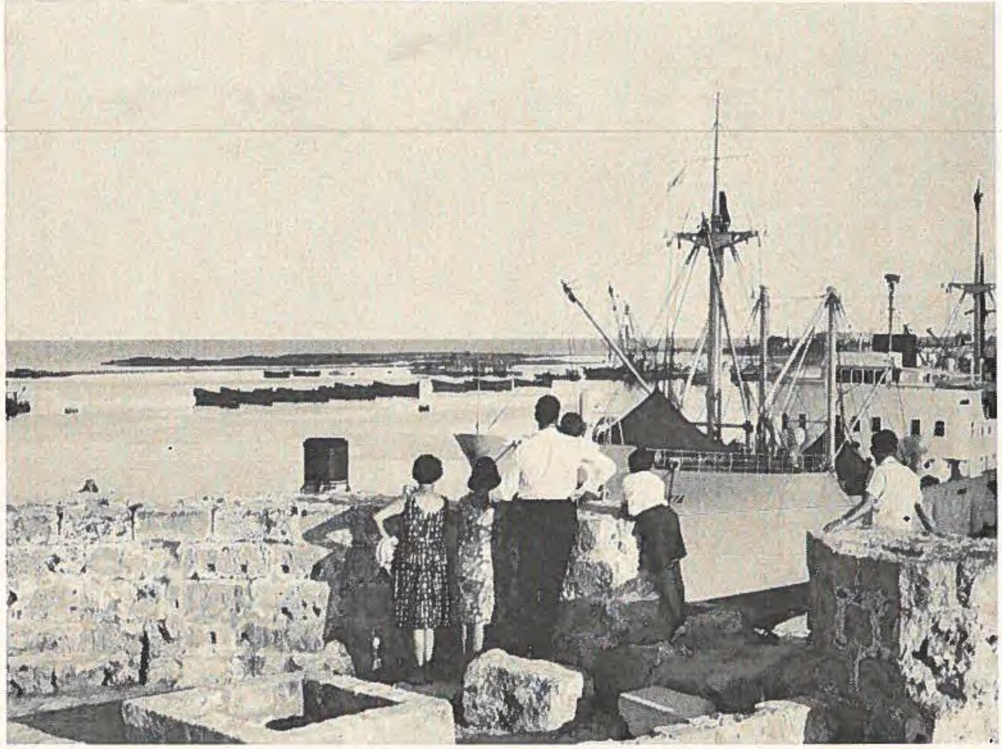
Marimekko, Vanha Talvitie 3
Finn-Flare, Kalevankaty 3
Both sell their own colourful and unusual designs.

Design

The Design Centre, Kasarminkatu 19, is a permanent Finnish design exhibition.

JOHN P. BELL,
Assistant Commercial Secretary, Stockholm

Cyprus Market Is Reviving



—T. Bara, Cyprus

These visitors to Famagusta harbour, Cyprus, are among the many tourists now flocking to this sunny island in the Mediterranean. Tourism is an important factor in the country's economy.

Tourists are holidaying in Cyprus again, business is picking up, and trade opportunities are expanding. Here is a tidy little market for many types of goods, where Canadians have factors, including preferential tariff, working in their favour.

S. G. HARRIS,
Commercial Secretary, Tel Aviv.

IN CYPRUS, a beautiful island in the eastern Mediterranean, life is settling down again to a routine and there is an air of expansion and business confidence.

Cyprus, proclaimed independent in 1960, has a population of some 600,000, 80 per cent of whom are Greek-Cypriot and 18 per cent Turkish-Cypriot. The Republic's gross national product increased by nearly 22 per cent during the first three years of its existence. Following the outbreak of civil strife at the end of 1963 there was a substantial economic decline which lasted for about 12 months. By 1965, however, the economy had picked up and is currently enjoying a remarkable expansion, despite the continuing military confrontation which has removed 10,000 Greek Cypriots from productive employment and has placed 20,000 Turkish Cypriots on relief.

A very important element in the restoration of business confidence in the island was the dispatch of a United Nations peace-keeping force whose current strength is 4,600 men. Canada contributed a contingent approximately 875 strong.

Tourism is a central economic factor in this sunny island, and the Government has invested considerably in its development. According to official statistics, some 33,000 visitors spent holidays in Cyprus in 1965; in 1966 their number had increased to 54,000. Plans are being made to put the tourist industry into a position to meet the needs of 100,000 visitors a year.

What Cyprus Imports

Cyprus has basically an agricultural economy, and exports its citrus fruit, wines and early maturing spring vegetables to the British and North European markets in exchange for manufactured goods. It also has a substantial mining industry producing copper, asbestos and pyrites, but minerals are exported in the crude state and do not form a base for secondary industry.

Imports into Cyprus total about Can.$150 million a year. They include:

	(per cent)
Consumer goods, durable	20
Capital goods and machinery	20
Industrial raw materials	19
Foodstuffs	15
Construction raw materials	7
Agricultural raw materials	7
Fuels	7
Consumer goods, non-durable	4
Miscellaneous	1

Forty per cent of imports into Cyprus come from the sterling area and of these 85 per cent originate in Britain. Canada's share, by contrast, is less than 2 per cent of the total market.

Opportunities for Exporters

Although it is distant and not too well known, Cyprus is not a difficult market to enter and presents opportunities for many types of Canadian goods. The country has little industry of any kind and needs to import almost all the manufactured goods it requires. Tariffs are uniformly modest except on a bare handful of products made by a fledgling domestic industry that requires protection. Furthermore, Canadian imports enjoy Commonwealth preference rates of duty and this gives us an edge over our United States and European competitors. As a result of many years under British tutelage, all Cypriot businessmen understand English, English weights and measures are widely used, the currency is tied to the pound sterling, and there are no restrictions on money transfers. All these factors are favourable to Canadian exporters.

TABLE I

CANADIAN EXPORTS TO CYPRUS

	1965 (12 mos.) (Can.$)	1966 (Jan.-June)
Baby chicks	10,653	5,667
Canned meat and fish	288	931
Canned fruit, vegetables, pickles	1,295	2,832
Whisky	2,072	—
Tobacco	34,204	—
Upper leather	4,119	9,522
Lumber, plywood, cooperage	8,241	1,591
Paper	2,213	814
Nuts and bolts	1,313	—
Machinery (various)	10,357	5,473
Automobiles	52,907	68,510
Rubber tires, tubes	71,250	19,362
Refrigerators, freezers	10,683	—
Kitchen ranges	588	—
Washing machines	2,470	—
Spark plugs	1,080	4,087
Razor blades	10,726	6,193
Jewellery	—	3,972
Pharmaceutical products	4,644	2,106
Total	**261,338**	**151,847**

Table I shows Canadian exports to Cyprus over $1,000 in value. Although the individual quantities are not large, there is a wide diversity of items, with a preponderance of processed and highly manufactured consumer goods. Many of these lines are newly established in the Cyprus market and their potential for increased sales are, in every instance, good.

Canadian sales have expanded rapidly in the past three years and should rise even faster in coming years. With the establishment this coming summer of direct shipping services to Cyprus from Canadian Great Lakes ports by Zim Line, new trading opportunities should arise and the current trade figures increase. Currently we are selling items ranging from baby chicks to automobiles, canned cherries to rubber tires, electric cables to girdles. There are good opportunities for all kinds of canned and processed foodstuffs, fruits and vegetables, pickles, cake mixes, and so on. Frozen foodstuffs also have a potential. Toys, sporting goods, women's fashions, household and marine hardware and automobiles all find a ready market. Canadian automobiles today account for the largest part of our export sales to Cyprus.

One particular trade area which is opening up rapidly is equipment for hotels and commercial catering. If the tourist target is to be met, the hotel system will have to expand greatly. The new Hilton Hotel in Nicosia will have opened its doors by the time you read this article and the long-established Ledra Palace will have begun to expand. A number of additional resort hotels in coastal towns are being planned, and even the area of the Troodos Mountains with its 6,000-foot peaks, its winter snow and summer freshness, is not being overlooked.

Engineering and Equipment

Several Canadian consulting engineers are currently preparing proposals for a study of a sewerage system in the capital, Nicosia, and another Canadian firm has just completed a survey of the island's forest resources with a view to establishing a lumber mill and an associated chipboard factory. Other proposals in the works include a new building complex to house the Government, a UN-sponsored water resources and land use survey, the development of meat and poultry packing and marketing facilities, and finally an oil refinery at Larnaca. Substantial programs are also in progress for the expansion of telephones and telecommunications throughout the island. Canadian firms will have an opportunity to bid on this, as well as on the World Bank-financed extension to the Moni power station and electrical distribution facilities.

How to Begin

Cyprus has many solid merchant import firms which sometimes purchase directly on the basis of quoted c.i.f. prices and good detailed literature, or act as agency representatives. More often samples are requested but a great deal can be done without a personal visit—although of course this is the one best way of exploiting a market.

If you have some lines which you feel have potential, let us know. In particular, if you have products which you now sell successfully in Britain or Europe, we feel you stand a good chance of making sales in Cyprus, because British and European goods offer the strongest competition. Please send details to the Commercial Secretary, Canadian Embassy, P.O. Box 20140, Tel Aviv, Israel. Our office is in Tel Aviv but we visit Cyprus for a few weeks every three months and we will be happy to investigate prospects on your behalf.

The Post Office Says . . .

Air mail service to and from Malta—surface and air—has been resumed under the same conditions which applied before the suspension announced on April 22, 1967.

What's current in commodities?

Hand Tools

Iran —The growing electrical, automobile and other industries are providing new outlets for Canadian wrenches, pliers and screwdrivers. An agent in Tehran, however, is a must.

ARTHUR F. WYETT, *Commercial Officer, Tehran.*

Iran's import centre for hand tools is Tehran and the main buyer is still the automobile industry. In this picture, two Iranian importers examine a Canadian wrench, being shown at an automobile spare parts bazaar.

THE MARKET for some hand tools in Iran could provide Canadian manufacturers with fresh opportunities for sales. Although the country is still predominantly agrarian, industry is expanding. Local manufacture has the backing of the Government and many internationally known firms now make their products in Iran. A steel complex is planned for Isfahan and a machine tool plant for Tabriz, both with the assistance of Soviet technology and finance. Iran's oil royalties are rising year by year and the economy is sound.

The Market and Suppliers

The import centre for the tools in question is Tehran. The practice is for the manufacturer to have his sole agent in the capital; the agent in turn has his distributors and sub-agents in the principal cities and towns. Imports are made on the basis of an irrevocable documentary letter of credit but the importer is expected to give up to 90 days credit to sub-agents and dealers.

Iran is a net importer of hand tools and will remain so until this industry expands. The main outlet for these products is the automobile industry, followed closely by the other industrial and electrical sectors. The market for wrenches is held by Germany (and to a lesser degree by the U.S.), for screwdrivers by Japan, and for pliers by Czechoslovakia. These three countries are the big suppliers because of price and quality, and in that order. The oil industry imports higher priced articles from Britain, but not necessarily of a much higher quality.

How to Sell and Ship

Packaging is almost as important as the quality of the product. Colourful, bright and attractive cartons will help to sell the product inside. The trademark of the manufacturer should be prominently shown both on the package and the product. See Table I for suggested prices.

TABLE I PRICES OF HAND TOOLS IN IRAN (c.i.f. in Can.$)			
Article	Size and Style	Pieces	Suggested Price
Wrenches (open end)	4/16" - 1", chrome plated	7	$1.20
	4/16" - 1", nickel plated	7	$1.00
	4/16" - 1", black polished	7	$ .80
Screwdrivers	3", 4", 5", 6"	3	$ .90
Pliers	6", 7", 8"	6	$6.60

Advertising in this field is difficult but, especially when entering the market for the first time, a necessity. One must remember that many of the users of these products are illiterate and may have to be reached by visual means. To obtain full advantage from an advertising campaign it is necessary to use the bulk of the budget on providing hand-outs. These should be as attractive as possible (even though cheap) and the trademark should be clearly shown. Suggestions for hand-outs should be obtained from an agent. Advertising rates for the press and radio vary, but (as an indication) radio peak periods cost from $113.33 per minute to off-peak periods at $1.20 per word. The two main daily newspapers, *Kayhan* and *Ettelaat,* have a combined circulation of 120,000 copies. They are eight-column newspapers and charge $18.66 (first page, in colour) to $2.80 (inside black) per single column inch.

An Agent is Important

It is essential to choose a first class, energetic agent. The Commercial Division of the Canadian Embassy in Tehran would be pleased to assist in this choice. Because the centre for the trade is Tehran, it is advisable for the agent to be based there. However, he should not be only a commission agent—he should be prepared to book orders for his own account as well as on commission. ●

Leather and Hides

South Africa — **Canada is a traditional supplier to the footwear industry but there is still room for new firms in this field to participate. Most promising areas are upper and patent leathers, shoe textiles and accessories, and the sale of baby shoes.**

DONALD H. LEAVITT, *Assistant Trade Commissioner, Cape Town.*

SOUTH AFRICA'S growing footwear industry presents a market for Canadian leather and hide producers and manufacturers of shoe textiles and accessories. It is among the oldest of the country's industries, dating back to the early 1800's; by 1938, it was making 5.5 million pairs a year.

The outbreak of war in 1939 presented the industry with a major challenge: imports of footwear were reduced from nearly 20 per cent of total consumption to a mere 2 to 3 per cent. Local industry not only had to fill the gap in order to keep the civilian population supplied, but also had to meet the demands of the armed forces. The South African army boot won world acclaim and over two million pairs were produced for use in the South African forces. During this period the industry flourished and by the time hostilities ceased, annual production reached 17 million pairs.

After the war, however, the industry was hit by a recession. Military production stopped, imports were resumed, and demand dropped. In one year output fell by 30 per cent to less than 12 million pairs and it took until 1951 to regain the 17-million mark. Thereafter, growth was steady until 1961, when output reached 24 million pairs. In the three years that followed, the rise was greater than during the whole of the previous ten years. Today, with growth slowed down from the high rates of preceding years, the industry is undergoing a period of consolidation. Currently it is producing approximately 30 million pairs of shoes a year, with a factory value of slightly over R75 million. Imports total 2.3 million pairs a year, mainly canvas shoes and children's footwear, a large part of which comes from Rhodesia. Canada, however, still exports baby shoes to South Africa.

Exports now amount to some three-quarters of a million pairs each year (almost entirely destined for Rhodesia), and comprising mainly the better grades of women's footwear. Shipments also go farther afield to Britain and Europe, but not in sufficiently large quantities to be a vital part of the industry's production; it remains geared to the domestic and adjacent markets. The South African market is continuing to expand and, with the growth of non-white purchasing power, this should hold true for many years.

Opportunities for Canadians

The quality of leather depends on the quality of the skin from which it has been made. The hides of South African animals often bear the marks of the country's rugged terrain. Even after the most careful tanning, this leather may still show the scars of thorn bushes and barbed-wire fences, and when it is being cut up for shoemaking the damaged areas have to be discarded. Over one million cattle hides and nearly half a million other skins, mainly sheep and goats, are required to produce the leather manufactured in South Africa. Although some 800,000 hides and 120,000 skins come from within the country, the remainder are imported; the total annual value of leather imports is in the region of R7 million, approximately one-third of South Africa's total requirements.

Canada has traditionally supplied leather to South Africa and there are additional opportunities for producers of upper side leathers and patent leathers who are not now represented here. In addition to the finer qualities of bovine leather, imports include leather made from reptile, goat and kidskins, buckskin suedes and patent leather. Imports of leather, particularly the poorer grades, have been hit by changes in the South African tariff which now provides for a duty on upper leather of 0.24 rands per square foot less 60 per cent, with a maximum of 20 per cent ad valorem. The maximum tariff is designed to apply to leather having a value less than approximately 0.45 rands per square foot. The high price of leather throughout the world during the past year has made this limit inoperative, but it will again become effective as leather prices (which are now on the down-swing) fall below this limit. It is doubtful, however, whether South Africa, even with the efforts being made to foster local production, can ever supply the top 20 per cent of the market or the full range of specialty leathers.

Although an increasing amount of shoe textiles and accessories is being manufactured locally, this office still receives inquiries from agents for Canadian suppliers of these products.

Recent changes in the South African veterinary regulations allow raw hides from Canada to be imported, provided that certain conditions are met. Canadian exporters should have no difficulty in meeting these. A number of agencies and buying connections have been established since this relaxation and there is still room for further Canadian exporters. Producers of leather hides, shoe textiles and accessories who are not already exporting to this market should contact both the Cape Town office, P.O. Box 683, Cape Town, and the Johannesburg office, P.O. Box 715, Johannesburg, providing full details of products and prices. We would be glad to undertake an initial market survey on your behalf. ●

HIDE, LEATHER AND FOOTWEAR EXPORTS FROM CANADA TO SOUTH AFRICA

	1965 Quantity (sq. ft.)	1965 Value (dollars)
Leather		
Upper leather, calf & whole kip	17,098	9,791
Upper leather n.e.s.	909,043	392,379
Lace welting belting and mechanical leather	(lb.) 4,823	5,104
Glove & garment leather	173,844	72,849
Leather, leather fabricated materials		30,498
Footwear	(pair)	
Special purpose footwear	24,596	21,420

	(January-July) 1966 Quantity (sq. ft.)	(January-July) 1966 Value ($'000)
Hides		
Cattle hides	1,765	17
Leather		
Upper leather n.e.s.	588,112	302
Glove & garment leather	56,915	26
Lace welting, belting & mechanical leather	(lb.) 13,539	18
Leather fabricated material, n.e.s.		1
Footwear	(pair)	
Special purpose footwear	11,839	10

Source: Dominion Bureau of Statistics.

Follow the Rules for Aminoil Contracts

Want to make sales to the American Independent Oil Company in Kuwait? Step one is to become familiar with the tendering procedures, which are strict, and follow them exactly.

Before Aminoil can enter into any service agreement, the service company must produce a certificate of registration with the Kuwait Ministry of Commerce and a certificate of registration with the Kuwait Chamber of Commerce. To obtain these certificates, the service company must first become affiliated with a Kuwaiti individual or company. Aminoil can provide no help in this but the Canadian Commercial Counsellor in Beirut stands ready to assist you.

When Aminoil needs services, it places an advertisement in Kuwaiti newspapers, generally calling for the certificates mentioned above and for details of prior experience and other qualifications. These must be delivered to Aminoil on a certain date. In conjunction with a government representative, Aminoil selects from contractors who have met all the conditions those considered fully qualified to perform the services required.

Copies of the tender documents are then given to the contractors who have been selected. These documents must be returned, with tendered prices, by a fixed date. Then they will be opened and evaluated in the presence of a government representative.

If a Canadian company does not have a permanent organization in Kuwait, its Kuwait affiliate should be told to watch for the advertisements in local newspapers. ●

trade lines

Spain has most tourists

Spain became Europe's top tourist attraction in 1966, with over 17 million visitors and a tourist income of $1,246 million. This approximates the earnings from total Spanish exports and covered 48.6 per cent of the visible trade deficit. During the year, $225 million was spent on new accommodation, more than half of it apartments and bungalows. A smaller increase in tourists is expected this year, but by 1971 Spain plans to attract 25.6 million and earn $2,065 million a year—Madrid.

Bowler hats in Red Square?

The British Men's Wear Guild is planning to promote the "British look" at the Clothing Trade Fair in Moscow, after achieving considerable success with a series of British Weeks in Europe and the United States—London.

Germans use more stainless steel

Per capita consumption of stainless steel in West Germany has doubled since 1958 to reach 5.6 kilograms. Stainless steel holloware and tableware sales soared in 1966 to DM 130 million (Can.$35 million). The German building industry is another rapidly growing outlet and is expected to treble its requirements by 1970—Hamburg.

Hong Kong upgrades wool industry

The International Wool Secretariat will give advice on market development as well as technical assistance to the Hong Kong wool industry and is expected to make arrangements for Hong Kong firms to use the "woolmark" on their products. The industry and the Secretariat jointly financed the Wool School at the Hong Kong technical college, built at a cost of $300,000, which will begin full-time courses this year—Hong Kong.

Mixed fertilizer plants in Trinidad

Federation Chemicals Ltd. have opened a plant in Trinidad to produce mixed fertilizers. Starting with nitrogen-potash mixtures for citrus growers, it will eventually supply complete NPK fertilizers to local farmers and may compete for the fertilizer business of banana growers on neighbouring islands. Trinidad and Tobago spent Can.$208,000 on imported mixed fertilizers in 1966—Port-of-Spain.

More shipbuilding capacity for Brazil

The Dutch shipbuilder, Cornelis Verolme, has begun talks with the Brazilian Government about building a second slipway. The present one, sixty miles from Rio de Janeiro, is 45 metres wide and 265 metres long and can take ships up to 100,000 tons—Rio de Janeiro.

Guyana to build flour mill

By milling its own flour, Guyana hopes to save Can. $630,000 a year in foreign exchange. Seaboard Allied Milling Corporation of the United States were granted the concession and construction of a Can.$1.9 million mill will start in July—Port-of-Spain.

Holland builds more houses

During 1966, there were 121,700 houses completed in Holland. This was 6,700 more than 1965 and well above the 1960-64 average of 85,100—The Hague.

Rumania steps up synthetic fibres

Production of manmade fibre yarns in Rumania will increase from 35,000 tons in 1966 to 50,000 tons in 1967 and to between 70,000 and 80,000 tons by 1970. Greater diversity is being sought—Vienna.

Angola's exports now rising fast

From Can.$134 million in 1953, Angola's exports rose to Can.$242 million in 1966. Main exports were coffee (Can.$116 million), diamonds (Can.$43 million), sisal (Can.$11 million) and fish flour (Can.$8 million). Better transport facilities are expected to boost iron ore exports from the present Can.$5 million. Among Angola's new exports are fuel oil, cement and beer—Lisbon.

Sardinia gets textile industry

The Beretta textile group is building factories at Villacidro, near Cagliari in Sardinia, to produce 6,000 metric tons a year of acrylic yarn and 3,000 metric tons of polyamide yarn and dyeing and finishing processes for them. The capita cost of lire 16 billion (Can.$27 million) will be met from private sources and medium-term loans. The Cassa del Mezzogiorno and the Piano di Rinascita Sardo will also give assistance. Snia Viscosa will build three factories on the same site to produce acrylic and polyamide fibres in conjunction with Beretta. The total payroll will eventually be about 3,000—Rome.

Portuguese need hotel equipment

Last year nearly two million tourists visited Portugal and tourist spending contributed substantially to the balance of payments. The Portuguese Government is actively promoting the modernization of existing hotels and the building of new ones. Among the incentives offered are long-term, low-interest loans, tax holidays, subsidies, and duty-free entry for hotel equipment not made locally. Canadian exporters of hotel kitchen equipment, refrigerators, heating and air conditioning systems, and laundry equipment should investigate the market, especially in lines where domestic production cannot meet demand. Products offered must be competitive in price, terms, design and delivery—Lisbon.

Ireland encourages tourist industry

Grants of up to 25 per cent of the total construction cost of hotels, and up to 40 per cent where not eligible for the total construction grant, are being made by the Irish Government. Dining and kitchen areas of new hotels not receiving total construction grants are eligible for grants of up to 20 per cent. All these maximum figures are increased by 10 per cent if the hotel is being built in the western counties. Grants are also available for caravan and camping sites of up to 50 per cent of the cost of works to a maximum of Can. $60,000 per site—Dublin.

Trade Commissioners on Tour

Temporary Duty in Ottawa

The following officers will be on temporary duty in Ottawa. Anyone who wishes to see them should contact the Trade Commissioner Service, phone: 992-9930.

R. B. Blake, who has been Consul General in Hamburg, West Germany, June 5-9.

H. G. Garland, Attaché (Fisheries) in London, June 12-16.

E. L. Gray, Assistant Commercial Secretary (Agriculture) in Tokyo, Japan, June 12-16.

S. G. Harris, Commercial Secretary in Tel Aviv, Israel, June 5-16.

O. Hickie, Commercial Secretary (Timber) in London, June 26-July 7.

D. A. B. Marshall, Commercial Counsellor in The Hague, Netherlands, June 5 and 6.

R. E. Pedersen, Vice Consul and Assistant Trade Commissioner in New Orleans, June 14-16.

J. A. Stiles, Commercial Counsellor in Sydney, Australia, June 5-7.

L. R. Wilson, who will be posted to Tokyo, Japan, as Assistant Commercial Secretary, June 26-30.

In Territory

Costa Rica—D. J. Browne, Assistant Commercial Secretary in Guatemala, will visit San José June 22-25.

El Salvador—D. J. Browne, Assistant Commercial Secretary in Guatemala, will visit San Salvador June 7-12.

Honduras—D. J. Browne, Assistant Commercial Secretary in Guatemala, will visit San Pedro Sula June 13-15 and Tegucigalpa June 16-18.

Iceland—D. B. Browne, Assistant Commercial Secretary in Oslo, Norway, will visit Iceland June 14-23.

Nicaragua—D. J. Browne, Assistant Commercial Secretary in Guatemala, will visit Managua June 19-21.

Panama—D. J. Browne, Assistant Commercial Secretary in Guatemala, will visit Panama City June 26-29.

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

Foreign Trade Service Abroad

ARGENTINA

Commercial Counsellor
Canadian Embassy
Casilla de Correo 3898
Suipacha 1111
Buenos Aires, Argentina

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

Cable: CANADIAN *Phone*: 32-9081
Telex: 121383 (DOMCAN BA)
Territory: Paraguay.

AUSTRALIA

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

W. G. Roberts, Acting Commercial Secretary
A. D. Schulman, Assistant Commercial Secretary

Cable: CANADIAN *Phone*: 27-7565
Telex: 089 20600 (CDN GOVT AA 20600)
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
W. A. McKenzie, Assistant Commercial Secretary

Cable: CANADIAN *Phone*: 61-3473
Telex: 089 30501 (CDN GOVT AA 30501)
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
J. E. G. Gibson, Assistant Commercial Secretary

Cable: DOMCAN *Phone*: 7-2541
Telex: 089 62017 (DOMCAN AA 62017)

AUSTRIA

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

F. I. Wood, Commercial Secretary
R. J. L. Berlet, Assistant Commercial Secretary
C. R. D. Kelly, Assistant Commercial Secretary

Cable: CANADIAN *Phone*: 23-32-94
Telex: 75320 (DOMCAN A)
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
B. A. Gagosz, Assistant Commercial Secretary

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
Avenida Presidente Wilson 165
Rio de Janeiro, Brazil

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

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

Consul and Trade Commissioner
Canadian Consulate
Caixa Postal 6034
Edificio Scarpa
Avenida Paulista, 1765, 9 andar
São Paulo, Brazil

C. T. Charland, Consul and Trade Commissioner

Cable: CANADIAN *Phone*: 36-6301, 36-6302

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)
J. N. Young, Attaché (Exhibitions)
O. Hickie, Commercial Secretary (Timber)
R. M. Shaw, Attaché (Publicity)
M. R. Bell, Assistant Commercial Secretary
F. G. Beaudette, Assistant Commercial Secretary (Agriculture)
W. D. Wardle, Assistant Commercial Secretary (Timber)
A. L. Lyons, Assistant Commercial Secretary
H. G. Garland, Attaché (Fisheries)
Miss M. A. Armstrong, Attaché (Exhibitions)

Cable: SLEIGHING, London, W.1. *Phone*: 629-9492 (Area Code 01)
Telex: 22526/254428 (DOMINION LDN)

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

J. H. Nelson, 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 Street
Glasgow C.2, Scotland

D. G. Nelson, Acting Trade Commissioner

Cable: CANTRACOM *Phone*: DOUglas 6751
Territory: Scotland.

Canadian Government Trade Commissioner
15-17 Chichester Street
Belfast 1, Northern Ireland

D. G. Nelson, Acting Trade Commissioner

Cable: CANTRACOM *Phone*: 21867
Territory: Northern Ireland.

CHILE

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

R. E. Gravel, Commercial Counsellor
P. C. W. Caskey, Assistant Commercial Secretary

Cable: CANADIAN *Phone*: 64189
Telex: 3520068 (3520068 DOMCAN)

COLOMBIA

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

S. F. Pattee, Acting Commercial Secretary

Cable: CANADIAN *Phone*: 43-00-65
Telex: M100 (DOMCAN BOG)
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

W. R. Hickman, Commercial Counsellor (Agriculture)

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

DOMINICAN REPUBLIC

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

W. A. Stewart, Commercial Secretary

Cable: CANADIAN *Phone*: 2-8138
Telex: 3460140 (DOMCAN 3460140)
Territory: Haiti, Puerto Rico.

FRANCE

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

G. F. Mintenko, Commercial Counsellor
J. E. Montgomery, Commercial Secretary (Agriculture)

(continued)

FRANCE (continued)

C. J. St. Pierre, Assistant Commercial Secretary
F. M. Wanklyn, Assistant Commercial Secretary
P. E. Labbé, Assistant Commercial Secretary
T. G. Tait, Assistant Commercial Secretary

Cable: CANADIAN Paris 086 *Phone*: BALzac 99-55
Telex: 022/20600 or 20601 (DOMCAN A PARIS)
Territory: Algeria, Monaco, 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-Wuertemberg, Bavaria, Hesse, Rhineland-Palatinate, Saar; West Berlin.

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

G. A. Browne, Consul General
J. A. Elliott, Consul
G. D. Valentine, Consul

Cable: CANADIAN *Phone*: 320525
Telex: 8587144 (DMCN D)
Territory: State of North Rhine-Westphalia.

Consul General
Canadian Consulate General
Esplanade 41-47,
2000 Hamburg 36, West Germany

E. A. Driedger, Consul General
D. S. McCracken, Consul

Cable: CANADIAN *Phone*: 351805
Telex: 2-15 555 (DMCNH)
Territory: City States of Bremen and Hamburg; States of Lower Saxony and Schleswig-Holstein.

GHANA

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

V. B. Chew, Commercial Counsellor
R. J. G. Ledoux, Assistant 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 Avenue
Athens 138, Greece

B. A. Macdonald, Commercial Counsellor
E. P. Rigby, Assistant Commercial Secretary

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

GUATEMALA

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

R. D. Sirrs, Commercial Secretary
P. D. Donohue, Assistant Commercial Secretary
D. J. Browne, Assistant Commercial Secretary

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

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

C. R. Gallow, Senior Trade Commissioner
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
K. G. DeWolf, Assistant Commercial Secretary

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

IRAN

Commercial Division
Canadian Embassy
P.O. Box 1610
Bezrouke Building
Corner of Takht Jamshid Avenue and Forsat Street
Tehran, Iran

Cable: CANTRACOM *Phone*: 613560,4-9291
Telex: 2037 (DOMCAN TEHRAN)

IRELAND

Commercial Secretary for Canada
66 Upper O'Connell Street
Dublin, Ireland

W. G. Huxtable, Commercial Secretary for Canada
E. C. H. Shelly, Assistant Commercial Secretary

Cable: CANADIAN *Phone*: 44251
Telex: 5488 (DOMCAN DUBLIN)

ISRAEL

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

S. G. Harris, Commercial Secretary
M. A. Brault, Assistant 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
P. A. Freyseng, Commercial Secretary
C. D. Miller, Assistant Commercial Secretary
D. T. Wismer, 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.

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

A. B. Brodie, Consul General and Trade Commissioner
C. E. Rufelds, Consul and Assistant Trade Commissioner
B. M. White, Vice Consul and Assistant Trade Commissioner

Cable: CANTRACOM *Phone*: 652-485/652-600
Telex: 31368 (CANTRCOM MILAN)
Territory: Provinces of Emilia-Romagna, Lombardia, Piedimonte, Trentino-Alto Adige, Veneto, Liguria, Trieste, Valle D'Aosta, Friuli-Venezia.

JAMAICA

Commercial Counsellor
Office of the High Commissioner for Canada
P.O. Box 1500
Tobago Road
Corner Trafalgar Road and Knutsford Boulevard
Kingston 10, Jamaica

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

Cable: CANADIAN *Phone*: 68711
Telex: KGN 30 (BEAVER KINGSTON)
Territory: Bahamas, British Honduras.

JAPAN

Minister (Commercial)
Embassy of Canada
Akasaka Post Office
Tokyo, Japan

J. C. Britton, Minister (Commercial)
W. G. Brett, Commercial Counsellor
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.

KENYA

Commercial Secretary
Office of the High Commissioner for Canada
P.O. Box 3778
Silopark House, Room 303
Queensway
Nairobi, Kenya

J. B. McLaren, Commercial Secretary
P. J. Gosselin, Assistant Commercial Secretary

Cable: DOMCAN NAIROBI *Phone*: 28257
Territory: Malawi, Tanzania, Uganda, Zambia.

LEBANON

Commercial Counsellor
Canadian Embassy
Boîte 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: Aden, Iraq, Jordan, Persian Gulf area, Saudi Arabia, Syria, Yemen.

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
A. D. McArthur, Assistant Commercial Secretary

Cable: CANADIAN *Phone*: 33-14-00
Telex: 000177716 (DOMCAN MEX)

NETHERLANDS

Commercial Counsellor
Canadian Embassy
Sophialaan 7
The Hague, Netherlands

D. A. B. Marshall, Commercial Counsellor
D. J. S. Winfield, Assistant 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 12-049 Wellington North
ICI Building, 3rd Floor
Molesworth Street
Wellington, New Zealand

R. H. Gayner, Commercial Secretary
C. D. Caldwell, Assistant Commercial Secretary (Agriculture)

Cable: CANADIAN *Phone*: 70-644
Telex: 065-3505 (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

N. L. Currie, Commercial Secretary
H. R. Wilson, Assistant Commercial Secretary

Cable: CANADIAN *Phone*: 25262
Telex: 275 (DOMCAN LAGOS)
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
D. B. Browne, Assistant Commercial Secretary

Cable: CANADIAN *Phone*: 33-30-80
Telex: Oslo 1880 (DOMCAN OSLO)
Territory: Iceland.

PAKISTAN

Commercial Counsellor
Office of the High Commissioner for Canada
54 Lawrence Road
Rawalpindi, Pakistan

W. J. Jenkins, Commercial Counsellor

Cable: DOMCAN RAWALPINDI
Telex: LH 15 (LAHORE 15)
Territory: Afghanistan.

Commercial Secretary
Office of the High Commissioner for Canada
P.O. Box 3703
12B Clifton
H.K. Kriplani Road
Karachi 6, Pakistan

K. D. Taylor, Commercial Secretary

Cable: CANADIAN *Phone*: 52021
Telex: Karachi 10 (DOMCAN KHI)

PERU

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

E. E. Price, Commercial Secretary
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
1414 Roxas Boulevard
Manila, Philippines

J. L. Mutter, Consul General and Trade Commissioner
E. L. Bobinski, Consul and Assistant Trade Commissioner

Cable: CANADIAN *Phone*: 5-85-97, 5-86-15
Telex: 3252 (DOMCAN MN 3252)
Territory: Republic of China (Taiwan).

PORTUGAL

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

P. A. Théberge, Commercial Secretary
J. R. Brocklebank, Assistant Commercial Secretary

Cable: CANADIAN *Phone*: 55-31-18
Telex: 377 (DOMCAN P)
Territory: Azores, Cape Verde Islands, Madeira, Portuguese Guinea.

SINGAPORE

Commercial Counsellor
Office of the High Commissioner for Canada
P.O. Box 845
International Building, 11th Floor
360 Orchard Road
Singapore 1, Singapore

J. H. Bailey, Commercial Counsellor
D. H. M. Branion, Assistant Commercial Secretary

Cable: CANADIAN *Phone*: 36-1322
Telex: 277 (DOMCAN SPORE)
Territory: Indonesia, Thailand.

SOUTH AFRICA

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

Wm. Jones, Canadian Government Trade Commissioner
S. B. McDowall, Assistant Trade Commissioner

Cable: CANADIAN *Phone*: 834-6521
Telex: 7189 (DOMCAN J 7189)
Territory: States of Natal, Orange Free State, Transvaal.
Other countries: Angola, Botswana, Lesotho, Malagasy, Mauritius, Mozambique, Reunion.

(continued)

SOUTH AFRICA (continued)

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

D. H. Leavitt, Acting Trade Commissioner

Cable: CANADIAN *Phone*: 2-5134/5
Telex: 7060 (5-7060 CT)
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

F. M. Mulkern, Acting Commercial Secretary

Cable: CANADIAN *Phone*: 247-54-00
Telex: 7347 (DOMCAN MADRID)
Territory: Balearic Islands, Canary Islands, Gibraltar, Rio Muni, Spanish Sahara.

SWEDEN

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

D. S. Armstrong, Commercial Counsellor
J. P. Bell, Assistant Commercial Secretary

Cable: CANADIAN *Phone*: 24-87-42
Telex: 10687 (DOMCAN STHLM)
Territory: Finland.

SWITZERLAND

Commercial Counsellor
Canadian Embassy
Kirchenfeldstrasse 88
Berne, Switzerland

S. G. MacDonald, Commercial Counsellor
G. E. Blackstock, Commercial Secretary
D. T. Johnston, Vice Consul and Assistant Trade Commissioner

Cable: CANADIAN *Phone*: 44-63-81
Telex: 32489 (DOMCAN BERNE)
Territory: Tunisia.

TRINIDAD AND TOBAGO

Commercial Counsellor
Office of the High Commissioner for Canada
P.O. Box 1246
Colonial Building
72 South Quay
Port-of-Spain, Trinidad

D. H. Clemons, Acting Commercial Secretary

Cable: CANADIAN *Phone*: 34787
Telex: 31314 (POS 31314)
Territory: Barbados, Leeward and Windward Islands, Guyana, French Guiana, Surinam, Guadeloupe, Martinique.

UNION OF SOVIET SOCIALIST REPUBLICS

Commercial Secretary
Canadian Embassy
23 Starokonyushenny Pereulok
Moscow, U.S.S.R.

W. J. Collett, Commercial Secretary
Y. C. Jauron, Commercial Secretary

Cable: CANAD *Phone*: 415142
Telex: 945 (DOMCAN MSK)

UNITED ARAB REPUBLIC

Commercial Division
Canadian Embassy
Kasr el Doubara Post Office
6 Sharia Rouston Pasha
Garden City
Cairo, Egypt

Cable: CANADIAN *Phone*: 23110
Territory: Sudan, Ethiopia.

UNITED STATES

Commercial Counsellor
Canadian Embassy
1746 Massachusetts Avenue, N.W.
Washington, D.C. 20036

S. G. Tregaskes, Commercial Counsellor
G. W. Green, Commercial Counsellor
W. F. Hillhouse, 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)

UNITED STATES (continued)

Deputy Consul General (Commercial)
Canadian Consulate General
680 Fifth Avenue
New York City, N.Y. 10019

C. J. Van Tighem, Deputy Consul General (Commercial)
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
500 Boylston Street
Boston, Massachusetts 02116

M. R. M. Dale, Consul and Senior Trade Commissioner
R. C. Anderson, Consul and Trade Commissioner
C. A. Carruthers, 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 Avenue, Suite 2000
Chicago, Illinois 60604

D. H. Cheney, Consul and Senior Trade Commissioner
J. A. Doyle, Consul and Trade Commissioner
M. Rowan, Consul and Trade Commissioner
L. G. Lee, Vice Consul and Assistant Trade Commissioner

Phone: 427-1031 (Area Code 312)
Telex: 254171 (DOMCAN CGO)
Territory: States of Illinois, North Dakota, South Dakota, Minnesota, Wisconsin, Indiana, Iowa, Kansas, Kentucky, Missouri, Nebraska.

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

A. W. Evans, Consul and Trade Commissioner
J. C. Bradford, Consul and Assistant Trade Commissioner

Phone: 861-1660 (Area Code 216)
Telex: 00985364 (DOMCAN CLV)
Territory: State of Ohio.

(continued)

UNITED STATES (continued)

Consul and Trade Commissioner
Canadian Consulate
1920 First Federal Building
1001 Woodward Avenue
Detroit, Michigan 48226

H. S. Hay, Consul and Trade Commissioner
V. G. Lotto, Consul and Assistant Trade Commissioner
R. J. P. Archambault, Vice Consul and Assistant Trade Commissioner

Phone: 965-2811 (Area Code 313)
Telex: 0023445 (DOMCAN DET)
Territory: State of Michigan.

Consul and Trade Commissioner
Canadian Consulate General
510 West Sixth Street
Los Angeles, California 90014

F. B. Clark, Consul and Trade Commissioner
J. H. Suggitt, Consul and Assistant Trade Commissioner
R. B. Blake, Vice 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.

Consul and Trade Commissioner
Commercial Division
Canadian Consulate General
2110 International Trade Mart
2 Canal Street
New Orleans, Louisiana 70130

P. A. Savard, Consul and Trade Commissioner
R. E. Pedersen, Vice Consul and Assistant Trade Commissioner

Phone: JAckson 5-2136, 5-2137 (Area Code 504)
Telex: 0058237 (DOMCAN NLN)
Territory: States of Louisiana, Texas, Oklahoma, Arkansas, Mississippi, Tennessee, Alabama, North Carolina, South Carolina, Georgia, Florida.

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

W. J. Millyard, Consul and Trade Commissioner
R. D. P. Lee, Vice 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.

(continued)

UNITED STATES (continued)

Consul and Trade Commissioner
Commercial Division
Canadian Consulate General
111 Pine Street
San Francisco, California 94111

R. M. Dawson, Consul and Trade Commissioner
D. S. M. Baker, Vice Consul and Assistant Trade Commissioner

Cable: CANADIAN *Phone*: 433-2517 (Area Code 415)
Telex: 0034321 (DOMCAN SFO)
Territory: States of California (except the ten southern counties), Wyoming, Nevada (except Clark County), Utah, Colorado, Hawaii.

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 Agraclada 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 Counsellor
J. E. Kepper, Assistant Commercial Secretary

Cable: CANADIAN *Phone*: 32.40.41/44
Telex: 877 (877 DOMCAN)
Territory: Netherlands Antilles.

YUGOSLAVIA

Canadian Embassy
Proleterskih Brigada 69
Belgrade, Yugoslavia

Z. W. Burianyk, Commercial Secretary

"La France" in the Caribbean

Guadeloupe and Martinique were once good little markets for Canadian goods. With fuller use of air transport, they can be again.

KENNETH G. RAMSAY, *Commercial Counsellor, Port-of-Spain.*

THE TWO ISLANDS of Guadeloupe and Martinique are often forgotten by those who consider the entire Eastern Caribbean area as English-speaking. With a total population of about 600,000, they are separated from each other by the British island of Dominica.

The economy of the two islands is primarily agricultural, with sugar, bananas, coffee and liqueurs dominating. As full-fledged departments of France, they enjoy the benefits of full French citizenship and, at the same time, suffer some of the disabilities: employers in each island, for example, become involved in social charges of approximately 50 per cent of their wages. The wage structure is pegged to the minimum standard required in France for "Zone 6" (admittedly the lowest zone) workers there. This has some effect on the costs of production.

To a lover of France the French language and the French way of life, a trip to these islands gives great pleasure. The street signs, the social customs, the pace of business, the products on display, and the Latin taste are all reminiscent of France itself.

Canadian Sales Down

Last year, Canada sold only $156,500 worth of goods to the French West Indies. Heading the list were wheat flour ($31,179), conveyors and conveying systems and parts ($17,602), jewellery and jewellery findings, gold ($14,446), chain saws ($7,411), and pleasure and sporting craft, n.e.s. ($6,399).

Canadian products have lost ground in both these islands. The main reason for this—and all the importers I called on during my recent trip to both islands commented on the point—is transportation. Before the war Canadian National steamships operated a direct freight service between Canada and both these islands. Ships called three times a month with cargoes of lumber, flour, apples, canned goods and many manufactured products which Canada could offer better and more cheaply than French suppliers. During and after the war, with the cessation of this shipping service, trade with Canada fell off rapidly. Now there is little coming in from Canada and what does come in has been transshipped. This is expensive in terms of damage and losses occurring during the transshipment and the extra freight costs involved.

U.S. Is There

There is great goodwill towards Canada on the islands. The importers, men of 40 or 50, now heading the numerous firms of commission agents (there is little manufacturing on the islands) are the sons of men who had close personal links with Canada before the war. They would like nothing better than to revive prewar contacts. With a fairly high standard of living and limited (in terms of the size of the potential market) scope for manufacturing, these islands should offer possible future opportunities to Canadian manufacturers, if the freight problem can be overcome.

Perhaps the answer may lie in the advice from one of the importers that he and his colleagues are finding it increasingly advantageous to bring in manufactured goods by air, including stoves and refrigerators. The smaller amount of handling, more rapid delivery which means smaller inventories, and the easier documentation that cuts administrative costs are more and more offsetting the added cost of air transportation. It may well be that Canadian exporters wanting to look at this small market should pay close attention to the possibility of shipping to it by air. In sending offers to importers in these two islands, the cost of air freight should be examined.

Competition from EEC Countries

On January 31 this year, nearly all the restrictions on imports were eliminated. But Canadian exporters should also consider carefully the effect that the removal in July of the last customs barriers among European Common Market countries will have on Canadian trading opportunities in Martinique and Guadeloupe. These two islands are considered integral parts of France and therefore any customs regulations applying to France automatically apply to them. By the same token, it means that all manufactured goods which can move duty-free into France from its five partners in the European Common Market will be able to move into Martinique and Guadeloupe duty-free.

It is interesting to note that in spite of the predominantly French taste and the free entry of goods from France (and from July on from the remainder of the European Common Market), U.S. manufactured goods are finding their way into Martinique and Guadeloupe in larger and larger volume. This suggests that there is room also for Canadian goods. American manufacturers too are making increasing use of air freight.

In order of importance, imports into these islands consist of petroleum products, cement, wheat flour, and iron and steel products, with a total value of U.S. $170 million in 1965. Exports, totalling U.S. $78 million, were sugar, bananas, rum and molasses. The main suppliers are France and other French-speaking areas, the British West Indies, the United States and the Benelux countries, and the main market is the United States. It is interesting to note that the balance of trade between these islands and the United States is heavily in the islands' favour. ●

Northeastern States Will Buy Your Boats

The scope for increased Canadian participation in marine exports to the U.S. is indeed enormous. Here Department of Trade and Commerce officers demonstrate the key features of a Canadian outboard motor to visitors at New York's National Boat Show.

Trade fair participation and a strong manufacturer-dealer relationship can pay dividends for Canadian manufacturers of watercraft who want to sell in this booming small-boat market.

J. D. WELSH, *Vice Consul and Assistant Trade Commissioner, New York.*

NEW ENGLAND and the Middle Atlantic States (New York, New Jersey, and Pennsylvania) account for 20 per cent of the $3 billion United States market for recreational marine products.

A few Canadian companies, especially those manufacturing sailboats and marine hardware and accessories, are gradually becoming a factor in the Northeast market. The scope for more extensive Canadian participation, however, is staggering. Canada's reputation for quality boats built by craftsmen, plus an appreciation of the sales approach to use in this market, will ensure the enterprising exporter ready acceptance of his product.

Sales Mechanics

In 1958 the whole boating industry in the United States faced up to the dilemma of "profitless prosperity". It was a buyers' market where too many dealers engaged in cut-throat price competition. Several marine dealers and discount houses were in business only because of the boom and cared little for after-sales service or customer satisfaction. These people were finally weeded out by the manufacturers and dealers, who realized it was in their long-run mutual interest to rationalize the number of dealer outlets and place the industry on a financial footing. A spokesman for the industry reports that, generally speaking, boating dealers today are well financed, competently managed, and making a profit. The average dealer has sales of $200,000 and makes a net profit of $8,600.

Marketing methods have been greatly simplified. The U.S. marine industry is now a cash-only business. Firms intending to use credit or consignment selling to penetrate this market are asking for trouble. Successful marketing of marine products results from a careful selection of sales outlets and good product support. This product support builds confidence by guaranteeing the quality of your products and by freely offering technical advice and service assistance.

Discount schedules to dealers are standard in this trade. For "large ticket" items, 15 to 20 per cent off list price is common and for smaller boats, 25 to 30 per cent. To encourage early buying by dealers and to help spread production over the year, manufacturers offer an additional discount. This discount is usually on a declining basis: 5 per cent if delivery is taken in October, 4 per cent in November, 3 per cent in December and down to the regular discount in March.

Direct Sales

An increasing characteristic of this trade is direct selling by the manufacturer to the retail dealer, rather than through a distributor. This direct sales approach has always been used for high-priced items but now even manufacturers of smaller products are turning toward selling direct, especially in the initial stages of their marketing program.

This sales method enables manufacturers to keep in better touch with market demand. They can provide better service because they appreciate dealer problems. They can ensure effective coverage by spotting their dealerships carefully, and they can obtain the needed flexibility to upgrade the dealer network through short-term cancellation contracts. In other words, the manufacturer exercises the control necessary for realistic marketing.

The costs of doing business this way have not proved burdensome. However, for low-priced products (accessories, canoes, small boats) satisfactory area coverage usually results in a large number of dealer outlets. At this stage a representative—who in effect acts as a distributor—could be appointed to collate sales and service and supervise the dealer network. The name 'representative' in this context is purely psychological, implying that the person is an employee of the company and not merely an agent taking a percentage out of dealer sales. Maintaining contact with dealers is really only a matter of visiting them about twice a year. These visits are normally made in conjunction with boat shows.

Boat Shows

These shows are the outstanding characteristic of the operation of the United States marine industry. They are divided into trade and public shows, and "trade only" shows. The trade show serves as an industry barometer for the manufacturer, a general get-together for an exchange of trade and product information, and as the key to making further trade contacts which can lead to expanded market penetration and coverage. The Marine Trades Exhibit and Conference is the recognized industry show. Each year marine manufacturers, dealers, distributors, and representatives gather in Chicago to assess last year's performance and to make plans for the coming year. In the trade and public show category, the National Boat Show in New York is the main event. This exhibition marks two weeks of hectic buying, selling, and finalizing arrangements before the beginning of the boating season in the northern United States. This year the National Boat Show was attended by 18,000 trade and nearly 400,000 public visitors, and sales totalled over $49 million.

Thirteen Canadian manufacturers under the sponsorship of the Department of Trade and Commerce participated in this year's National Boat Show and came away with over $500,000 in sales plus establishing many valuable dealerships.

The boating public has traditionally based its buying decisions on an assessment of marine products seen in boat shows. As a result, small regional boat shows are now held throughout the United States and attract considerable attention. It is almost imperative to use the show medium as an integral part of the sales program to achieve recognition in this market.

Sailboats and Power Boats

The results of this year's National Boat Show indicate a strong demand for fiberglass sailboats. A trend toward sailing craft is now established in the Northeast United States, and growth in this sector is expected to outpace the power boat market.

Sailboats, not including motor sailers and sailing auxiliaries, number 546,000. In 1966, some 11,500 sailboats were added to the American fleet. At present 25 per cent of the marine dealers handle sailboats compared with only 7 per cent in 1960. For dealers, sailboats offer a good profit opportunity. The competition is less keen; there is a longer selling season; the calibre of customer is usually higher (he often pays cash); there are fewer service problems and strong follow-up sales of hardware and accessories, and the manufacturers extend good territory protection. Sailing has traditionally been concentrated in the big-water areas of the north Atlantic coast, Florida, the Great Lakes, and the Pacific coast. These areas are still the choice markets, although the Gulf coast is also worth considering.

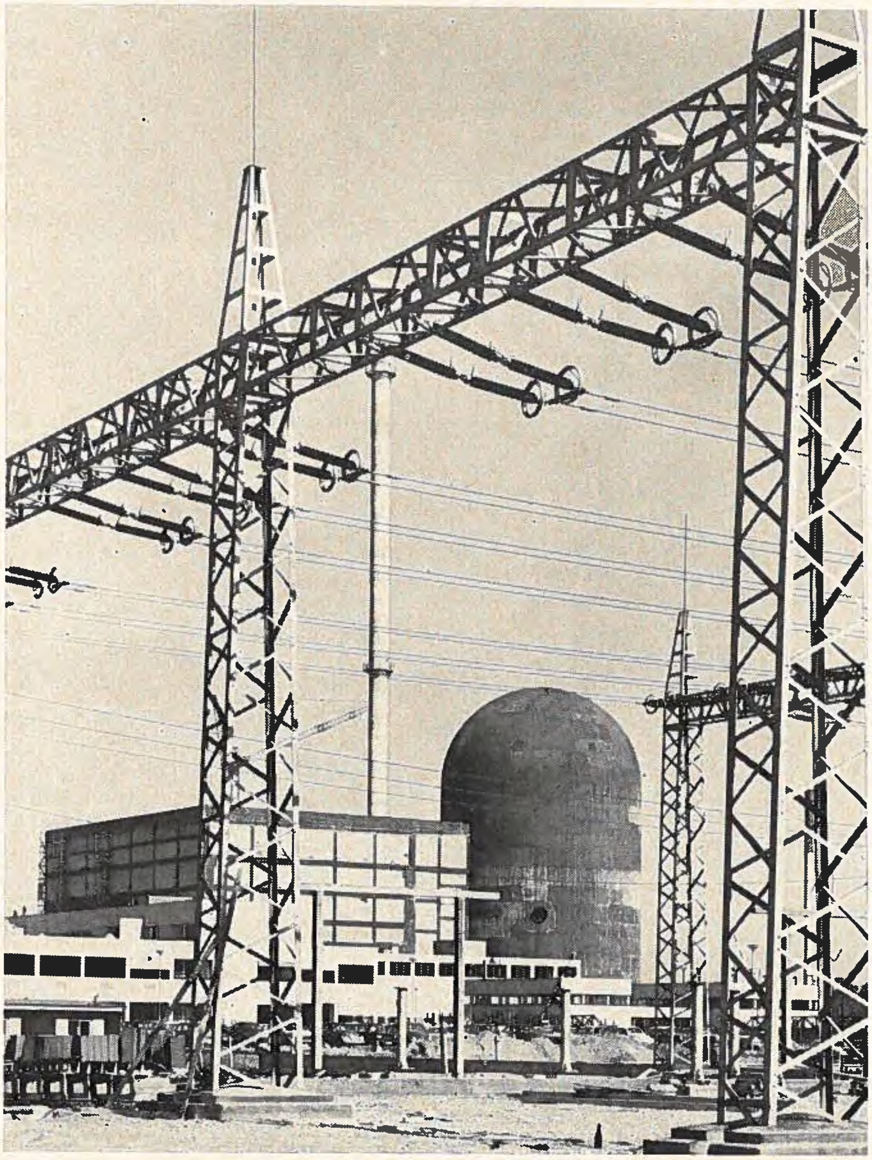
The Northeast is perhaps the logical place to start for both large and small sailcraft. The inland waters of the Northeast constitute a boating area similar to Quebec and Northern Ontario and offer a lucrative challenge to manufacturers making boats up to day sailers and small overnighters. Cape Cod, Long Island Sound, and Chesapeake Bay are prime sailboat areas and in many ways leaders in materials and style. In materials, fiberglass and aluminum hulls are by far the most popular in both sail and power boats. Last year the use of fiberglass increased 22 per cent and aluminum 18 per cent but wooden hulls showed a steady decline.

Inboard and inboard-outdrive cruisers, outboard runabouts and canoes face strong competition in the Northeast, but again the sales potential is enormous and the company producing top quality fiberglass or aluminum craft can expect to achieve satisfying results.

Canadian companies have proved their competitive standing in quality, styling, and price and now must move quickly to establish their reputation throughout this country. Energetic promotion within the framework of sales methods used for the marine industry, using boat shows as a marketing focal point, can result in Canadians taking a significant share of the $3 billion United States market for recreational marine products.●

Germany Switches from Coal

Ten years ago, 70 per cent of Germany's primary energy came from hard coal. Competition from oil reduced coal's share to just over 40 per cent; natural gas and nuclear power threaten to make further inroads. The crisis in the German coal industry affects not only Germany, but the whole of the EEC economy.



—Atomwirtschaft, Duesseldorf

Natural gas and atomic power are Germany's two new power contenders. The country's first full-scale nuclear power plant is at Grundremmingen.

H. MAHNCKE
Commercial Officer, Duesseldorf.

THE LONG STRUGGLE between West German coal and foreign heavy oil has two new contenders: natural gas and atomic power. Because the competition will be stiff, leading German industrialists have asked the Government for a National Energy Plan. The German Industrial Power Association believes that such a scheme should be backed by legislation to safeguard the German national interest and it suggests these as the main points:

- A Federal Ministry of Power in Bonn.
- Restriction of natural gas imports and the start of domestic prospecting for gas.
- Centralization of power supplies on a national basis. All power companies would be organized (as the oil companies are) with production and sales interconnected.
- All German national oil interests to be combined in one company.
- Coal mining to be reorganized to ensure lower prices. If necessary, a private holding company should be formed to take over and liquidate uneconomic mines.
- More financial support for atomic research and intensified search for uranium within West Germany.

The call for a national plan is a direct consequence of the recession in the German coal industry and the need to close uneconomic pits. Coal's share of energy consumption in Germany has declined from 72 to 46 per cent in the past twenty years.

Between 1960 and 1965, oil and natural gas increased their share of West Germany's energy consumption from 31 to 49 per cent. By contrast, coal's share dropped from 53 to 38 per cent. The minimum annual output of 140 million tons is to be reduced by 15 million tons.

Coal Production Cut

West German coal production in 1965 totalled 135 million tons, 7 million tons less than in 1964. Coke production increased slightly from 37.4 million to 37.9 million tons. The production of soft coal and briquets fell from 110.9 million tons to 102 million and from 15.3 million tons to 12.6 million, respectively. The number employed in coal mining fell from 348,000 in 1964 to 327,400 at the end of 1965; output per man-shift rose slightly from 2.6 to 2.7 tons. Dump stocks at the end of 1965 reached 15.4 million tons (7.8 million in 1964) of which 12.9 million (6.9 million in 1964) were coal and 2.5 million tons (0.9 million in 1964) were coke.

The Ruhr coal mining firms have again blamed the expansion in use of light fuel oil (which they consider has been allowed to take place unreasonably fast) for the difficulties facing the coal-mining industry today. They claim that the present and future problems of the German power industry are only a question of timing and can be solved by co-ordinating the introduction and expansion of the various sources of power and keeping them in phase with demand. The coal-mining industry attributes to lack of co-ordination the need to withdraw another 15 million tons of coal production capacity at a cost exceeding all previous financial and social sacrifices made during the contraction of the mining industry. The Ruhr Coal Association points out that fuel oil consumption in Germany increased more than 500 per cent from 1958 to 1965.

Just when the coal industry is fighting for survival against fuel oil and natural gas, atomic energy is entering the scene. However, it will take some years for Germany's slow-moving atomic energy program to develop.

The coal industries in all the EEC countries have the same problems as in Germany—declining demand, rising costs and competition from oil. In Germany, the cost of producing coal has gone up by 10 to 15 per cent since early 1964, while the price of fuel oil has dropped by 30 per cent. As recently as 1965, the EEC output of coal was nearly 228 million tons, approximately 140 million tons of which Germany supplied. The European Coal Community now forecasts a total requirement of only 170 million tons for 1970.

According to the latest estimates, electrical power consumption in the EEC countries increased by 150 billion kilowatt hours between 1950 and 1960. It is forecast that requirements will rise to 575 billion kilowatt hours by 1980. Present sources of electrical energy, including coal and gas, will be capable of producing approximately 270 billion kilowatt hours by 1980; the rest will have to come from other sources. If these were only coal and oil, imports of fossil fuels would provide 60 per cent instead of the present 21 per cent of consumption.

Natural Gas and Oil

The West German producers who pooled their facilities in Ruhrgas A.G. years ago agreed in December 1965 to accept Deutsche Shell A.G. and Esso's Gewerkschaft Brigitta as partners with a 25 per cent interest. (Brigitta controls 60 per cent of the proven natural gas reserves in Germany.) A further 25 per cent interest is being held in reserve for Germany's other natural gas producers, Deilmann, Salzgitter and Gewerkschaft Elwerath, in which Deutsche Shell A.G. and Esso A.G. also have a majority interest.

Shell and Esso dominate NAM (Nederlandse Aardolie Maatschappij) which controls the enormous natural gas fields at Slochteren in North Holland. This means they now hold substantial blocks of shares in the two gas-distributing companies which are able to pipe Dutch gas into Germany, that is to say Ruhrgas A.G. and Thyssengas A.G. Shell A.G. and Esso A.G. Two years ago they acquired through their subsidiary Elwerath an interest in Thyssengas and have contracts to deliver gas from the Netherlands. However, they are still negotiating prices and quantities with Ruhrgas which, in co-operation with Thyssengas, is building a pipeline from the Dutch border to Cologne and then south to Frankfurt. The Gasversergung Suddeutschland GmbH, Stuttgart, and Gas-Union GmbH, Frankfurt, will continue the pipeline from Frankfurt into Southern Germany. They have already signed a contract with the

TABLE I

NUCLEAR POWER PLANTS IN WEST GERMANY

Name of Plant	Owner	Location	Date of commissioning	Rating in MW (e)
VAK experimental power station, Kahl	RWE-Bayernwerk,	Kahl/Main	1961	15
Multi-purpose research reactor, MZFR	Gesellschaft fur Kernforschung	Karlsruhe	1965	50
AVR high-temperature reactor	Arbeitsgem. Versuchs-reactor (AVR)	Julich	1966	15
KRB, nuclear power station, RWE Bayernwerk	RWE. Bayernwerk	Gundremmingen	1966	237
KWL nuclear power station, Lengen	Verein. Elektrizitatswerke Westf.	Lingen/Ems	1968	240
KWO nuclear power station, Obrigheim	Kerndraftwerk Baden-Wurtt. Planungsges	Obrigheim/Neckar	1968	282
HDR superheated steam reactor	Gesellschaft fur Kernforschung	Kahl/Main	1968	25
KNK compact, sodium-cooled nuclear power plant	Gesellschaft fur Kernforschung	Karlsruhe	1968/69	20
KKN (formerly AKB) nuclear power station, Bavaria	Bayernwerk AG	Niederaichbach	1968/69	100

Source: German Atomforum

Swiss Gas Union to deliver gas to Switzerland.

The price of natural gas is one of the decisive factors in the choice between the various sources of energy in the next few years. Germany has natural gas reserves of approximately 200 billion cubic meters in accessible inland fields. In addition, gas may be found off the North Sea coast.

It is forecast that by 1975 natural gas consumption in Germany will average 25 billion cubic meters a year, equivalent to between 40 to 50 billion cubic meters of coal gas, compared with the 17.1 billion cubic meters of coal gas consumed in Germany in 1965. This assumes that unlimited supplies will be available for Northern Germany. Bavaria is now experiencing an oil rush.

German oil refineries will increase throughput to 77 million tons of crude this year compared with 66.2 million last year. This will be made up of 7.7 million tons of German oil and nearly 70 million tons of imported, with Libya supplying 27 million tons.

Nuclear Energy

Germany's atomic energy program was only one year old when oil began to flow on the German market. Now—ten years later—Germany has not only access to natural gas resources but also nuclear power plants.

German companies have tendered for the construction of a 600-megawatt atomic power plant to be erected on the upper Rhine at a cost of DM 560.00 per kilowatt capacity, including all supplementary costs. When compared with this, the cheapest coal-burning 600-megawatt power plant in Germany, Gemeinschaftswerk West, built at a cost of DM 580.00 per kilowatt, is expensive.

The German nuclear industry is now able to build independently reactors of proven types and has also developed outstanding new approaches in design and engineering of advanced reactor systems. Two nuclear power stations (not including the Julich experimental centre which went critical a few months ago) are in operation in Kahl and Karlsruhe with a total electrical output of 65 megawatts. AEG/General Electric built the natural convection boiling-water reactor at Kahl which went critical in November 1960 and was the first nuclear power-producing plant in Germany. Experience with this reactor system enabled the manufacturers to win the contract for the first full-scale German nuclear power plant at Grundremmingen on the Danube.

There are now 34 reactors either in operation or under construction in West Germany—seven experimental power reactors, 15 research reactors, nine training reactors and three nuclear power stations. The 15 mw. (e) experimental power stations at Kahl on Main and the 50 mw. (e) multipurpose research reactor at Karlsruhe are producing electrical power. The AVR high-temperature reactor at Julich, with a generating capacity of 15 mw. (e) went critical in September 1966. The first full-size power plant at Grundremmingen was due to go critical before the end of 1966; this 237 mw. (e) unit is expected to supply 1,500 million kwh. per year. In 1968 the 240 mw. (e) power station at Lingen and the 282 mw. (e) plant at Obringheim will be put in operation. German nuclear plants by end of the decade will probably have a capacity of close to 1,000 mw. (e). From the mid-seventies on, large commercial power plants with fast breeder reactors will probably be technically possible and the cost of power from them will be considerably less than from other types.

Breeder reactors, as well as cutting power costs, allow limited reserves of uranium and thorium to be better utilized.

A Wider Problem

The crisis in the German coal industry has wider implications and affects not only Germany's economy but the economy of the entire European Common Market. Producing two-thirds of EEC's coal, Germany's coal industry is very vulnerable to changes in energy sources at home or in the Common Market countries and needs time to make an orderly adjustment to a new pattern of demand. •

TABLE II

GERMANY'S PRIMARY ENERGY BALANCE

(Unit: thousand tons anthracite equivalent)

	Imports				Exports			
	1955	1960	1964	1965	1955	1960	1964	1965
Hard coal	12,431	7,586	9,249	9,503	29,677	28,812	25,649	23,363
Brown and bituminous coal	3,765	3,943	3,934	3,252	1,113	1,004	1,093	887
Mineral oil	14,410	44,393	94,956	107,347	1,163	3,847	7,824	6,665
Electricity	1,143	2,386	2,509	3,607	662	720	2,125	1,911
Gas	1	—	20*	51*	133	180	135	128
Total	**31,750**	**58,308**	**110,668**	**123,760**	**32,748**	**34,563**	**36,826**	**32,954**

* Natural gas

TABLE III

GERMANY'S PRIMARY ENERGY CONSUMPTION

A—Consumption expressed in thousand tons of anthracite equivalent.
B—Percentage breakdown of consumption figures.

	1955		1960		1964		1965	
	A	B	A	B	A	B	A	B
Hard coal	132,187	70.9	128,938	59.6	122,051	46.4	114,722	42.4
Brown and bituminous coal	29,134	15.6	31,130	14.4	35,084	13.3	32,063	11.8
Mineral oil	17,746	9.5	46,947	21.7	96,328	36.6	96,328	41.1
Electricity	4,983	2.7	6,513	3.0	4,858	1.9	4,858	2.7
Coal gas	72	0.0	68	0.0	145	0.1	145	0.1
Natural gas	367	0.2	784	0.4	2,374	0.9	2,374	1.2
Peat	2,058	1.1	1,799	0.8	1,890	0.7	1,890	0.6
Other fuels	15	0.0	209	0.1	255	0.1	255	0.1
Total	**186,562**	**100.0**	**216,388**	**100.0**	**262,985**	**100.0**	**270,852**	**100.0**

Trading with the United Arab Republic

Potential exporters to Egypt should understand how import trade is controlled and how the state-owned trading companies operate.

M. KARKEGI,
Commercial Assistant, Cairo.

ALL MAJOR INDUSTRIES and large commercial establishments in the United Arab Republic have been owned by the State since the nationalization of trade in 1961. Many small industries and businesses of lesser importance are still owned by individuals and private firms, and make up the private sector.

The import of all goods that the public and private sectors require is made by a group of state-owned companies supervised by and responsible to the Government through one or other of its trading organizations. Government departments and entities such as the railways, telecommunications organization, television and broadcasting organization, Suez Canal authority, etc., and the nationalized industries may import directly their requirements of equipment or material, provided these are for their own use and not for sale in the market. Such purchases are largely made by public tenders.

The state-owned companies authorized to import are the following:

1. Misr Foreign Trade Co., 1 Kasr El Nil Street, Cairo
2. El Nasr Export & Import Co., 34 Adly Street, Cairo
3. Misr Import & Export Co., 6 Adly Street, Cairo
4. Arab Foreign Trade Co., 12 Youssef El Guindy Street, Cairo
5. Economic Trading Co., 5 26th July Street, Cairo
6. General Co. for Trade & Chemicals, 26 Sherif Street, Cairo
7. Tractor & Engineering Co., 18 Emad El Din Street, Cairo
8. Engineering General Co., 9-11 Orabi Street, Cairo
9. Misr Engineering Stores, 18 Emad El Din Street, Cairo
10. Misr Car Trading Co., 12 Sarwat Street, Cairo
11. Commercial Timber Co., El Wardan, Alexandria.

These companies are affiliated with the Egyptian General Organization for Trade, 9 Talaat Harb Street, Cairo, and are supervised by the Ministry of Economy and Foreign Trade.

Imports Are Controlled

There is a central control over imports. Because of the severe shortage of foreign exchange resulting from the concentration on industrialization, the Yemen war, and various other factors, imports are restricted mainly to foodstuffs and essential consumer goods, capital goods and machinery, and raw materials for industry. The import of goods considered to be luxurious is generally prohibited. However, some such commodities may be imported in small quantities for sale in free zones to tourists and diplomatic officials against payment in hard currencies. Import of goods similar to those made locally in sufficient quantities to meet domestic consumption is also generally prohibited.

State importing companies are given periodic allocations of funds, and although they may have some freedom to choose the supplier, they may also be directed to a certain source of supply for balance-of-payments reasons. At present, goods to be imported from countries with which the U.A.R. has trade and payment agreements (most of which are in Eastern Europe) have priority in order to save the scarce convertible currencies to pay for those goods that can only be imported from countries which require payment in these. Preference is also given to imports financed by long-term loans and those from suppliers extending the best credit facilities with reasonable rate of interest.

The U.A.R. market can be approached by interesting one of the state importing companies in handling a product. Because they are so few in number, however, and receive offers from different sources, they cannot be expected to act in the capacity of exclusive agents. They compare prices and terms and place their orders with those suppliers who seem most competitive.

Alternatively, a Canadian exporter can make a direct approach to government departments and organizations as well as to the nationalized industries of the public sector in an effort to obtain direct orders from them.

Technical Representatives

There is one system which has been approved by the authorities here to facilitate commercial transactions. Although with the promulgation of the nationalization law in 1961 private individuals and companies not only ceased to import but also to act as commission agents, companies abroad are still permitted to appoint what are known as "technical representatives" whose function it is to approach possible buyers on their principal's behalf. The essential condition is that they must be paid a salary or fee, fixed in advance by mutual agreement, and not a commission on business obtained. Technical representatives can be employed by more than one firm and can work independently or in co-operation with a state importing company. They are useful because they provide liaison between the foreign firm and the buyers, keep their principals informed of projects, tenders and local inquiries, negotiate and work out deals which usually require someone on the spot.

The economic situation in the U.A.R. has been rather difficult during the last two years and worsened during the last quarter of 1966. Foreign debt servicing problems mounted and hard cash was so short that the Central Bank sold gold worth E£20 million, one third of its E£60.6 million gold cover, to help meet the most pressing needs. Repayments on short-term foreign bank loans which fell due in the latter part of the previous fiscal year were postponed and those maturing as from July 1, 1966, are still unpaid. Egyptian financial missions to creditor countries succeeded in negotiating postponement and rescheduling of some of this indebtedness, particularly of the Italian, French and British commercial credits. Similar approaches to other countries on possible debt rephasing are planned and supplier credits are being extended by certain countries for spare parts and special projects.

The Government is now making strenuous efforts to raise production, increase exports, and cut unnecessary expenditures and hopes that the situation will improve within the next few years. The new oil discoveries appear promising and if they fulfill this promise, oil could become the most important foreign exchange earner after cotton (E£150 million) and the Suez Canal (E£100 million).●

Ireland Expands Its Forests

Government reforestation policy in Ireland is beginning to pay dividends and industry is now using home-grown timber for some of its needs. This expanding forestry program should provide Canadian companies with opportunities to sell equipment for timber harvesting, sawmilling, and pulp and paper making.

W. G. HUXTABLE,
Commercial Secretary, Dublin.

A MAJOR INDUSTRY based on state-owned forest plantations is taking shape in Ireland.

At one time the country was completely covered by forests of oak, pine, birch and alder, but about 2,500 years ago the climate evidently began to change, becoming cooler and wetter. Peat bogs displaced the pine and birch forests.

What nature began man finished, as the Celts of the Iron Age undertook to clear the forests for tillage and grazing. Then followed even more determined clearing by English settlers for agriculture and also iron smelting. By the mid-seventeenth century there were some 6,500 iron smelting furnaces using wood from Irish forests. By the end of the century most of the trees were gone.

The eighteenth and nineteenth centuries saw a complete cycle of forestry. The big landowners began planting on a large scale and by 1850 private woodlands covered more than 300,000 acres. Economic and political troubles towards the close of the nineteenth century, however, encouraged wholesale felling without replanting and the forest receded under the onslaught. Even today only about 100,000 acres of forest, mostly of poor quality and condition, survive in private hands.

In the opening years of this century the forest reduction continued, but a need for reversal of the trend became recognized by Governments both before and after Irish independence. Up to 1922, less than 3,000 acres of state plantations were established. After that, the annual planting rate grew from 1,000 acres per year to 7,600 in 1939, all on land of low value unsuitable for agriculture. A total state forest of 200,000 acres was the objective. The planting rate has continued to rise and in recent years it has been close to the target of 25,000 acres per year. The total state forest now in trees is 428,359 acres and the objective is one million acres.

The cost of this program runs about $7 million per year, about three quarters of which covers salaries and wages for the 4,700 men working on it. The cost of land acquisition in the budget runs around $600,000 per year. Most of the land acquired is small holdings of marginal quality. The Forestry Department operates under a land-cost ceiling of $30 per acre and as a result the units are scattered and separated. In the last annual season 1965/66, over 500 transactions were undertaken to acquire 21,645 acres for the year—the smallest total acquisition for any year since 1956/57. In recent years the average productive area acquired per transaction has been approximately 40 acres. Some 2,000 of the 3,000 separate state forests in Ireland are less than 3,000 acres each.

North American Species Used

Most of the species planted have been introduced into Ireland from the forests of British Columbia, Washington and Oregon, where the climate is similar. Sitka spruce was first planted privately in Ireland in the 1830's and now about 45 per cent of current plantings are of this species. About one quarter is in pinus contorta, a North American type introduced into Ireland in the 1880's. It grows relatively well on windswept moors and poor peat soils common in western Ireland. By using grit overdoses to increase germination rates and by continuous research to improve techniques and yield, the Irish State nurseries now provide sufficient seedlings for the whole planting program.

The actual mix of species best for Ireland is still an open question. The Sitka spruce, where it grows well, is considered a superior tree, especially for sawing into lumber, but the pinus contorta, (now that a suitable seed strain has been developed) may be most economical for rapid growth and clear felling on short cycles for chips and pulp. As policy has dictated the use of marginal land for state forests, great hopes are now placed on pinus contorta used in this way.

Ireland's Market

A ready market awaits Ireland's forest products; last year they earned $2.2 million. Of the five paper mills one, Clondalkin Paper Mills Limited, uses local wood to produce mechanical pulp for Irish newsprint. There is also a hardboard factory, a subsidiary of the Bowater's group, and two chipboard factories. As a result there is keen interest in thinnings supply and about a quarter of the current income from the state forests is from thinnings sales. Pulpwood prices are now running about $12.00 per ton delivered at factories.

Because the bulk of the state forest plantations are still immature, production of Irish timber of a size suitable for construction and manufacturing is very limited. A second census of the forests, (the first to show tree heights) has begun, so that a thinning and felling forecast can be prepared for the period 1970 to 1990. Tentative efforts are also being made to formulate standards for Irish lumber. For the foreseeable future, however, Ireland is likely to rely mainly on imported lumber. Total softwood lumber imports in 1965 were valued at about $16.5 million. Canada supplied $4 million, second to Finland's $7.5 million.

Canadian Opportunities

A Canadian consulting forest engineering firm will soon be making recommendations privately to the Government on forest utilization. In any event, the forests will have to be harvested and Canadian equipment, especially types suited for harvesting small stands of trees like those in Eastern Canada, will be of interest to the Forestry Department and the timber firms who undertake forest harvesting on competitive bids. Depending on the growth of Ireland's native paper industry and the extent to which the sawmilling industry can be rationalized, there may be opportunities to sell Canadian pulp, paper and sawmilling machinery in the next few years. ●

There Are Opportunities in Ohio

ECONOMISTS differ widely in their forecasts about United States business activity in 1967, but Ohio expects another year of growth. Development in the last five years has been rapid. In 1961, 91 companies moved into Ohio and 542 plants enlarged their capacity; in 1966, 560 new companies were started and 2,500 companies expanded their facilities. Accompanying this expansion was a drop in unemployment from 5.9 to 3 per cent.

Surveys by a building trade association and a major manufacturer of building components show heavy backlogs in Ohio in industrial and government construction. In the home-building field, lower interest rates and more mortgage money have sparked a rise in houses started and a great deal of remodelling and renovating is taking place.

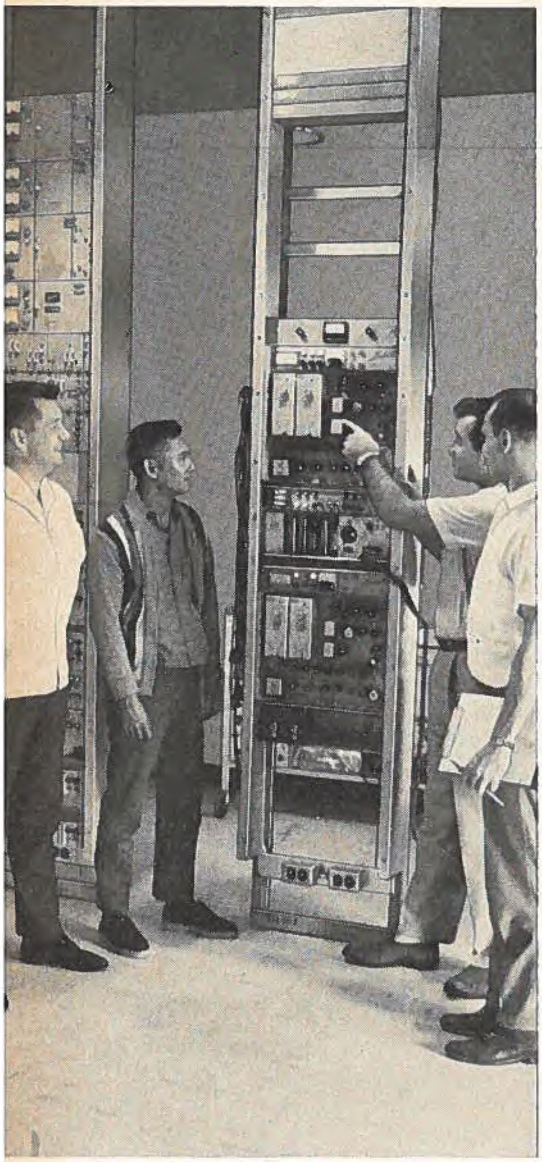
Major investments by steel companies will total $200 million in the Cleveland area and the public utility field is not far behind. Ohio Bell Telephone plans outlays of $120 million, East Ohio Gas Company $23.5 million, and Cleveland Electric Illuminating Company $52 million in 1967. More than $100 million will be spent on educational buildings in Cleveland alone. These are only a few examples of the capital expenditures for this area.

What potential does this market have for Canadians? One interesting indication is that Ohio's 11 million people had an income of $31 billion in 1966, a figure approaching that for all Canada. These areas of high density and high income offer excellent opportunities for consumer-oriented goods, such as products sold in department stores. The fact that Ohio ranks third among the states in value added by manufacturing points to a market for Canadian suppliers of industrial components and raw materials, because heavy demand is straining local capacity. The machine tool industry has a current backlog of orders large enough to keep present capacity busy until the first quarter of 1968. A recent survey conducted by the American Society for Metals predicts that metalworkers will have another record year in 1967. Ohio, in the centre of the metalworking area of the U.S., presents unique opportunities for Canadian suppliers.

If your company can compete in price, quality, delivery and service, come down and try to sell your product here because the opportunities are waiting. Why not spend a little time, energy and money to reap rewards in this ever-expanding market? For assistance, call on us at the Canadian Consulate, Illuminating Building, 55 Public Square, Cleveland, Ohio 44113, or telephone 861-1660.

—A. WORDEN EVANS,
Consul and Senior Trade Commissioner, Cleveland.

Telephone Equipment for the Philippines



Canadian electronic equipment is being used extensively to expand and improve telephone service in the Philippines. Among major Canadian suppliers are Lenkurt Electric Co. of Canada Ltd., whose microwave and UHF radio equipment at Lucban radio repeater station is seen here. (Left to right E. L. Bobinski, Assistant Trade Commissioner, Manila; B. Padalena, station supervisor; R. Mandriak, project supervisor; and R. Reimer, systems performance supervisor.

SALES of Canadian electronic equipment in the Philippines received a big assist with the signing in September 1964 of a $13.5 million loan agreement between the Export Credits Insurance Corporation and the Philippines Long Distance Telephone Company (PLDTC), Manila, the major private telephone company in that country. The loan was to cover the supply from Canada of a wide range of equipment for expanding and improving the telephone service, including central office switching equipment, branch exchange and radio carrier equipment for twelve central offices of the PLDTC.

The over-all supply contract was won by Automatic Electric (Canada) Limited in Brockville, Ontario. By the end of 1966 this contract—which constitutes Phase I of the long-range expansion program of the PLDTC—had been substantially completed and a second phase, to begin in 1968, had been planned.

Although Automatic Electric was the prime contractor for Phase I, 24 other Canadian companies, as sub-contractors, shared in the business made possible by this project, supplying everything from quartz crystals to steel radio towers, test equipment, and watt meters. Below is a list of these companies and the products each contributed to the project.

What the Major Canadian Suppliers Have Sold

Automatic Electric (Canada) Limited
telephones and components, switching equipment

Lenkurt Electric Co. of Canada Ltd.
microwave, UHF, VHF radios, multiplex carrier

Canada Wire & Cable Co. Limited
aluminum sheathed cable

A. Deskin Sales Corporation
special cords

The Wind Turbine Company of Canada Limited
steel radio towers

Bailey Meter Company Limited
watt meters

Electrical Division, Canada Iron Foundries Limited
exciters

Bach-Simpson Limited
meters and oscilloscopes

Canadian Marconi Company
signal generators, noise loading test

Phillips Cables Ltd.
switch and power cable

Northern Electric Company Ltd.
switch and power cable

Andrew Antenna Company Limited
microwave antennae

Sinclair Radio Laboratories Limited
duplexers

Cummins Diesel of Canada Ltd.
diesel generators

C. R. Snelgrove Co. Limited
quartz crystals

Research Industries Limited
power supplies

Federal Pacific Electric of Canada
AC power boards

Edwards of Canada Limited
bells and transformers for signal systems

Humble Manufacturing Co. Ltd.
test equipment dollies

George Kelk Limited
AC voltage regulators

Amphenol Canada Limited
cable

Square D Company Canada Limited
lay-in duct

Thomas & Betts, Limited
electrical fittings

Daystrom Limited
test instruments

businessman's bookshelf

Far Eastern Economic Review—1967 Yearbook

Editor: Derek Davies. 370 pages. $3.30 (surface mail).

THIS YEARBOOK takes a comprehensive look at events in Asia in 1966 and lists the prospects for 1967. The first 100 pages outline problems and developments, and interpret trends for Asia in general. Included also is a chronological summary of events in Asia during the period November 1965 to November 1966. This is followed by a business survey of Asia by commodity which makes good use of charts to explain lucidly the performance of each.

The bulk of the book consists of well illustrated surveys of 26 Asian countries (including Ryukus and Brunei). Each is reviewed in terms of politics, foreign relations, social affairs, economy, finance, trade, agriculture, industry and transport. This country-by-country review includes the Communist countries; there are over 20 pages devoted to China alone. Statistics given are as late as November 1966, and government economic policies, foreign aid, and trading corporations, and export-import schedules are described in sufficient detail to be of value to the Canadian businessman who is interested in the Asian market.

Order from: Grant Webb and Co., 509 Madison Avenue, New York 22, N.Y.

Phillips' Paper Trade Directory of the World 1967

S. C. Phillips & Co. Limited. 748 pages. £3.3.0.

IF you are interested in the paper industry, this revised *Directory* of the paper trade will be a useful reference. The publishers state that literally thousands of amendments have been made in this edition. Included are a complete list of paper, board and pulp mills both in Britain and abroad; a list of British paper trade associations and international trade associations, a compilation of the merchants and agents for mills in Britain, and a list of companies by country for given product classes. One can, for example, look up 'Pottery Paper' and find an alphabetical list of companies that make pottery paper in each country in the world. The authors have updated the list of British paper converters and board converters which includes envelope and sack manufacturers and foil producers, etc.

The Directory staff has researched the different terms used by the trade and has printed a glossary of the equivalent words in six different languages: French, German, Spanish, Italian, Swedish, and English. Included also are details on customs that have developed in the British trade and the British standard sizes for paper and boards. Another table gives Equivalent Weights.

Order from: S. C. Phillips & Co. Ltd., Alliance House, 50-51 Fetter Lane, London, E. C. 4., England.

German-English Economic Terminology

Max Hueber Verlag Muenchen. 556 pages. $10.75.

BUSINESSMEN trading with Germany should find this volume a simple but complete reference work for clarifying German reports, articles and brochures and an aid in accurate comprehension and expression in business correspondence. Business words and phrases are presented in both languages and arranged topically; the 25 sections include Money and Currencies, Stock Exchange, Advertising, and International Trade. An index of words and phrases in both languages makes possible rapid reference for specific queries.

For the German linguist or one involved in constant international correspondence, there are short translation exercises at the end of each section.

Coupled with the *Bilingual Guide to Business and Professional Correspondence, English-German* (*Foreign Trade,* May 28, 1966), this volume provides all that is needed in the language field for those carrying on trade with Germany.

Order from: The Macmillan Company of Canada, 70 Bond Street, Toronto, Ontario.

West African Directory: 1966-7

Thomas Skinner & Co. 664 pages. $7.00.

THIS DIRECTORY gives background information on the West African countries of Cameroon, Dahomey, Gambia, Ghana, Guinea, the Ivory Coast, Liberia, Mali, the Niger Republic, Nigeria, Portuguese Guinea, Senegal, Sierra Leone, Togo, the Republic of the Upper Volta, and the offshore islands.

The section on each country is composed of two parts: general information and a business directory.

The general information includes a short geographical description of each country and a summary of conditions there under the headings of government, development plans, agriculture, industry, transportation, and trade and commerce. The business directory lists firms and individuals doing business in each country, according to goods or services provided.

Other sections of the directory cover shipping lines and ports, airlines and airports, and lists exporters to West Africa classified by products, including some Canadian firms.

A detailed map of the area is included.

Order from: Thomas Skinner & Co. (Publishers) Limited, 75 Sparks Street, Ottawa 4, Ontario.

Directory and Almanac of Canada 1967

McGraw-Hill of Canada. 853 pages. $13.75.

THIS, the second edition of the McGraw-Hill Directory and Almanac gives a wide variety of facts about Canada. As a reference source and collection of facts, it runs the gamut in providing historical, geographical, social, government, financial, educational and artistic information. The five-year records of Canadian stocks, a unique feature, will be of particular interest to the businessman and the comprehensive section on sporting events, records, and awards will satisfy the sporting enthusiast. Important features are the easy-to-read type and the simple format which allow the businessman to find needed facts easily.

Order from: 330 Progress Avenue, Scarborough. Ont.

Non-Ferrous Metals

Commonwealth Economic Committee. 211 pages. $3.00.

THIS review contains a storehouse of information for the individual interested in bauxite, aluminum, copper, lead, zinc, tin and cadmium for the period up to and including 1965. Some prices and information for the first half of 1966 are also included. A general review of market trends for the products mentioned above comprises the first section of the book, with short paragraphs on world production, trade, consumption and prices.

After comparing the relative statistics of one non-ferrous metal with the other, the book goes into more detail on the individual metals. Presented are data on world resources, production capabilities, trade (imports and exports), consumption, stock and prices for each, with tabular documentation from 1959 to 1965. For example, the study shows that Chile, with the world's largest copper reserves, the Soviet Union, the United States, Zambia and the Congo together account for three quarters of the world reserves of copper in ore.

It also gives an historical review of world copper prices and explains the reasoning behind Chile aligning their price of copper with the London Metal Exchange price.

The three appendices give import duties in principal countries, measures affecting non-ferrous metals, like the Third International Tin Agreement, and the U.S. stockpiles as of mid-1965.

Order from: The Queen's Printer, Ottawa, Ontario.

The West Indies and Caribbean Yearbook 1967

Thomas Skinner & Co. 956 pages. $14.00.

THE thirty-eighth edition of this Yearbook presents up-to-date information on 29 markets in the Caribbean and Central America. The businessman will find a detailed summary of economic and business conditions plus a directory and explanation of government departments and agencies. Of particular interest is the detailed survey of the industrial, agricultural and financial sector of each area. In addition, 1965 trade statistics are presented by commodity classification indicating both the source of imports and the destination of exports.

The hotel and accommodation directory will benefit the firm who wants to sell to hotels and also visiting businessmen looking for a place to stay. This Yearbook also contains valuable information on the region as a whole, including shipping and port facilities, a directory of Canadian and U.S. exporters to this area, and detailed map of the region.

Order from: Thomas Skinner & Co. (Publishers) Ltd. Suite 335, 75 Sparks Street, Ottawa 4, Ontario.

Commonwealth Trade 1965

Commonwealth Economic Committee. 114 pages. 75 cents.

IN 1965 the Commonwealth's share of world exports decreased by .5 per cent, and imports by .3 per cent, according to this recent study, which shows movements in world trade both between the Commonwealth and its major trading partners and between individual countries.

Commonwealth exports, which accounted for 22 per cent of world exports, as a whole rose by approximately 6 per cent in 1965. In most major trading countries, exports rose, and the rise was particularly significant in Britain, Canada, Nigeria, Hong Kong, Pakistan, and Singapore. In Australia, New Zealand and India on the other hand, exports decreased.

Imports into the Commonwealth, which accounted for 24 per cent of world imports, increased by 7 per cent in 1965 on the whole, compared with 12 per cent in 1964. Ceylon was the only country which did not increase its imports.

Although the Commonwealth's relative share of world trade was smaller in 1965 in volume than in 1964, it increased in value by 6 per cent over the previous year. Exports to the United States, the European Economic Community, Continental European Free Trade Area, and Communist China rose significantly, but those to Japan and Eastern Europe declined. During the same period the Commonwealth imported more from each of the major trading areas.

Following the first two sections on trade generally, there are separate chapters on each Commonwealth Country, followed by an appendix with useful statistical tables.

Order from: The Queen's Printer, Ottawa 4, Canada.

foreign tariffs and trade regulations

India

MORE FLEXIBLE APPROACH—The Government of India has announced the import policy for the fiscal year ending March, 1968. Imports of lead, zinc, copper and asbestos are no longer to be handled by the State Trading Corporation so that they may once again be imported by the actual users. The present system of free licences for sulphur has also been continued. The State Trading Corporation monopoly is now confined to five items only: artificial silk yarn and thread; mercury; rock phosphate and mineral phosphate; muriate of potash (potassium chloride); and sulphate of ammonia.

The import policy formulated for "actual users" in the industrial field is production- and employment-oriented. There will be no restrictions in the granting of import licences to "priority industries". (A complete list of the 59 designated "priority industries" may be obtained from the Commonwealth Division, Office of Trade Relations, Department of Trade and Commerce, Ottawa.) These industries will be permitted to obtain licences as often as they want, in order to meet their needs. Export-oriented industries will get licences for raw materials, etc., up to specified percentages of their actual exports.

Established importers are now permitted to import only 59 categories of goods. However, quotas have been increased and are based on imports in 1965-1966. Included in the 59 categories is sulphate of potash, the import of which was hitherto under State Trading Corporation control. The following is a list of several of the commodities showing the new quota percentages with their previous quotas in brackets:

Diesel engine spares	35%	(10%)
Sulphate of potash	100%	(State Trading Corporation)
Printing machinery parts	90%	(25%)
Parts of farm tractors and implements	40%	(15%)
Scientific instruments	25%	(2½%)
Dental instruments	125%	(50%)

The list of items which are now available from domestic production has been expanded in the light of expansion in the Indian industries concerned. Several items have been taken off the list of permissible items for import, including:

Steel tapes
Graphite crucibles
Aluminum conductors
Certain chemicals
Core drilling equipment
Fourdrinier wire cloth
Selenium rectifiers
PVA resins and copolymers therewith
Urea formaldehyde moulding powders
General purpose or electrical grade moulding powders
Machine tools (certain specified types)
Motor vehicle ignition parts (carbon brushes, voltage regulators, ignition coils, flasher units)
Spare parts for textile machinery
Compressors for fabrication of refrigeration and air conditioning machinery
Dairy and poultry farm appliances (certain specified items)

The significant points of India's newly announced import policy appear to be the over-all simplification of import procedure, the creation of more flexibility in the controls covering established importers and more objective utilization of the foreign exchange available to encourage domestic production.

Foreign Exchange Rates

These nominal quotations may help exporters in checking prices, but they should consult their banks before making any firm commitments. When more than one rate is shown, the one to be used 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.

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

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

For conversion of column one to the U.S. dollar equivalent, *multiply* by .93 To convert column two, *divide* by .93.

Country and Currency	Value of: Foreign currency unit in Canadian dollars (at May 12)	Value of: Canadian dollar in foreign currency units (at May 12)
Algeria		
Dinar	.2197	4.55
Argentina		
Peso (free)	.0031	322.58
Australia		
Dollar	1.21	.8333
Austria		
Schilling	.0419	23.98
Bahamas		
Dollar	1.060	.9470
Belgium and Luxembourg		
Franc	.0218	46.25
Bermuda		
Pound	3.027	.33
Bolivia		
Peso	.0912	10.98
Brazil		
Cruzeiro (official free)	.4004	2.50
Britain		
Pound	3.027	.33
British Honduras		
Dollar	.7568	1.32
Burma		
Kyat	.2273	4.41
Ceylon		
Rupee	.2370	4.41
Chile		
Escudo (bank rate)	.2234	4.45
(free)	.1986	5.04
Colombia		
Peso (intermediate)	.080	12.50
Congo, Republic of[1]		
Franc	.0072	139.50
Costa Rica		
Colon	.1633	6.14
Cuba[2]		
Peso	....	....
Czechoslovakia		
Koruna	.1503	6.67
Denmark		
Krone	.1564	6.39
Dominican Republic		
Peso	1.082	.93
Ecuador		
Sucre (official)	.0601	16.67
(free)	.0547	18.35
El Salvador		
Colon	.4329	2.31
Fiji		
Pound	2.727	.37
Finland		
Markka	.3382	2.96
France, Monaco, etc.[3]		
Franc	.2197	4.56
Franco-African Republics[4]		
Franc	.0044	227.79
French Pacific[5]		
Franc	.0121	82.64
Germany		
D Mark	.2721	3.68
Ghana		
New Cedi	1.515	.60
Greece		
Drachma	.0361	27.86
Guatemala		
Quetzal	1.082	.93
Guyana		
Dollar	.6306	1.59
Haiti		
Gourde	.2164	4.63
Honduras		
Lempira	.5411	1.84
Hong Kong		
Dollar	.1892	5.30
Hungary		
Forint (official)	.0921	10.86
Iceland		
Krona (official)	.0252	40.00
India		
Rupee	.1439	6.87
Indonesia[6]		
Rupiah	......	....

Country and Currency	Value of Foreign currency unit in Canadian dollars at May 12	Value of Canadian dollar in foreign currency units at May 12
Iran		
Rial	.0143	69.93
Iraq		
Dinar	3.030	.33
Ireland		
Pound	3.027	.33
Israel		
Pound	.3607	2.78
Italy		
Lira	.0017	581.86
Japan		
Yen	.0030	335.37
Kenya		
Shilling	.1402	7.13
Lebanon		
Pound (free)	.3506	2.85
Malaysia		
Dollar	.3535	2.83
Mexico		
Peso	.0866	11.61
Morocco		
Dirham	.2164	4.62
Netherlands		
Florin	.3000	3.33
Netherlands Antilles		
Florin	.5738	1.75
New Zealand		
Pound	3.016	.32
Nicaragua		
Cordoba	.1546	6.49
Nigeria		
Pound	3.027	.33
Norway		
Krone	.1514	6.63
Pakistan		
Rupee	.2270	4.41
Panama		
Balboa	1.082	.92
Paraguay		
Guarani (free)	.0087	116.27
Peru		
Sol (free)	.0403	24.94
Philippines		
Peso (free)	.2767	3.61
Poland		
Zloty (fixed basic rate)	.2706	3.69
Portugal & Colonies[7]		
Escudo	.0376	26.66
Saudi Arabia		
Ryal	.2066	4.84
Sierra Leone		
Leone	1.514	.66
South Africa		
Rand	1.514	.66
Spain & Dependencies		
Peseta	.0181	55.55
Sweden		
Krona	.2099	4.76
Switzerland		
Franc	.2508	3.99
Syria		
Pound (free)	.2832	3.52
Taiwan		
New Taiwan Dollar (official)	.0233	42.92
Thailand[1]		
Baht (free)	.0526	19.25
Tunisia		
Dinar	2.078	.48
Turkey		
Lira	.1202	8.35
United Arab Republic		
Pound (official)	2.490	.40
United States		
Dollar	1.082	.93
Uruguay		
Peso (free)	.0126	79.36
Venezuela		
Bolivar (official free)	.2409	4.16
West Indies		
Dollar[8]	.6306	1.59
Pound[9]	3.027	.33
Yugoslavia		
Dinar (official)	.0866	11.63

1. Additional rates are in effect.
2. There is no trading in Cuban pesos in U.S. or Canadian banks at present.
3. Franc is also used in French Guiana, Guadeloupe and Martinique.
4. 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.
5. New Caledonia, New Hebrides, French Polynesia.
6. Because of the complexity of the Indonesian exchange rate system, it is impractical to quote a single representative rate for the rupiah.
7. Approximately same rate for Portuguese territories in Africa.
8. Barbados, Trinidad and Tobago, Leeward and Windward Islands.
9. Jamaica.

Marketing Data Sheet

FINLAND

Area

130,085 square miles.

Climate

The country is snowbound for about five months in the south and up to seven months in the north (Lapland). July mean temperatures range from 55 to 63 degrees F., and in February 26 to 7 degrees F. Centigrade scale is used.

Population

In 1966 population was 4.6 million, divided almost equally between males and females. Estimated total population, 1960 census, 4.3 million:

0-13	1.3 million
15-24	700,000
25-44	1.1 million
45-64	900,000
65 and over	300,000

Language

Official language is Finnish. English and German are spoken but not widely. Some 7½ per cent of the total population is Swedish.

Households

These are estimated at 1.35 million, with average number of members per households 3.4. Residential dwellings 1.2 million.

Income

GNP in 1965 Can.$7.1 million; per capita Can.$1,545. Average hourly wage Can.$1.07.

Bank Accounts

2.69 million commercial.
8.24 million post office and other savings bank accounts.

Retail Sales

Estimated in 1965 at Can.$3,131 million; per capita Can. $681.

Motor Vehicles

579,164 registrations in 1965: cars 471,037; commercial 108,127; motorcycles 113,731.

Telephones

169 telephones per thousand persons.

Radio and Television

330 radio and 136 television licences issued per thousand persons. The main radio station, Oy Yleisradio Ab, has monopoly of broadcasting facilities and is almost entirely state-owned (93 per cent). TV facilities are privately owned (625 lines per picture).

Water Supply

Generally the water is soft, except in Helsinki where hardness rises to 66-120 ppm calcium carbonate and 125-175 ppm total mineral content. Normal pressure is 28-100 psi throughout the country.

Electric Power

50-cycle. Three-phase for industry. Voltage in towns 380/220, stability plus or minus 6 per cent (10 kv); voltage elsewhere 20 kv., stability plus or minus 10 per cent. Also 110 kv. Low-tension distribution with ground wire is mandatory for kitchen appliances or wet conditions. For small households and industrial consumers, rates are 3 to 4 cents kwh. This can drop to 1 cent for domestic off-peak consumption and 1.7 cents for large industries, and increase to 6.9 cents kwh. in sparsely populated areas. Total capacity 19,000 million kwh.

Coal

No local supply. 1966 imports 3.35 million tons (coal 2.33 million tons, remainder coke and anthracite).

Gas

Local manufactured gas available. Production of town gas 76 million metres (constant for several years). Domestic consumers 95,000, others 1,000. Thermal content 4450 kcal per cubic metre. LPG consumption rose 18 per cent in 1966 to 50,600 tons—three times greater than consumption of town gas.

Petroleum Products

A range of petroleum products is produced, including 90 and 98 octane gasoline. Two new refineries with a daily capacity of 100,000 barrels are scheduled for 1967. Total consumption of petroleum products 48 million barrels, which includes:

Heating and power	28	million	barrels
Road vehicles	12	"	"
Lubrication and solvents	0.7	"	"
Others	6.7	"	"

Weights and Measures

Metric system.

Screw Thread

Metric system most common, although others are used.

Standards

Official approval mandatory for electrical, gas, oil, and other fuel appliances. Organizations concerned with approvals are:

Electrical

Sähkötarkastuslaitos (Electrical Inspectorate),
Särkiniementie 3,
Helsinki 21, Finland.

Gas, oin and other fuels

Valtion teknillinen tutkimuslaitos
(State Institute for Technical Research),
Fire-technical Laboratory,
Kalevankatu 39,
Helsinki 18, Finland.

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