

**JANUARY 21. 67**

# **FOREIGN TRADE**

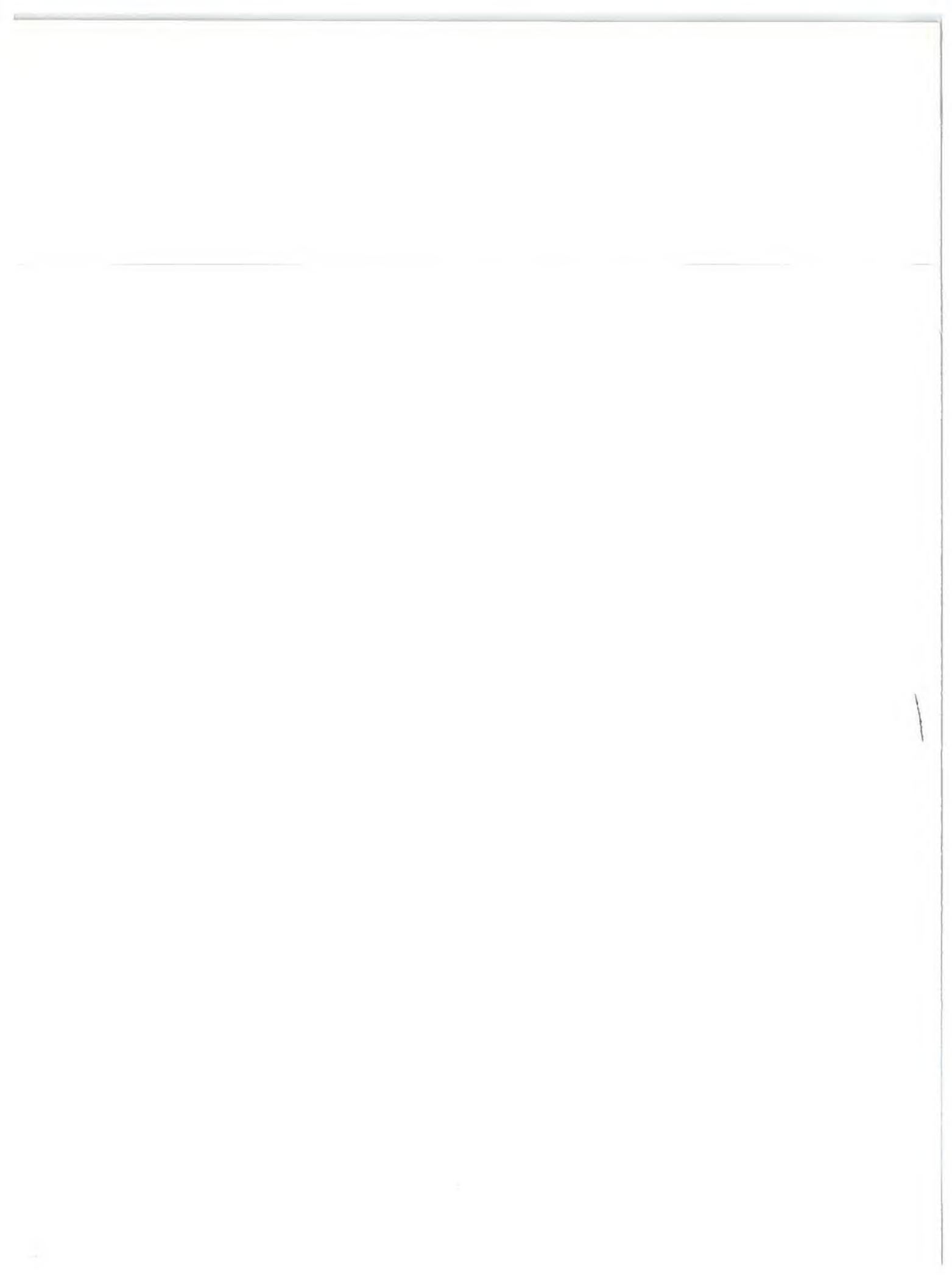
**DEPARTMENT OF TRADE AND COMMERCE, OTTAWA**

**Canada's Share in World Bank Group Buying**

**Market for Automotive Parts Expands**

**Selling Forage Seeds in Britain**

**Foreign Trade Service Abroad**



# FOREIGN TRADE

JANUARY 21, 1967

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*Our Detroit office has been making a special effort to interest Canadian makers of automotive parts and equipment in the lucrative United States market. And this campaign is achieving some success, because of firms which have discovered how to approach buyers in the U.S. automotive companies in the right way.*

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**COMING—TRADE WITH MEXICO, CENTRAL AMERICA, PANAMA,  
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# Canada's Share in World Bank Group Buying

This article documents the business under World Bank financing won by Canadian companies and shows how important these opportunities have become in paving the way for exports of capital goods and engineering services to many countries.

CANADA'S ASSOCIATION with the World Bank is of 21 years' standing. During the period, Canada has played an important role as a source of capital for the Bank's lending for economic development and of equipment and services for Bank-financed projects in member countries. Canada's role as a source of capital was particularly significant because it was

one of the first member countries that permitted the Bank to use for lending purposes part of the capital it paid in.

Canada has also been a member of both the International Finance Corporation (IFC) and the International Development Association (IDA) since they were established in 1956 and 1960.

## Canada Provides Capital

### Subscription to Bank Shares

Canada is a founder member of the Bank. Its capital subscription amounted to \$750 million (Can. \$810 million) or 3.34 per cent of the Bank's subscribed capital. On September 19, 1966, Canada increased its subscription to the capital stock of the Bank to \$792 million (Can. \$855 million). Like other members, it paid in only one-tenth of the subscribed capital. Thus its actual contribution to the lendable capital of the Bank (excluding the implicit guarantee of the Bank's borrowing embodied in the uncalled portion of the subscription) was \$75 million (Can. \$81 million).

Canada has subscribed \$3.6 million (Can.\$3.88 million) of IFC's total paid-in capital of \$99.4 million (Can. \$107.4 million). Its initial subscription to IDA, the Bank's other affiliate, amounted to \$37.83 million (Can. \$40.9 million) and it is providing \$41.7 million (Can.\$45.04 million) in supplementary resources.

### Consultative Groups

Canada has been a member of the Consortia for Aid to India and Pakistan since their establishment. It has also been a member of the Consultative Groups organized by the Bank to co-ordinate development assistance to Colombia, Malaysia, Nigeria, Thailand and Tunisia.

As a member of the Aid to India Consortium, Canada under its bilateral program extended and pledged 3.1 per cent, or \$173.5 million, (Can. \$187.4 million), of the total of \$5,472 million assured by members to assist the Third Five Year Plan, which ended in 1966.

Canada has similarly provided or pledged \$80.6 million (Can.\$87.0 million) which is 4.4 per cent of the aid pledged for Pakistan's development program.

### Canadian Personnel

An important contribution of Canada to the Bank has been the talent and energy of Canadian nationals

who have served on its staff. There are 80 Canadians on the staff of the Bank itself, 21 of them in professional positions. In addition, nine Canadians are on the staff of IFC, including one in the professional category.

### Borrowings in Canada

The World Bank augments its capital by selling its own bonds in the world's capital markets. It also sells loans from its portfolio to other investors as a means of promoting international investment and of recovering its own capital. By June 30, 1966, the Bank had outstanding borrowings of \$2,806 million (Can.\$3,030 million) mostly in the form of U.S. dollar bonds but also including issues denominated in Canadian dollars, Belgian francs, German marks, Italian lire, Netherlands guilders, pounds sterling and Swiss francs.

Up to mid-1966 the Bank had offered five bond issues totalling \$93 million (Can.\$100 million) in the Canadian market through a large group of investment dealers and banks

headed by Wood Gundy & Company Limited, Dominion Securities Corporation Limited, and A. E. Ames & Company Limited. After giving effect to retirement through maturities and sinking funds, approximately \$58 million (Can.\$62.6 million) is now outstanding. Maturities on these bonds now range from 3 to 25 years and the interest rate ranges from 3½ to 5¼ per cent. Up to June 30, 1966, Canadian investors in World Bank bonds had received \$16.5 million (Can.\$17.8 million) in interest payments.

Canadian investors have also purchased World Bank bonds sold in markets outside Canada, but the amount of these purchases is not known. Of bonds sold in the United States, Canadian investors were believed to be holding about \$46 million (Can.\$49.7 million) on June 30, 1966.

In addition, several Canadian institutions have bought portions of loans from the Bank's portfolio or have participated in Bank loans at the time they were made. These purchases amounted to \$89.1 million (Can.\$96.2 million); \$68.0 million (Can.\$73.4 million) has been repaid, leaving net holdings of \$21.1 million (Can.\$22.8 million) on June 30, 1966. The holders of these investments have received an estimated \$12 million (Can.\$12.9 million) in interest.

### Canada's Participation in World Bank and IDA Resources<sup>1</sup>

	All Countries (U.S.\$million)	Canada (U.S.\$million)	Canada (per cent)
<b>World Bank capital subscriptions</b>			
Subscribed capital	22,426.40	750.0	3.34
Funds available for lending from paid-in subscriptions	1,808.60	75.0	4.1
<b>IDA subscriptions</b>			
Initial subscriptions	999.14	37.83	3.8
Convertible funds available from initial subscriptions	784.40	37.83	4.8
Supplementary resources	767.90 <sup>2</sup>	41.7	5.4
<b>World Bank borrowing in Canada</b>			
	<b>Gross</b>		<b>Net</b>
	(U.S.\$million)		
Borrowings	93		58
<b>World Bank loans: Canadian participation and portfolio sales</b>			
	<b>Gross</b>		<b>Net</b>
	(U.S.\$million)		
In U.S. dollars	85.4		20.3
In Canadian dollars	2.9		—
In other currencies	0.8		0.8

<sup>1</sup> At June 30, 1966.

<sup>2</sup> Excludes \$125 million transferred from the Bank to IDA and the Association's cumulative net income of \$10 million as of June 30, 1966, but includes an additional contribution by Sweden of \$5 million effective in July 1966.

## World Bank Brings Canada Business

### Borrowers Buy from Canada

The principal material benefit that Canada derives from membership in the World Bank has been payment for goods and services supplied by Canada to the Bank's borrowers under loan agreements requiring international competitive bidding.

Total identifiable expenditure in Canada by Bank borrowers up to June 30, 1966, was \$165 million or more than twice the amount of Canada's paid-in subscriptions to the Bank. The cumulative Canadian percentage of total Bank-financed orders was 3 per cent. To this should be added uniden-

tified disbursements in Canada estimated at \$35 million which would

### Recorded Disbursements by Bank Borrowers for Imports from Canada

	U.S.\$million	Can.\$million
Total to June 30, 1961	138.0	149.0
<b>Fiscal Years ending June 30</b>		
1962	5.2	5.6
1963	4.2	4.5
1964	5.5	5.9
1965	4.7	5.0
1966	7.2	7.8
Total to June 30, 1966	164.8	177.8

bring total disbursements in Canada up to \$200 million (Can.\$216 million).

### Where Canadian Exports Go

Under World Bank loans, Canadian companies have supplied goods and services for projects in 45 countries or territories. In other words, more than half the 79 countries in which the Bank financed projects up to June

1966 have entered the Canadian market to buy equipment or services financed by Bank loans.

### What Canada Sells

Goods and services supplied by Canadian companies have been of wide variety, but Canadian suppliers have been particularly successful in obtaining business from projects for

the development of electric power and railways. Table I lists Bank loans under which Canadian suppliers received orders worth more than \$500,000 (Can.\$540,000). In ten of the loans listed in Table I Canadian suppliers received 10 per cent or more of all disbursements.

Between January 1, 1960, and June 30, 1966, some \$34.4 million (Can.

**Table I**  
**Canada's Share of World Bank Disbursements**

World Bank loans under which more than \$½ million or more than 10 per cent of disbursements was made in Canada.

Country	Year	Purpose	Disbursed*	Canadian Share	Canadian Share
				(U.S.\$million)	Per cent
India	1949	Railways	32.8	18.4	56.0
Brazil	1959	Power	11.6	5.9	50.8
Mexico	1954	Railways	61.0	28.5	46.7
Brazil	1949	Power, communications	75.0	29.7	39.6
Colombia	1964	Power	6.3	2.5	39.0
New Zealand	1965	Railway	9.6	2.0	20.8
Mexico	1954	Power	11.0	1.16	14.0
Nigeria	1964	Power	18.3	1.9	10.9
Chile	1963	Agriculture	5.6	0.56	10.0
Panama	1953	Agriculture	0.6	0.06	10.0
France	1947	Reconstruction	250.0	8.9	3.0
Mexico	1949	Power	24.1	1.6	6.6
India	1950	Power	16.7	1.1	6.5
Brazil	1950	Power	15.0	0.8	5.3
Australia	1950	Equipment for development	100.0	4.9	4.9
South Africa	1951	Transport	20.0	1.3	6.5
Mexico	1952	Power	29.7	0.9	3.0
Finland	1952	Power, industry, agriculture	20.0	0.6	3.0
Australia	1952	Equipment for development	50.0	4.6	9.2
Brazil	1954	Power	18.7	0.8	4.2
Australia	1954	Equipment for development	54.0	2.3	4.2
Australia	1955	Equipment for development	54.5	4.3	7.8
Australia	1956	Equipment for development	50.0	3.4	6.8
Mexico	1958	Power	11.0	0.7	6.3
Brazil	1958	Power	13.4	0.9	6.7
India	1958	Port	29.0	0.7	2.4
India	1958	Railway	85.0	6.8	8.0
Brazil	1958	Power	72.9	2.8	3.8
India	1959	Railways	50.0	1.0	2.0
Iran	1960	Multi-purpose	41.9	1.9	4.5
Trinidad and Tobago	1961	Power	17.9	0.9	5.0
Ghana	1962	Power	43.0	1.7	3.9
Colombia	1962	Power	45.0	1.9	4.3
Mexico	1962	Power	130.0	2.4	1.8
India	1963	Industry (ICICI)	19.9	1.4	7.5
Costa Rica	1963	Power, communications	15.7	0.9	5.7
Algeria	1964	Gas liquefaction	20.5	0.8	3.9

\* Figures as at June 30, 1966.

\$37.1 million) was disbursed to Canadian suppliers under Bank loans. The extent to which various industries benefitted is shown in Table II and Table III lists the principal suppliers.

● *Electric power and communications equipment:* in this category, the most important items appeared to be transformers, transmission lines, switchboards, generators, and switchgear. Eighteen Canadian companies received orders worth more than \$50,000 during the 6½ year period, including seven which received orders worth more than \$500,000.

● *Engineers, consultants and contractors:* Canadian firms have been associated with the construction and equipment of a gas liquefaction plant in Algeria, civil works for a power project in Colombia, preparation of a plan for the expansion of port facilities in Madras, India, and the carrying out of technical studies for another power project in Colombia. Three firms received more than \$50,000 and two of them more than \$500,000.

● *Machinery and tools:* in this category, the most important items appeared to be machinery and equipment for a cement plant, tractors, mining machinery and powerhouse cranes. Five Canadian companies received more than \$50,000; two of them received more than \$500,000.

● *Transport equipment:* this category involved the supply of diesel locomotives and parts, locomotives and tractor trailers. Three companies received more than \$50,000 over the period; one of them received more than \$500,000.

● *Metals and metal products:* the main items supplied by Canadian firms were steel billets and plates, copper sheet and pipe and steel sheet. Two companies received more than \$50,000 over the period, and one of them more than \$500,000.

● *Miscellaneous:* this includes freight and the supply of radioisotopes, grass and clover seed and cattle. Six companies received more than \$50,000 over the period and one of them more than \$500,000.

**Table III**

**World Bank Disbursements in Canada  
January 1, 1960 to June 30, 1966**

**Principal Canadian Suppliers**

These are companies which received disbursements of over \$50,000. Those marked with an asterisk received over \$500,000.

**Electric power and communications equipment**

- Aluminum Ltd., New York\*—goods originated from Canada
- Canadian General Electric\*
- Canadian Westinghouse\*
- Canada Wire & Cable
- Canadian Ohio Brass Co.
- Dominion Cutout Ltd.
- Eastern Power Devices
- English Export & Trading Corporation, New York—goods originated from Canada
- Federal Pacific Electric Co.
- Ferranti-Packard Electric Co. Ltd.
- Foster Wheeler, Ltd.\*
- ITE Circuit Breaker Ltd.\*
- John Inglis Co.
- James R. Kearney
- Nichimen Co.
- Northern Electric Co.\*
- Powerlines Ltd., Lagos\*—goods originated from Canada
- Sangamo Co. Ltd.

**Engineers, consultants and contractors**

- L'air Liquide\*
- McNamara Corporation Ltd.\*
- Acres International Ltd.

**Machinery and tools**

- Canadian Allis Chalmers Limited\*
- Boyles Bros. Drilling Co.
- Blackwood Hodge Equipment Co.
- Canadian Clark Limited
- Provincial Engineering Ltd.

**Transport Equipment**

- Brown & Sites, New York—goods originated from Canada
- Pacific Truck & Trailer Ltd.\*
- General Motors Diesel Ltd.

**Metals and metal products**

- Steel Company of Canada
- Dominion Steel and Coal Corporation\*

**Miscellaneous**

- Anglo-Canadian Shipping Company\*
- Canadian Industries Ltd.
- Hays Farms Ltd.
- Ontario Seed Cleaners and Dealers Ltd.
- Interior Beef Growers Ltd.
- Armott Smith Export Co. Ltd.

**Table II**

**World Bank Disbursements in Canada  
January 1, 1960 to June 30, 1966**

	1960	1961	1962	1963	1964	1965	1966 Jan.- June	Total	Total Per cent
	(U.S.\$'000)								
Electric power and communications equipment	1,753	7,354	1,798	4,310	1,941	2,198	1,068	20,422	59.4
Engineers, consultants and contractors	—	—	—	—	1,174	1,577	393	3,144	9.0
Machinery and tools	115	5	62	867	934	572	64	2,619	7.6
Transport equipment	—	342	40	—	64	—	2,067	2,513	7.3
Metals and metal products	2	160	1,462	—	3	26	—	1,656	5.0
Miscellaneous	1,119	375	372	428	605	890	260	4,049	11.7
<b>Total</b>	<b>2,989</b>	<b>8,236</b>	<b>3,734</b>	<b>5,605</b>	<b>4,721</b>	<b>5,263</b>	<b>3,852</b>	<b>34,403</b>	<b>100</b>

## Canada and IDA

The cumulative total of IDA disbursements as of June 30, 1966, was \$681.5 million (Can.\$736.0 million). Of this amount, disbursements totaling \$150.6 million (Can.\$162.6 million) went to finance local expenditures or broad development programs where the source of the items imported with IDA funds was not specified. The balance of \$530.9 million (Can.\$573.4 million) represented disbursements for imports from abroad by IDA borrowers. Canada's share in this total was \$14.0 million (Can.\$15.0 million) or 2.6 per cent. Seven of the 32 IDA borrowers had entered the Canadian market to buy equipment and services to carry out IDA-financed projects. What they purchased, the main buying countries and principal suppliers are shown in the accompanying table.

### IDA Disbursements in Canada (at June 30, 1966)

#### Type of Equipment or Services

	U.S.\$	Can.\$
	(thousands)	
Iron and steel manufactures	11,918	12,872
Engineering, consultants and contractors	1,038	1,121
Electric power equipment	604	652
Machinery and tools	116	125
Other	338	365
<b>Total</b>	<b>14,014</b>	<b>15,135</b>

### Canada's Share of IDA Credits

Credits under which more than \$500,000 or 10 per cent of total disbursements was made in Canada.

Country	Year	Purpose	Disbursed*	Canadian	Canadian
				Share	Share
			(U.S.\$million)	(per cent)	
Bolivia	1964	Power	2.6	1.1	42
Bolivia	1964	Power	5.3	0.66	12
India	1963	Railways	67.5	7.4	11
Pakistan	1962	Irrigation	3.5	0.35	10
India	1964	Industrial imports	90.0	0.96	1

\* Figures as at June 30, 1966.

### IDA Disbursements in Canada January 1, 1963 to June 30, 1966

#### Principal Canadian Suppliers

These are companies which received disbursements of over \$50,000. Those marked with an asterisk received over \$500,000.

#### Metals and metal products

Metal Distributors Ltd., London, England\*  
—goods originated from Canada  
Dominion Steel & Coal Corporation\*  
Pirelli Cables Ltd.  
International Nickel Co., London, England  
—goods originated from Canada  
Canada Iron Foundries  
Canada Wire & Cable Ltd.

#### Engineers, contractors and consultants

Montreal Engineering Company Ltd.\*  
Canadian Hoosier Engineering Co.

#### Electric power equipment

Aluminium Ltd., New York—goods originated from Canada  
Aluminum Company of Canada\*  
James R. Kearney

#### Machinery and tools

Blackwood Hodge Ltd.

## United Nations Development Program

The World Bank acts as the executing agency for various pre-investment studies financed by the UN Development Program. Canadian firms have been engaged to carry out a number of these studies, often in conjunction with others.

Type of Study	Consultant	Countries Involved
<b>Surinam</b> Mineral survey	Aero Services	U.S./Canada
<b>Brazil</b> Survey of hydroelectric resources of Minas Gerais	CANAMBRA*	Canada/U.S.
Survey of power development for south central Brazil	CANAMBRA*	Canada/U.S.
<b>Somalia</b> Highway development program	SAUTI/Grimble	Italy/Canada

\* Montreal Engineering, G. E. Crippen and Associates, Gibbs and Hill.

These studies represent a large expenditure, the Canadian share of which has been over \$2 million. Canadian engineering firms have also been active on a number of Bank/IDA projects in Asia, Africa, and Latin America. For example, the firm of Acres and Company of Niagara Falls is serving in a supervisory capacity for the Nam Ngum Dam to be built in Laos under financing by an international consortium of nations including Canada, which made an untied contribution of Can.\$2.0 million. The World Bank is administering the funds.

### Canadian Consultants on World Bank Group Projects

Country	Purpose of Loan	Loan No.	Consultants
<b>World Bank</b>			
Algeria	Gas liquefaction plant	378 AL	L'air Liquide, Montreal
Brazil	Power	95 BR	Babcock-Wilcox & Goldie-McCulloch Ltd. Stone & Webster Canada Ltd.
Brazil	Power	211 BR	Dr. Richard Hearn
Colombia	Power	339 CO	Acres International Ltd.
Colombia	Power	369 CO	McNamara Corporation
India	Port	199 IN	Howe International Ltd.
<b>International Development Association</b>			
Bolivia	Power	61 BO	Montreal Engineering Co.
Bolivia	Power	62 BO	Montreal Engineering Co.
Bolivia	Power	61 BO	Racey MacCallum & Bluteau Ltd.
Pakistan	Irrigation	22 PAK	Canadian Hoosier Engineering Co.

### Canada and IFC

The 1962 expansion of the pulp capacity of the Compania Manufacturera de Papeles y Cartones, S.A. Chile was assisted by an IFC investment and equipment was provided by Canadian suppliers under an Export Credits Insurance Corporation credit of \$8.5 million. The major suppliers were:

**Power boiler/recovery boiler**—Babcock-Wilcox and Goldie-McCulloch Ltd.

**Pulp washers**—Sherbrooke Machinery Ltd.

**Pumps**—Canadian Allis-Chalmers Ltd.

**Drum barkers**—Canadian Ingersoll Rand Ltd.

**Fabricated steel**—Dominion Bridge Ltd.

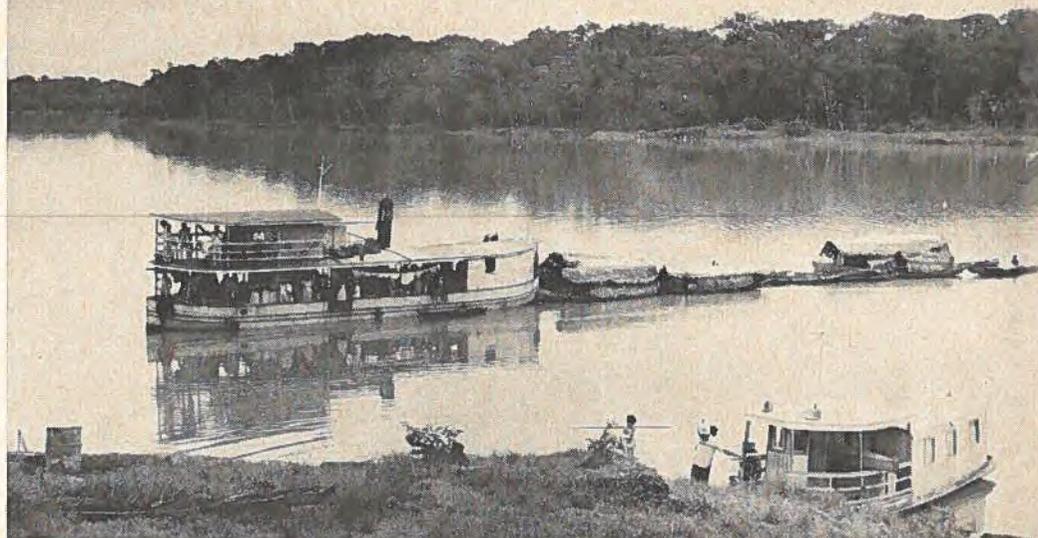
**Causticizing plant equipment**—Dorr-Oliver-Long Ltd.

**Plant erection**—Beamer and Lathrop Ltd.

Consultants who have obtained business under IFC include Stadler-Hurter International Ltd. and H. A. Simons International Ltd. for Compania Manufacturera de Papeles y Cartones S.A. in Chile, and Sandwell and Co. Ltd. for Laminas del Caribe S.A. in Colombia and for La Papelera Argentina S.A. (now Celulosa Argentina) in Argentina.



This is a familiar sight on the Amazon and a favourite way of travelling and moving goods for the people who live on the river's bank. They call the boat a *gaiola*—a birdcage.



# Amazon Basin Challenges Developers

This great area, mysterious, fascinating and frightening to most of us, guards its rich resources with a discouraging number of natural obstacles. But air travel has made it all accessible and Brazil has set up a government agency to speed development in its territory.

ROBERT W. BURCHILL,  
*Assistant Commercial Secretary,  
Rio de Janeiro.*

FOR THREE MONTHS I have been trying to sort and collect my impressions of the Amazon into a readable article for *Foreign Trade*. Everyone has heard of the river and the immense basin through which it winds. The name itself conjures up visions of a great silent world filled with the dark mysteries of nature at her most treacherous. What could be easier than to describe this vast dramatic land? I am ready to believe that engraving the *Canadian Trade Index* on the head of a pin would be easier, or writing a two-paragraph precis of the history of the world.

First, there is the matter of size. Imagine an area twice that of the Yukon and Northwest Territories together or equal to the combined areas of all the provinces east of the Rockies. It involves 2,722,000 square miles, parts of Brazil, Venezuela, Colombia, Ecuador, Peru and Bolivia—40 per cent of the entire South American continent and 60 per cent of Brazil. A rather large slice of real estate to describe adequately in a few well-chosen words.

Then there is the river itself. How can a paragraph do justice to a stream that has ten tributaries larger than the Rhine, that pours 20 billion gallons of water into the Atlantic every hour, that carries 20 per cent of all the fresh water that drains from the earth's surface and that is regularly

navigated by ocean liners for 2,300 miles? It is the greatest river system in the world, the largest natural inland transportation system. Its discharge is so huge that ships 200 miles out to sea know they are passing its mouth by subtle changes in the level of the waves lapping at their plimsoll lines. But the river provides much more than dramatic statistics: it is life for everyone who lives along it. Supplies enter by it, raw produce goes out to the world on it, logs are floated down it and fish taken from it. It is inevitable that a natural phenomenon of this magnitude, particularly one that is so much a part of the lives of the people, should take on many of the attributes of a religion. There is a great deal of folklore about the river. Some of it is hauntingly beauti-

ful, such as the legends of the river gods; some, one suspects, is contrived, such as the iron-clad belief (particularly among men) that the Botos, the huge fresh-water dolphins, are responsible for all illegitimate births along the Amazon.

What about personal experiences? Would they help to give the reader a more vivid picture of the area? Is it worthwhile mentioning, for example, the shattering experience of girding your loins and screwing up your courage to face this primitive land only to be whisked toward the heart of the jungle in a pressurized, air-conditioned jet, watching an in-flight movie. If that is not enough, how do you go about thrilling everyone back home when the feature film turns out to be the National Film Board of Canada production, "Trans Canada Journey", and your first impressions of the Amazon consist of Nova Scotia fish, Saskatchewan wheat and all the old familiar clichés of Canadiana?

### Great Potential, Many Problems

Inevitably your pen falters when you try to describe the incredible paradox of an area that is potentially one of the richest in the world and yet one of the least developed. The Amazon Basin is one of the world's great demographic vacuums. Only about two million people live there, the great majority of them at a very low standard. There is no easy explanation for this small population. The soil is obviously rich and, with the heavy rainfalls and slow run-offs that characterize the basin, has produced one of the most immense and diverse stands of vegetation in the world. It is practically impossible to starve in the Amazon. Fruits grow in profusion, animal life is abundant and the river is crowded with fish. The few cultivated areas produce remarkable crops and cattle have thrived for years on the Ilha do Marajó. The basin grows many varieties of commercial timber, including a number of exotic woods. Judging by the few small scratches that have been made, the entire basin appears to be an immense lode of mineral wealth. The climate although monotonously hot is by no means unbearable, malaria can be controlled and the river provides a cheap reliable transportation system throughout the basin. For many

reasons it should be the world's most attractive pioneer area.

But there is another side; Herman Melville once said that "... the softest climes but shield the sharpest teeth". This should be the motto of the Amazon. The soil is rich but covered with such an overburden of vegetation that it is nearly impossible to get at. Mineral exploration suffers for the same reason. There are huge timber resources but the trees are not found in convenient stands; you may have to cover many square miles of jungle to come up with 100 trees of the same species. Under these circumstances the logistics of an economic timber industry become very complicated. The river itself is a mixed blessing. A wonderful means of transport, it floods out over many miles during the rainy season and is subject to such fluctuations in level that efficient docking facilities are nearly impossible to construct—the huge floating docks in Manaus rise and fall 45 feet each season.

Add to this malaria, dysentery, insects, parasites, poisonous snakes and other perils of the flesh, together with the psychological pressures of loneli-

ness and disenchantment lurking in wait for the indiscreet and the unwary.

Finally, there has been a long history of political indifference and lack of co-ordination among the nations that control the basin. However, this is changing rapidly. Nearly all countries with interests in the Amazon have come to realize the potential benefits and are taking definite steps to hasten the development of the area. A new spirit of international co-operation is beginning to appear.

### Brazil Pushes Development

Brazil is probably doing more than any other country to develop its segment of the basin. Operation Amazonia was announced recently by the President of Brazil. Its purpose is to stimulate, encourage, direct and assist in the rapid economic development of the Brazilian Amazon. The Government has created the Bank of Amazonia to help provide capital for investments in a wide range of endeavours. A government agency called Superintendency for the Development of the Amazon (SUDAM) has been formed to recruit investors, provide feasibility studies and assist in all



Industry in the Amazon Basin—making rubber by primitive methods on a very small scale. But Brazil has set up an agency to encourage and assist development of modern productive industries in its Amazon territory; two examples of successful pioneering are the manganese mines in Amapa and Japanese farming colonies.

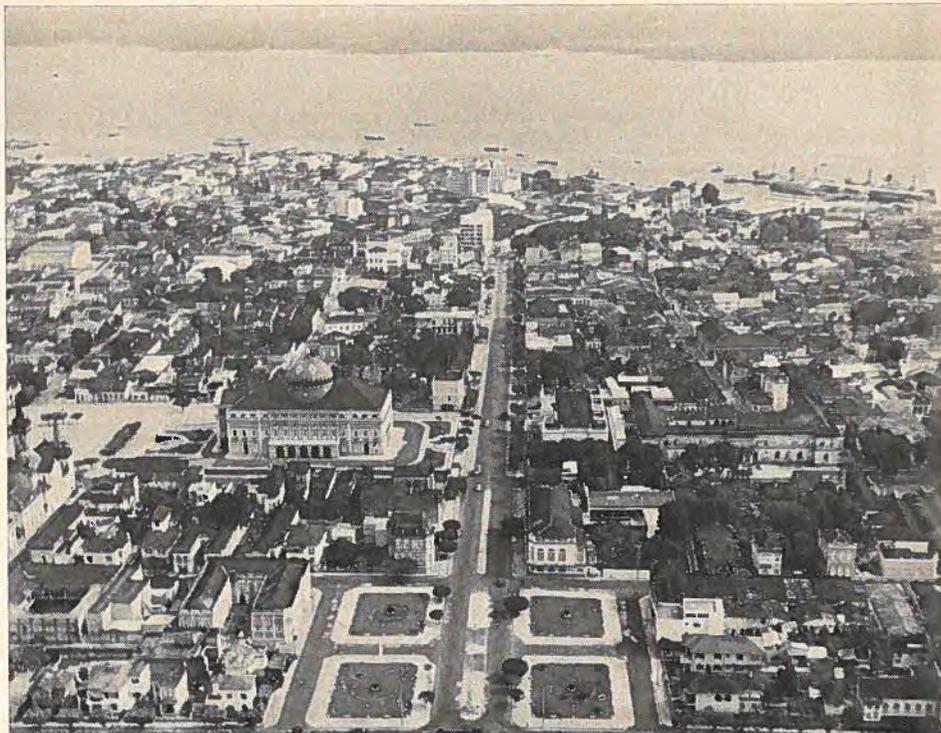
phases of industrial development. A program of tax incentives has been set up which consists, first, of a write-off of 50 per cent of a Brazilian firm's federal income tax if a similar amount of money is deposited with SUDAM and used within a certain number of years to establish a new industry or to invest in an existing industry in the region. Amazonian industries that utilize any of a large number of natural products are exempt from all taxes for ten years. It is expected that soon all persons living in the Amazon region will be exempt from income tax. SUDAM is also investing heavily in infrastructure such as the Belem-Brasilia highway that links the Amazon with the rest of the country. SUDAM is financed partly from direct grants and partly from a 3 per cent levy on all income taxes collected in Brazil. The practical effect of all the incentives was summed up succinctly and dramatically for me by a local businessman, "If you put up one dollar the Government puts up seven".

SUDAM's efforts are having a noticeable effect. The low population means that there are fewer social problems to overcome and so spending in this field is less and the results of the economic program are more obvious here than in many developing areas of the world. It is a rewarding experience to visit examples of pioneering that have paid off. These include the huge manganese mines of ICOMI in Amapa and the Japanese farming colonies around Tome-Açú.

### The Charming Cities

The Amazon is not the forbidding territory you may have imagined it to be; the age of aviation has opened it completely to the visitor. It is only a short flight from Georgetown in Guyana to Manaus, and Belem is a stop on many international flights to South America.

Manaus is a charming place to visit. It bloomed during the rubber boom, then sank into despondency until a few years ago. The ornate Opera House and a few fine old buildings are reminders of the distant past when fortunes were made overnight and everyone sent their laundry out to England. An oil refinery and a flour mill are just a few signs of the new industrial base that is beginning to replace the traditional trades of collect-



Manaus, deep in the interior, was built on the Negro River, a tributary that joins the Amazon River downstream a few miles to the left of this picture. Centre left is the Opera House, a relic of the city's heyday during the rubber boom. The huge floating docks can just be seen at the upper right; they rise and fall 45 feet each season because of the extreme fluctuations in the Amazon's level. New industries are pulling Manaus gradually out of the slump it has suffered for a good number of years.

ing raw products from the interior and distributing staples and manufactured goods. It does not have the most pleasant climate in the world. The locals say they have two seasons: one hot and dry, the other hot and wet. But the temperature dictates informality of dress and the isolation means a warm welcome for any visitor. You find out that the man who stopped you on the street to expound the possibilities of the area arrived in Manaus so broke that he spent his first night on a park bench but is now one of the richest men in Brazil.

Belem (Bethlehem) do Para is a beautiful, gentle city that is enjoying a quiet boom. The only derogatory remark heard about the recent government attention to the Amazon is that too many of the benefits go to Belem. Whatever the reason, there is an air of calm prosperity throughout the city; the Panama suit and the siesta are very much a part of life. Belem has an international flavour and outlook that is inspired, in part, by the fact that it lives on imports and

exports. From the walls of the old fort that guards the harbour you can see ships of many flags lying at anchor, and the river swarms with small luggers beating around to French Guyana and the Caribbean.

### Possibilities for Canadians

What does this country mean to Canadian exporters? First, although small, the Amazon market is a good one for a variety of specialized equipment. Second, it is on a direct shipping route from Canada. Third, it is a growing market, and that growth is likely to speed up in the near future. Fourth, being a pioneer market it is willing to pay more for quality and does not have the instinctive nationalistic preferences that characterize other parts of the country. Finally, the economy of the region is in many ways independent of that of the rest of the country and is not as subject to extreme fluctuation as are the more settled areas.

The purpose of my trip was to see the economy at first hand and to find

ways of improving Canadian sales to the area. We have established good contacts with reliable firms in the Amazon and can help you to assess the opportunities for your products and direct you to the right people. If you are interested write to the Commercial Counsellor, Canadian Embassy, Caixa Postal 2164-ZC-00, Rio de Janeiro, Brazil.

So, there it is—an apologia, not an article. I have many fond memories

of the Amazon: a young priest from Sydney, Nova Scotia, celebrating mass in a dingy church in Manaus while the air hung about our ears like lead, popular music blared through the window from a nearby radio and chameleons chased mosquitos across the wall above the altar. The sun crashing into the jungle at six o'clock. A quiet canoe ride on a jungle river complete with chattering monkeys and moss-laden trees overlooking the banks, the

whole thing so mysterious that I expected momentarily to see Johnny Weismuller yodelling from one side and Dorothy Lamour peering out of the branches on the other. But nothing impressed me quite as much as a chance remark made by one of my hosts. We were driving somewhere out of Macapá and were hailed by a pedestrian who asked for a lift. "Sorry," my friend said, "we're only going to the Equator."•

## Chile Develops Petrochemical Industry

A developing petrochemical industry should improve Chile's balance of payments by U.S.\$40 million. With extensive planning and using its natural resources, the Chilean Government hopes to have an industry equal to that in other Latin American countries.

K. H. ROBERTS, *Commercial Assistant, Santiago.*

CHILE has recently begun an ambitious scheme for the development of its petrochemical industry. Until 1964, the contribution of the chemical industry to the national economy was negligible. In fact, its contribution to

the gross national product has not exceeded 1 per cent and its rate of growth during the last decade has reached only 3 per cent cumulative annually. This does not compare favourably with the chemical industries

in other Latin American countries for the same period, which expanded by about 12 to 14 per cent annually.

This marking time by the chemical industry contrasts sharply with the abundance of natural resources the country offers for the development of an integrated modern chemical industry. These resources include derivatives of petroleum, natural gas, sulphur, pyrites, salt, limestone and water. There is enough electric power at a reasonable cost, plus other types of combustible fuels.

To encourage the national chemical industry to develop to the level it has

### PETROCHEMICAL RAW MATERIALS PLAN

Products	Production Capacity (tons per year)	Estimated Date of Production	Products	Production Capacity (tons per year)	Estimated Date of Production
Ethylene Complex					
Ethylene	60,000	1968	Dodecylbenzene	10,000	1968
Low-density polyethylene	15,000	1968-69	Dimethyl terephthalate and terephthalic acid	15,000	1969-70
Vinyl chloride	16,000	1968-69	Phthalic anhydride	2,000	1968
Polyvinyl chloride	15,000	1968-69	Polyester chips	4,000	1970
Ammonia Complex			Acetaldehyde Complex (ethylene raw material)	4,000	1969-70
Ammonia	330,000/500,000	1969	Acetaldehyde	24,000/36,000	1969
Urea			Vinyl acetate (monomer)	20,000	1969
Ammonium nitrate			Cellulose acetate	10,000	1970
Methanol	33,000	1969	Pentaerythritol	1,200/3,000	1967
Formaldehyde (formalin)	20,000	1967	Superior alcohols (butanal, ethyl-hexanol)	1,000	1969
Aromatic Complex					
Benzene, toluene, xylene	100,000	1969			
Styrene (monomer)	20,000	1969-70			

reached in other Latin American countries, the Chilean Government decided on the following course of action:

- Install a petrochemical complex which will supply basic raw materials to the national chemical industry.
- Stimulate the transformation of traditional chemical industries into more efficient plants by applying technological modifications.
- Promote the installation of chemical industries able to produce intermediate products to link the basic raw material industries with the existing chemical industries.
- Foster, rationalize and move towards specialization the end-product chemical industries with a view to higher productivity.

Action taken so far includes:

- Technical and economical feasibility studies by foreign and national consulting engineers to determine the type of petrochemical complex most suitable for Chile.
- Selection of the best processing techniques.
- Promotion of secondary petrochemical plants and satellites to consume petrochemical raw material produced by the basic plants.

The following criteria prompted the development of the Chilean petrochemical industry:

1. The desire for direct state participation in investment, particularly in the manufacture of primary and intermediate products.
2. The desire for both national and foreign private participation in the construction and operation of the plants, to contribute technology, production knowhow and experience and organize the marketing of Chilean products abroad.
3. The desire to complement products of the Chilean petrochemical industry with products of other LAFTA countries.
4. The desire for state participation by establishing a separate enterprise to be formed jointly by the Chilean Development Corporation (CORFO) and the National Petroleum Enterprise (ENAP).

To carry out this last part of the development program, a new enterprise called Sociedad Petroquímica Chilena Ltda. (Chilean Petrochemical Company Ltd.) was recently formed.

The petrochemical complex will consist of four large groups of plants:

1. The ethylene complex will manufacture the principal raw materials for the plastics industries.
2. The ammonia complex will manufacture nitrogenated fertilizers on a large scale, primarily destined for LAFTA member countries and for others not too far from Chile.
3. The aromatic complex will produce synthetic raw materials for the textile and organic chemical industries.
4. The acetaldehyde complex will manufacture end products, such as

industrial acids and alcohols, and raw materials for paints, varnishes, adhesives and certain synthetic fibres; thus it will be closely related to the chemical, cellulose and paint industries.

The accompanying table illustrates the types of petrochemical raw materials which will be manufactured by the four complexes, the production capacity of each, and the estimated dates they will begin operations.

The installation of these four complexes will require an investment of U.S.\$150 million.

It is estimated that by 1970 the net improvement in the Chilean balance of payments by substitution for imports and by finding new markets for petrochemical exports will reach \$40 million a year. ●



## Oslo Holds Fur Auction

A FUR AUCTION was held in Oslo between December 2 and 7, 1966. At the beginning of the sales 26,600 blue fox skins were displayed and practically all of them were sold. Prices varied a good deal; the average was 151 Norwegian Kroner and the highest 215 Kroner. This more or less corresponded with the 1964/65 level.

On December 6, 154,000 mink skins went under the hammer and were sold. The basic price for pastel was 96 Kroner and the highest was 200 Kroner for male and 102 Kroner for female skins. The basic price for sapphire skins was 119 Kroner, with a top price of 240 Kroner for male and 110 Kroner for female. The top price for silver blue was 150 Kroner for male skins and 87 Kroner for female.

The export prices declined considerably compared with those obtained a year ago and this was particularly true for skins of sapphire and silver blue mink. Skins of these types have been sold mainly to West Germany in latter years, but the market there has been inactive lately and the prices have adjusted themselves to a level which will ensure sales on the U.S. and other foreign markets.

The auction ended on December 7 with an offer of 192,000 dark and 26,000 white mink skins. The foreign visitors' interest in these first skins from the new season's production was great, but as

there are still a number of unsold skins on certain of Norway's important markets, the price level of the last season could not be maintained. Skins of dark mink (which were classified as "black mink") sold at a basic price of 100 Kroner, with the highest at 175 Kroner for female and 330 Kroner for male skins. The basic price for white skins was 115 Kroner, with a top price of 114 Kroner for female and 168 Kroner for male. In all, 388,000 mink skins were offered at this auction.

The Director of the Oslo Skin Auctions said that he expected that during the course of the season about 100,000 blue fox skins will be sold and 2.3 million mink skins, an increase of about 15 per cent compared with last year. The Norwegian production of blue fox skins totals about 100,000, which means that Norway has a quarter of world production. Only Poland has a bigger production than Norway; the Soviet Union holds third place.

Last year, 1,950,000 mink skins were marketed in Norway, a big increase over the 1965 figure. Increases such as this have characterized the past ten years in the whole of Scandinavia where mink production during this period has increased comparatively more than in other countries. ●

# British Steel Reorganizes

World supply and demand and political pressures at home are bringing major changes to Britain's steel industry. Long before nationalization takes effect, three large steelmakers with a quarter of British production capacity plan to merge, with government approval.

J. M. ROCHON, *Commercial Counsellor (Metals and Minerals), London.*

ONE OFTEN HEARS the dictum "as the economy goes, so goes steel". Most estimates at the beginning of the year indicated that output of steel in Britain during 1966 would be lower than the record 27 million tons\* achieved in 1965. These forecasts have proved correct and production in 1966 is now estimated at 24½ million tons. Factors contributing to the decrease are the restraints imposed by the Government because of the bal-

ance-of-payments situation, the consequent rundown in stocks of steel and steel components, and conditions in the international steel market where capacity outstripping demand resulted in increased imports at a time when exports were decreasing. (It is reported that the steel capacity throughout the world to supply exports—or what remains after satisfying indigenous demands—is currently at least twice the volume of imports. In terms

of world surplus capacity this means an excess of some 65 million tons.) A comparison between the British trade in iron and steel main products during the first ten months of 1965 and 1966 indicates that, in spite of the 10 per cent surcharge which was in effect until November 30, imports increased substantially. The last two months of 1966 will probably show even greater imports of steel products (see Table I). Nevertheless these imports, although high by British standards, are quite low compared with German and U.S. imports.

## Period of Adjustment

Present steel production in Britain is running at an annual rate of less than 23 million tons per year compared with a capacity of some 31 million. This production rate of 74 per cent of capacity is most unusual in the British iron and steel industry and has already resulted in substantial layoffs in some mills on the one hand and, on the other, the Government allowing the free export of most grades of iron and steel scrap. It is difficult to foresee what will happen in 1967, but it is generally agreed that, whatever improvement may occur, there will not be a substantial increase in production, if indeed there is any increase at all. Additional effort will be directed to export markets.

The Iron and Steel Board in its Annual Report for 1965 which was published last April summarized the difficulties of the industry and said that they could be considered under two heads: the need for more economic use of manpower and the industry's structure. Some steps have been taken to increase co-operation between management and trade unions in reviewing manning practices in the industry. As for structure, the Board stated that the industry needed to be reorganized into fewer and larger units equipped with plant of a greater size.

At about the same time, the British Iron and Steel Federation set up a Development Co-ordinating Commit-

\*Long tons are used throughout.

TABLE I  
BRITISH TRADE IN IRON AND STEEL

	EXPORTS		IMPORTS	
	Jan.-Oct. 1965	1966	Jan.-Oct. 1965	1966
	(long tons)		(long tons)	
<b>Total</b>	<b>3,338,000</b>	<b>2,972,000</b>	<b>978,000</b>	<b>1,292,000</b>
Of which:				
Pig iron	67,577	33,049		
Ferro-alloys	25,566	26,529	134,013	197,540
Bars and rods (excl. wire rods) <sup>1</sup>	230,492	167,087	128,915	133,676
Semis <sup>2</sup>	80,403	57,611	247,878	225,408
Angles, shapes and sections <sup>3</sup>				
80 mm. and over	223,423	176,602	11,174	55,468
under 80 mm.	48,974	37,732	—	12,693
Sheet piling	30,927	39,756		
Plates and universals <sup>2</sup>	283,024	254,611	73,152	113,743
Sheets <sup>1</sup>	685,479	775,167		
Hoop and strip <sup>2</sup>	67,590	61,697	5,408	14,952
Tinplate	329,587	304,156	2,630	7,846
Galvanized sheets	86,412	78,823		
Railway and tramway material	261,285	145,832	244	451
Railway axles, tires and wheels	34,078	25,751	27,965	29,461
Steel tubes			192,535	291,950
seamless	185,867	166,553		
welded	169,252	112,398	19,070	17,294
Cast iron pipes	65,988	61,501	4,421	6,146
Wire rods <sup>3</sup>	58,925	44,843	30,225	48,311
Wire, single (not insulated)				
alloy, high carbon	35,711	24,973	21,953	40,085
other	68,686	60,547	22,300	15,365

<sup>1</sup> Excluding alloy.

<sup>2</sup> Excluding high carbon and alloy.

<sup>3</sup> Including alloy.

tee to examine the future structure of the industry. Stage I of the Benson Report was published in July and is concerned with broad structural issues rather than details of possible company groupings. Its findings, based on facts of geography and the state of technology, are:

- Large steelworks should be sited near deepwater ports because of low cost of imported ore and the possibility of importing coal.

- Strip mills and integrated works will in future be based on large blast furnaces producing low-phosphorous iron and the steel will be made in large oxygen converters. Smaller works will make their steel out of local scrap in electric furnaces.

- The optimum size of both integrated and non-integrated works is much larger than their present size.

The report further recommends that 90 per cent of the country's needs of common steel should be provided by six or seven integrated steelworks on or near the coast.

### Huge Pipemaking Merger

Shortly after the publication of Stage I of the Benson Report, it was announced that the biggest merger in the history of the British steel industry was likely to result from talks between Stewarts & Lloyds, South Durham Steel and Iron Company, and Dorman Long. Together these three companies are worth about a billion dollars and have a combined capacity of about 6 million tons. Last year they produced 5.4 million ingot tons of steel (about 25 per cent of total requirements), most of it for processing into pipes for gas and oil, but also materials for shipbuilding, engineering and general construction work. This merger would ease problems connected with the supply of pipe for North Sea gas where requirements have already made it necessary to import from France and Germany. The planned merger has the blessing of the Government which intends to introduce amendments to the Iron and Steel Bill to facilitate it. The three companies have already agreed on the site of new plants as part of their plan for co-ordinated development and rationalized production which will result in a combined output of 2 million

tons of pipes and tubes, larger than any European or Japanese tubemaking combine.

### Progress of Nationalization

Steel industries in Britain and on the Continent are going through the same process of rationalization aimed at producing steel more efficiently, in bigger units, and with the cheapest possible raw materials. In Britain, the process has been confused by the political argument over nationalization and by the Government's determination to press ahead with it. Last summer the Iron and Steel Bill was introduced to Parliament and was given first reading. The Bill established a National Steel Corporation which will be comprised of 14 of Britain's largest steelmakers. These companies will be taken over lock, stock and barrel together with all the interests in other companies which they hold. Their wholly-owned subsidiaries will become a full part of the nationalized industry; partly-owned subsidiaries will be nationalized to the extent they are owned by the 14 companies. In October, the Minister of Power announced the establishment of an Organizing Committee to plan the nationalization of the industry. The members of the Committee are:

Chairman: Lord Melchett, Managing Director, Hill, Samuel & Co. Ltd.

Deputy Chairman: N. C. Macdiarmid, Chairman, Stewarts & Lloyds.

Dr. H. M. Finnieston, Managing Director, International Research Development Co. Ltd.

S. A. R. Gray, Director, John Summers & Sons Ltd.

Sir Cyril Musgrave, Chairman, Iron and Steel Board.

Peter Parker, Chairman, Brookers Engineering.

Ron Smith, General Secretary of the Union of Post Office Workers.

R. Brookes, Managing Director, Guest, Keen & Nettlefolds.

M. Milne-Watson, Chairman, Richard Thomas & Baldwin.

S. Harris, Shop Floor Worker, Peech & Tozer Co.

Opposition to the Iron and Steel Bill has been strong because it leaves open many practical issues of industry organization and policy. The result has been an unprecedented concentration of work for the House of Commons Committee which has had over

400 amendments to study, discuss and decide upon. The committee stage of the Bill was completed just before the Christmas recess, so the report and third reading will not take place until Parliament returns in the New Year. It is expected that the Bill will be passed in the House before Easter and well in advance of prorogation at the end of July. The nationalization of the British steel industry could take place towards the end of 1967 or the beginning of 1968.

### Nationalized Steel and ECSC

The question has often arisen whether British steel nationalization would be an obstacle to British entry into the Common Market. At the time of the negotiations between the United Kingdom and the European Economic Community in 1963, the British Iron and Steel Federation had worked out a new pricing system analogous to, but not identical with, that operating in the European Coal and Steel Community. This system was acceptable to the Iron and Steel Board (which had helped devise it) but was rejected by the Government in September of 1965. Entry into the Common Market would probably mean its implementation.

The trend towards larger units, modern processes and coastal sites is now in progress both in Britain and on the Continent. Trade between Britain and the ECSC countries would not change appreciably in the case of British entry. Some fear that Britain might import the price instability which has become a chronic feature on the Continent. Others feel that the National Steel Corporation, because of its huge size, would have to take the form of three or four autonomous groups before being accepted in the ECSC.



### British Trade Drive in Asia

A strong British trade drive to sell in the South East Asian market has begun. A 21-man mission organized by the London and Birmingham Chambers of Commerce and led by a former President of the Board of Trade has visited Malaysia and Singapore.

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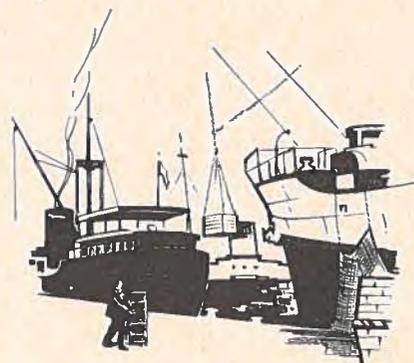
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Togo Is Target for Spartan Air Services	Nov. 26		
<b>TRINIDAD</b>			
Trinidad Offers a Changing Market	Oct. 29		
<b>TURKEY</b>			
Marketing Data Sheet	Nov. 12		
<b>UNITED STATES</b>			
Auto Parts Suppliers Must Shift to Top Gear	July 9		
The Chesapeake Bay Basin Complex	July 9		
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Pittsburgh: Selling in the Steel Capital	July 9		
A Significant Market in the Heart of America	July 9		
Six Smaller Markets in the West	July 23		
Electronic Products, Market in New England	Aug. 6		
Candy and Confectionery, Market for	Aug. 20		
We Could Sell More	Aug. 20		
Biscuits, Market for	Oct. 15		
School Furnishings and Equipment, Market in Ohio	Oct. 15		
Selling to the Midwest OEM Market	Oct. 15		
Sporting Goods Collection Agency	Oct. 15		
The Inter-American Development Bank	Nov. 26		
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Profile of an In-Store Promotion	Dec. 10		
Don't Neglect Nebraska	Dec. 24		
U.S. Railroads Are Big Buyers	Dec. 24		
<b>U.S.S.R.</b>			
The Soviet Expands Its Forest Industry	Sept. 3		
U.S.S.R. Sets Its Economic Goals	Sept. 3		
The Soviet Power Industry	Dec. 10		
<b>VENEZUELA</b>			
Small Watercraft, Market for	Sept. 17		
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<b>WEST GERMANY</b>			
Hanseatic Agents Can Help You	Dec. 10		
West Germany Plans Patent Law Reform	Dec. 24		
<b>WEST INDIES</b>			
Selling Consumer Goods in the West Indies	Oct. 29		
<b>YUGOSLAVIA</b>			
Yugoslavia Moves Towards Market Socialism	Sept. 3		



# Trade and Commerce at Work



**D. A. B. Marshall, Commercial Counsellor at The Hague, Netherlands, is shown about to present the gift of a totem pole to Dr. Bakels, secretary of the technical university at Delft (extreme left). The ceremony, which took place during an exhibition of Canadian timber-frame housing construction arranged at the university's request, was attended by the Canadian Ambassador Wm. F. Bull (second from left) and J. Goedbloed, director of the university's information office (right).**



**Although you can barely see him in the background, K. L. Melvin is at work here. Chief of the Livestock and Animal Products Section, he conducted a group of Peruvian cattlemen on a tour of dairy herds in Ontario, under the auspices of the Department of Trade and Commerce. Here they examine a prize Holstein cow.**



**J. H. Bailey (left), Commercial Counsellor in Singapore, shakes hands with Hon Sui Sen, Chairman of the Economic Development Board, after signing of the Memorandum of Understanding between the Governments of Canada and Singapore on the Blakang Mati/Jurong Harbour project. Mr. Bailey was Acting Canadian High Commissioner at the time.**



**G. H. Musgrove (second from left), Assistant Commercial Secretary (Agriculture) in Bad Godesberg, West Germany, accepts a document and medal in recognition of Canada's participation in the IKOFA Food Fair from Josef Goldschalt, President of the Working Group, and the Director-General of the Munich Fair and Exhibition Authorities. Looking on (extreme left) is R. J. Buchan, who is Assistant Commercial Secretary for Canada in Bad Godesberg.**

# Foreign Trade Service Abroad

## ARGENTINA

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

M. B. Bursley, 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

J. A. Stiles, Commercial Counsellor for Canada  
W. G. Roberts, Assistant 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

*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  
Av. Presidente Wilson 165  
Rio de Janeiro, Brazil

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

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

Consul and Trade Commissioner  
Canadian Consulate  
Caixa Postal 6034  
Edificio Scarpa  
Av. 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)  
 O. Hickie, Commercial Secretary (Timber)  
 R. M. Shaw, Attaché (Publicity)  
 M. R. Bell, Assistant Commercial Secretary  
 F. G. Beaudette, Assistant Commercial Secretary (Agriculture)  
 A. L. Lyons, Assistant Commercial Secretary  
 H. G. Garland, Attaché (Fisheries)  
 Miss M. A. Armstrong, Attaché (Exhibitions)

*Cable:* SLEIGHING, London, W.1.      *Phone:* MAYfair 9492  
*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 St.**  
**Glasgow C.2, Scotland**

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

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

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

**CEYLON**

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

*Cable:* CANADIAN      *Phone:* 95843  
*Telex:* 106 (DOMCAN COLOMBO)

**CHILE**

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

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

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

**COLOMBIA**

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

J. G. Ireland, Commercial Secretary

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

**CUBA**

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

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

**DENMARK**

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

K. Nyenhuis, Commercial Counsellor  
 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 8<sup>e</sup>, France

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

*Cable:* CANADIAN Paris 086      *Phone:* BALzac 99-55  
*Telex:* 022/20600 or 20601 (DOMCAN A PARIS)  
*Territory:* Algeria, Morocco.

## GERMANY

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

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

*Cable:* CANADIAN      *Phone:* 76995  
*Telex:* 886421 (DOMCAN BONN)

*Territory:* States of Baden-Wuerttemberg, Bavaria, Hesse, Rhineland-Palatinate, Saar; West Berlin.

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

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

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

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

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

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

## GHANA

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

V. B. Chew, Commercial Secretary  
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 Ave.  
Athens 138, Greece

B. A. Macdonald, Commercial Counsellor

*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, Nepal, Sikkim.

**IRAN**

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

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

**IRELAND**

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

W. G. Huxtable, Commercial Secretary for Canada

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

**ISRAEL**

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

S. G. Harris, Commercial Secretary

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

**ITALY**

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

J. H. Stone, Commercial Counsellor  
 P. A. Freyseng, Commercial Secretary  
 C. D. Miller, Assistant Commercial Secretary

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

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

(continued)

**ITALY (continued)**

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

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

*Cable:* CANTRACOM *Phone:* 652-485/652-600  
*Telex:* 31368 (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 Traftaigar 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 Secretary  
 R. A. Food, Assistant Commercial Secretary  
 E. L. Gray, Assistant Commercial Secretary (Agriculture)

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

**LEBANON**

**Commercial Counsellor**  
**Canadian Embassy**  
**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 5-7**  
**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**  
**Hotel Metropole, Victoria Road**  
**Karachi, Pakistan**

K. D. Taylor, Commercial Secretary

*Cable:* CANADIAN *Phone:* 50322

*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  
L & S Building, 3rd Floor  
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. Thébèrge, Commercial Secretary

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

**SINGAPORE**

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

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

*Cable:* CANADIAN      *Phone:* 74633  
*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 Sts.  
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: Malagasy, Mauritius, Mozambique, Reunion.

(continued)

**SOUTH AFRICA (continued)**

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

H. W. Richardson, Canadian Government Trade Commissioner  
D. H. Leavitt, Assistant Trade Commissioner

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

L. A. Campeau, Commercial Counsellor  
F. M. Mulkern, Assistant 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

*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**

K. G. Ramsay, Commercial Counsellor  
D. H. Clemons, Assistant 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, Assistant 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 Ave., 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)

**Counsellor (Energy)**  
**Canadian Embassy**  
**1746 Massachusetts Ave., N.W.**  
**Washington, D.C. 20036**

N. R. Chappell, Counsellor (Energy)

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

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

C. J. Van Tighem, Deputy Consul General (Commercial)  
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 St.**  
**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 Ave., 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.

(continued)

## Foreign Trade Service Abroad

### UNITED STATES (continued)

#### Consul and Senior Trade Commissioner

Canadian Consulate  
Illuminating Building  
55 Public Square  
Cleveland, Ohio 44113

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

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

#### 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 Senior Trade Commissioner

Canadian Consulate General  
510 West Sixth St.  
Los Angeles, California 90014

F. B. Clark, Consul and Senior 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.

(continued)

### UNITED STATES (continued)

#### Consul and Trade Commissioner

Canadian Consulate  
3 Penn Center Plaza  
Philadelphia, Pennsylvania 19102

W. J. Millyard, Consul and Trade Commissioner  
R. 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.

#### 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 Agraciada Piso 7°  
Montevideo, Uruguay

B. S. Shapiro, Commercial Counsellor

Cable: CANADIAN Phone: 96096  
Telex: 398078 (DOMCAN MVD)  
Territory: Falkland Islands.

### VENEZUELA

#### Commercial Secretary

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

J. D. Blackwood, Commercial Secretary  
J. E. Kepper, Assistant Commercial Secretary

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

## Canadian Company Paints Wanchai White



**"Is my line straight?" asks Armand Blum as he tries his hand at painting traffic lines on Queen's Road East. Ng. Kam Chiu (left), foreman, Hong Kong Public Works Department, smiles encouragingly. The workman looks poised to wipe up any splashes.**

**ARMAND BLUM, Assistant Trade Commissioner, Hong Kong.**

WANCHAI, a Hong Kong district made famous by the film "The World of Susie Wong", is usually painted red by visiting tourists and sailors. However, Canadian Pittsburgh Industries Limited is painting it (or rather helping to paint it) white, along with the rest of the Colony's roads. In fact, this Canadian company recently won a tender put out by the Hong Kong Department of Public Works for road-marking paint.

How can a Canadian company win such a tender, especially since Hong Kong is a duty-free port, has a local paint industry quite able to supply this product, and has some of the world's fiercest commercial competition?

Our office heard of the Government's tender on May 23, 1964. Closing date for quotations was June 26. We immediately obtained and forwarded "Invitation to Bid" forms to the appropriate branch of the Commodities and Industries Services of the Department of Trade and Commerce in Ottawa, with a request that the industry be alerted and canvassed for interested bidders. We also sent a copy of the form to a Canadian paint manufacturer who had approached us earlier and told us of his interest in selling to Hong Kong.

Three Canadian companies decided to bid, plus another 27 Hong Kong, British, U.S., Japanese, German and Dutch companies. Before the local Government would accept any bid, it wanted to test (under actual climatic and traffic conditions) the quality of the paints submitted. It requested samples from all bidders and used a government parking lot as a testing ground. All this took over a year, but on November 30, 1965, the Hong Kong Government Tenders Board found for Canadian Pittsburgh. Its price was not the lowest but the quality more than justified the price differential. On December 4 the Hong Kong Government placed the order, and the first shipment arrived last February.

A long time before the order materialized? Yes, but the company now has a foothold in Hong Kong and has even done repeat business. A second order for road paint has come the way of Canadian Pittsburgh to be delivered in 1967.

In 1965 total Hong Kong imports of paints, pigments, varnishes and related materials amounted to approximately \$4.4 million in spite of a growing local paint industry. Main suppliers in 1965 were Britain (37.7 per cent), Japan (21.9 per cent), the U.S. (13.3 per cent), West Germany (11.8 per cent) and the Netherlands (5.8 per cent). Canadian sales were nominal. ●

# What's current in commodities?

## Forage Seeds

**Britain**—British may authorize multiplication abroad of "S" varieties under contract; this would increase Canada's sales of certified seeds. Current sales of Canadian timothy, meadow fescue and lawn grass seeds should continue at present levels.

● Decreasing domestic production, especially of certified seeds.

● The quality and suitability of imported supplies.

F. G. BEAUDETTE,  
Assistant Commercial Secretary (Agriculture), London.

CANADIAN CONTRACT PRODUCTION of British varieties? A committee of inquiry into the British seed industry? How would these and other developments affect the pattern of Canada's forage seed trade with our biggest overseas customer?

Last year the British seed industry started to look hard at domestic production, total supplies, and future prospects for forage seeds in particular. Mainly responsible for the increased discussion and activity were the following:

First let us take a look at the current situation in British seed production and trade. All British varieties eligible for certification, except for a few—the Scotia cocksfoot and timothy and some indigenous clovers—are of the world-famous family of "S" strains developed under the direction of the Welsh Plant Breeding Station at Aberystwyth, and these account for most of the British production of certified seeds. Although there is also some certified production of foreign

TABLE I  
BRITISH FORAGE SEED PRODUCTION, IMPORTS AND EXPORTS  
Crop Year July-June

	1963-64			1964-65			1965-66		
	P	I	E	P	I	E	P	I	E
	(in thousands of pounds)								
<b>Rye grass</b>									
perennial	18,626	12,083	1,050	22,824	8,925	1,287	14,764	11,845	1,600
Italian	8,612	6,653	127	11,751	7,462	2,383	7,322	6,304	68
Westerwolds	15	1,280	2	3	1,339	48	30	1,037	17
H.I.Sh. Rotation	35	1,071	11	31	435	22	17	349	4
Mixed	241	78	—	147	2	—	74	345	—
<b>Cocksfoot</b>	4,558	924	1,376	5,382	934	1,356	4,184	779	1,100
<b>Timothy</b>	1,533	3,240	62	2,044	3,762	101	1,167	3,492	65
<b>Crested dogstail</b>	92	304	92	47	603	84	57	461	31
<b>Fescue</b>									
meadow	1,581	533	367	1,760	573	263	824	991	111
tall	134	207	45	103	230	51	165	77	119
creeping red	31	2,402	201	58	2,742	79	54	3,810	28
chewings	3	1,631	18	—	1,546	35	—	1,258	51
others	—	254	1	—	722	2	—	428	38
<b>Meadow grass</b>	7	693	3	6	1,215	7	2	1,174	34
<b>Agrostis</b>	1	832	69	—	1,441	138	—	901	34
<b>All other grasses</b>	14	94	1	14	106	6	—	113	8
<b>TOTAL GRASSES</b>	35,482	32,280	3,425	44,271	32,052	5,863	28,663	33,465	3,307
<b>Clover</b>									
broad red	1,647	1,401	460	12,944	2	7,019	692	4	2,774
late red	304	4,178	2,036	667	862	107	142	3,228	840
alsike	2	950	22	—	482	8	—	1,383	—
white	400	1,963	148	610	1,484	66	84	1,524	37
wild white	194	257	1	436	113	23	63	21	1
<b>Alfalfa</b>	24	148	1	33	314	95	20	224	104
<b>Trefoil</b>	1,477	—	917	1,889	—	1,684	559	—	668
<b>All other legumes</b>	201	118	16	329	69	184	80	48	39
<b>TOTAL LEGUMES</b>	4,249	9,015	3,702	16,910	3,245	9,196	1,640	5,556	4,465

**TABLE II**  
**INSPECTED ACREAGES OF ABERYSTWYTH VARIETIES**  
 (thousands of acres)

	1963	1964	1965	1966	1967*
	<b>Perennial rye grass</b>				
S.23	7.0	7.3	5.8	3.6	2.5
S.24	6.5	7.2	6.1	5.6	6.3
S.101	1.6	1.4	1.1	0.6	0.2
S.321	—	1.7	2.8	3.8	4.2
	<b>Italian rye grass</b>				
S.322	5.3	7.2	6.2	5.3	4.8
	<b>Cocksfoot</b>				
S.26	1.7	1.8	1.9	1.9	1.8
S.37	2.3	2.1	2.4	2.2	1.8
S.143	3.9	3.3	3.3	3.3	3.4
S.345	—	1.4	2.1	1.4	0.6
	<b>Timothy</b>				
S.48	5.0	4.9	3.8	2.9	1.8
S.50	0.3	0.2	0.2	0.2	0.2
S.51	1.0	0.9	0.8	0.8	0.6
S.352	—	—	0.3	0.8	1.0
	<b>Meadow fescue</b>				
S.53	2.0	1.2	0.5	0.4	0.3
S.215	4.4	3.2	2.4	2.6	2.8
	<b>Creeping red fescue</b>				
S.59	0.3	0.3	0.2	0.2	0.2
	<b>Tall fescue</b>				
S.170	0.4	0.4	0.7	0.6	0.4
	<b>Red clover</b>				
S.123	0.8	0.6	0.4	0.5	0.2
S.151	0.2	0.2	0.2	0.1	0.1
	<b>White clover</b>				
S.100	3.4	3.2	2.0	1.5	1.2
S.184	1.4	1.5	1.1	0.8	0.7
<b>Total</b>	<b>47.6</b>	<b>50.3</b>	<b>44.3</b>	<b>39.1</b>	<b>35.1</b>

\*Estimated in May 1966 on basis of acreage for which basic seed has been supplied in spring 1966 and likely sowings in late summer and autumn of 1966.

**TABLE III**  
**REPRESENTATIVE YIELDS AND PRICES—**  
**BRITISH CERTIFIED SEED**

	Average Yield		Price to Grower	
	Average 1955-64 (lb. per acre)	1965	Average 1955-64 (cents per lb.)	1965
	<b>Perennial rye grass</b>			
S.24	616	616	19	21
	<b>Italian rye grass</b>			
S.22	661	571	22	23
	<b>Cocksfoot</b>			
S.143	414	392	28	30
	<b>Timothy</b>			
S.48	246	213	57	60
S.51	291	213	41	52
	<b>Meadow fescue</b>			
S.215	370	370	30	41
	<b>Red clover</b>			
S.123	157	90	76	68
	<b>White clover</b>			
S.100	78	33	93	82

(mainly Danish and New Zealand) varieties, the remainder of the British output—and the large majority of legumes—is in unnamed and uncertified seeds.

Forage crop seed production in Britain varies from year to year, especially legumes. Total grass seed production reached 35.5 million pounds in 1963, 44.3 million in 1964 and 28.7 million in 1965. Legume seed production totalled 4.2 million pounds in 1963, 16.9 in 1964 and 1.6 million in 1965. Precipitation levels in late summer and early autumn have a particularly strong influence on legume seed crops. Details of seed production by type in 1963, 1964 and 1965 are given in Table I. Unfortunately, information to date on the 1966 crop only indicates that it may be somewhat larger than in 1963.

Table II explains the chief concern of British agricultural authorities. These figures, derived from the records of the National Certifying Authority for Herbage Seeds, show a 30 per cent decrease in acreage for inspection between 1964 and 1967. Slumping profits from seed production have caused many experienced seed-growers to turn to the cultivation of other crops, primarily wheat and barley. Gross returns per acre from certified grass seed would normally range from \$105 to \$135 (Table II), compared with a range of \$90 to \$130 from grains. However, gross returns for certified clover seed are generally much lower, as low as an estimated \$27 per acre for white clover in 1965.

### Imports and Exports

Britain normally imports from 35 to 40 million pounds of forage crop seed annually, of which 80 to 90 per cent is grass seed (Table I). Most of these imports are of uncertified seed, except for six to eight million pounds of New Zealand or Danish perennial rye grass and 1 to 1.5 million pounds of New Zealand white clover. Total forage seed imports cost Britain approximately \$25 million per year.

There has been no major change in the sources of imports in the last few years. Well-established suppliers include Denmark (rye grasses, cocksfoot, meadow grasses); Canada (timothy, creeping red and meadow fescues, altaswede and alsike clovers); New Zealand (rye grasses, dogstail and white clover); Holland (rye grasses

and fescues), and the United States (chewings fescue, *Agrostis* and alfalfa). According to DBS, Canada's sales to Britain in the crop year 1965-66 included 4.1 million pounds of clovers and 6.3 million pounds of grasses valued at \$2.8 million, easily making this our best market after the United States.

British exports of seeds rarely exceed 10 million pounds a year and include mainly certified rye grasses and cocksfoot, as well as red clover and trefoil (Table I). Some of this trade actually represents re-exports to third countries. Though the British authorities are encouraging the export of seeds, it seems unlikely that much progress can be made in the forage crop seed sector unless there is a very strong increase in domestic production of the certified varieties.

### Trends and Developments

As explained before, the main concern of the British authorities has been the declining acreage of Aberystwyth varieties since 1964. The authorities consider certified seed of the "S" varieties the best for hay and pasture production in most areas of the country. However, this certified seed produced in Britain is relatively expensive compared with imported supplies of commercial quality seeds and this limits the quantities that users are prepared to buy. This in turn has brought many involved in Britain's seed industry to the conclusion that exports of basic seed of the "S" varieties (except rye grass and cocksfoot), should be allowed for multiplication abroad and the certified seed re-imported for use in this country. Though this possibility was widely discussed in 1966, no final decision is expected for some time. There is a strong feeling among the authorities, however, that since Britain is unable to produce certified seed of several of its own varieties economically and has to import in any event, it would be preferable to import certified "S" varieties seed produced more cheaply elsewhere under the OECD scheme. Canada naturally is well in line for a good share of this business if the decision is made to allow basic seed exports.

### Contracts for Certified Seed?

This possibility would bring a change in our seed export trade to

Britain, not necessarily in quantity but certainly in quality. The bulk of our shipments to this market up to now have consisted of uncertified seed. If Canada enters into large-scale contract production of British certified seed, the British estimate that the volume of these exports would probably equal a roughly equivalent quantity of exports of Canadian commercial seed, though the value pound for pound would be higher for certified seed. On the same assumption, our view is that the volume of Canadian seed exports to Britain would rise to some extent, and the total value could reach \$5 million within three to four years.

The trend in Britain is, as in most other countries, toward greater use of certified at the expense of cheaper uncertified seed. This trend will be stronger if and when Britain joins the European Economic Community. At this time, there are no indications that the British authorities are planning to ban imports of uncertified seed, although the possibility of this, especially for the least desirable varieties, cannot be ignored. There is still a market in this country for the cheaper uncertified seed but with improving grassland practices, it will gradually become smaller. Total seed requirements should remain close to the present figure, despite slight reductions in areas under grass and clover forage crops and the establishment of longer-lasting pastures.

### Committee Studies Situation

Following discussions with all segments of the forage seed industry, the Government set up in November 1966 a 16-member committee to inquire into first, the production of herbage seed and the stability and profitability of the herbage seed industry in Britain; second, the quality of seed supplies, both home-produced and imported, and third, export possibilities. The committee was also to make recommendations. It is expected that some of these recommendations, particularly on imports of uncertified seed and exports of basic seed for multiplication abroad and re-import, will have an important influence on Canada's future seed trade with Britain. The final report of the committee is not expected until early

1968, though an interim report may be made sooner.

### Looking Ahead

Alsike clover is apparently going out of fashion and there is growing opposition to the use of atlaswede red clover, and this foreshadows decreasing imports of these varieties. Assuming that British import policy does not change, British requirements of Canadian commercial and certified timothy should continue within the present range of two to three million pounds and of meadow fescue at from one half to one million pounds per year. The outlook for lawn grasses, including Canadian creeping red fescue, is very good and increased imports are probable.

The long-term outlook for Canadian produced seeds in this market is good. We are optimistic that Britain will permit basic seed exports of "S" varieties and that Canada will be able to multiply several of these quite successfully for re-export to the British. We certainly hope that small-scale plantings of the British varieties in appropriate seed-growing areas of Canada can be made this coming spring to ascertain the potential. The results obtained by 1968 would undoubtedly assist the inquiry committee considerably in formulating its recommendations to the British Government. ●

### Electric Town Car

PATENTS HAVE BEEN GRANTED to Mr. C. O. Lindberg for an electric motor for automobiles; the attention given to this by the Swedish newspapers reflects the widespread concern about air pollution in Swedish cities. Lindberg is collaborating with a Swedish manufacturer whose name is not disclosed. For development work he has used a BMW Isetta car, which takes two persons and some luggage. The car envisaged, however, will probably have a light plastic body, with V-belt drive and a free wheel to provide automatic transmission without a heavy gearbox. The motor, with two armatures in the same field, will give a maximum speed of 45 miles per hour and cover 36 miles on one charge. Fuel costs are estimated at one cent per mile. ●

# Market for Automotive Parts Expands

... and many Canadian firms are taking advantage of new opportunities across the border. This means meeting stiff competition, offering fast delivery, perhaps cutting out small-volume items.

VICTOR G. LOTTO, *Consul and Assistant Trade Commissioner, Detroit.*

SHIPMENTS of Canadian-made automotive parts (excluding tires and tubes) valued at \*\$119.5 million crossed the border in the first half of 1966—a 300 per cent increase over auto parts shipments to the U.S. for the same period in 1965. Finished vehicle shipments rose from \$21.2 million in January-June of 1965 to \$194.6 million in the first half of 1966. At the same time, shipments from U.S. manufacturers also rose, but

the efforts of Canadian companies to date have significantly reduced the auto trade deficit. (See Table I.)

### Effect of Larger Market

Nearly all the Canadian auto parts companies are enjoying more business and many have had to enlarge their plants to cope with the greater demands of the North American market. At least 230 plants in fact have expanded or are expanding their facilities. Profit margins on individual items in some cases have diminished

but the larger volume requirements of the North American market have sustained, and in most instances increased, over-all profits. Most firms which previously manufactured a variety of parts on short or medium runs exclusively for the Canadian market are producing fewer parts on longer runs for the North American market. This, of course, was one of the auto agreement's intentions.

Typical is the experience of one plant manager in Canada: "For years", he says, "we were turning out about thirty different lines in small quantities. Now we are specializing in six products, and we have a good share of the market for these special items in both the United States and Canada. Employment is up 50 per cent and by the end of 1968, our plant will have at least doubled in size."

Size does not seem to be a prerequisite to success. Many small but enterprising firms also have made sales gains. "I thought I was going to be in for a rough time," said a small Windsor parts producer, "when one of my major Canadian customers advised that he could buy similar products from a U.S. source at a lower price. We did some projections of U.S. demand for this particular component, took a look at costs from the viewpoint of increasing production by a rather large amount, and of course really sharpened our pencils when we made our final calculations. We called on our Canadian customer again with the new prices, and in the meantime had also talked with buyers and engineers at the U.S. parent company. We succeeded in getting a larger order. Some of our small-volume items had to be discontinued to concentrate on

\* All figures are quoted in U.S. dollars.

TABLE I  
CANADA—UNITED STATES AUTO TRADE

	First 6 mos.		Total		
	1966	1965	1965		
(U.S.\$million)					
<b>Canadian Shipments to U.S.</b>					
Passenger cars	142.0	18.6	59.8		
Trucks and buses	52.6	2.6	13.1		
Automotive parts (excluding tires and tubes)	119.5	37.5	90.9		
	314.1	58.7	163.8		
<b>U.S. Shipments to Canada</b>					
Passenger cars	72.0	47.6	133.9		
Trucks and buses	39.8	14.9	41.2		
Automotive parts (excluding tires and tubes)	464.0	351.1	682.7		
	575.8	413.6	857.8		
<b>Balance in Favour of U.S.</b>					
<b>Jan.-June</b>					
1966	1965	1964	1963	1962	1961
261.7	694.0	578.4	519.6	390.1	372.0

## What Successful Sellers Say . . .

A few salient comments from some Canadian auto parts manufacturers who are chalking up banner business in 1966:

"If you are not prepared to detail a salesman to cover the "big four" exclusively, appoint a Michigan-based agent. Sales require as much emphasis as production. The selling function should not be relegated to the general manager, who is unable to be out on the road and home supervising production at the same time."

"Keep in touch with customers on new developments. The plant that can anticipate trends, supply ideas and new product lines is assured of contracts."

"No one supplier is indispensable because of the continual search for new sources, competitive in quality, price and service. However, the company that keeps a constant check on

cost and quality control should remain a supplier. When a supplier has been approved and demonstrates ability to meet rigid schedules, the customer is reluctant to look for a new source."

"Quote in U.S. currency, on a delivered price basis. Buyers can't be expected to make the currency conversion and check into transportation rates. Once you have become established as a supplier, purchasing agents may be able to offer suggestions on pooling shipments with neighbouring vendors."

"The automobile manufacturer is proud of its image as a producer of quality products. A regular review of machinery and facilities to improve the product is essential. Car manufacturers quite often tour plants of potential suppliers, so don't postpone that new coat of paint for too long!"

the new business, but I expect to show a healthy gain in profits this year." A Chatham firm followed a similar course and also found that by using its own vehicles for shipments, costs were reduced and the customer was assured of the prompt delivery he demanded. This factor is vital in the U.S. market.

A number of firms now benefiting took the calculated risk of expanding or modernizing their facilities before the Agreement actually went into effect. A London parts producer who previously supplied the Canadian market only added new cost-saving machines in 1964. This year he will sell 40 per cent of his output to customers in the U.S. without any cut-back on deliveries to his Canadian-based customers. A Toronto firm enlarged its facilities in 1963 and now ships 80 per cent of production to original equipment consumers in the U.S.

### Close Contact Essential

When the auto pact first became effective, Canadian callers generally received extra-courteous treatment from U.S. buyers. Now the honeymoon period is over. Nevertheless, Canadian parts makers are treated on an equal footing with U.S. manufacturers if

they can meet the high quality, low price, and exacting delivery demands of U.S. car manufacturers. Servicing of orders and new product development are important factors in developing continuing business.

Canadian companies that can meet the rigid specifications set by the automobile manufacturers must, above all, sell themselves aggressively and confidently. Competition for this business is probably fiercer than in any other industry. Canadian parts manufacturers now have to vie with their domestic counterparts as well as with a much larger number of firms south of the border. The positive approach must be foremost.

Most Canadian companies successfully selling Detroit either have detailed special sales staff to cover the purchasing department of the "big four" automotive companies or else have appointed Michigan-based manufacturers' agents.

### Representation in the Market

A few visits are not enough to acquaint appropriate automotive officials with the capabilities of a first-rate firm, and maintaining a staff to service sales may be expensive. Many Canadian companies have appointed a representative to fulfill this function. The

technically capable and aggressive agent can be the catalyst to business. He does, however, require strong support from the principal, who should be prepared initially to devote time to accompanying the agent on calls. Agents work on commission and sometimes on commission plus a retaining fee. The retaining fee is often scaled down or eliminated once business is generated.

In selecting an agent, it is essential to ensure that he has had considerable contact with automotive companies and has the ability not only to sell the product but the technical competence to relay suggestions on improvements and new product requirements. The Canadian Consulate has assisted a number of Canadian companies in locating effective representation. Since the inception of the automotive agreement, we have come to know many top-notch agents who are eager to represent Canadian sources.

Enterprising vendors have found that they must work closely with engineering personnel. Only by close rapport with the customer can the supplier ascertain engineering difficulties and refinements to be added to future cars and trucks. Entry into the market is assured to the company which can present products which surmount engineering problems and contribute to new product lines. The chief purchasing director for one of the "big four" summed up in this way his company's relationship with suppliers: "Our suppliers provide a large portion of research and engineering services. At the time of design work we often make our selection of sources for newly engineered items. Often, the blueprints are not developed by ourselves but we rely on the seller to do it. It saves time to do business in this manner since the supplier comes into the picture very early."

The "big four" have, by now, solicited nearly all their major parts requirements for the 1968 model year. However, buying activity for trucks is on a year-round basis. Canadian parts manufacturers who missed out on 1968 business or who are hoping to secure orders for 1969 models are urged to write to the Canadian Consulate in Detroit. We have been working closely with U.S. automotive companies and stand ready to assist any Canadian firms not yet established in the Detroit area. ●

# Development Planning in Malaysia

P. STUCHEN, *Commercial Counsellor, Kuala Lumpur.*

## Planning Procedure

The formulation, implementation, progress, reporting, evaluation and revision of development plans in Malaysia are the responsibility of the National Development Planning Committee which meets once a month in Kuala Lumpur.

## Planning Agency

The National Development Planning Committee is serviced by the Economic Planning Unit (EPU) to which a number of outside economic advisers (including Canadians) are attached.

Mr. Thong Yaw Hong, a local economist, has recently been put in charge of the over-all planning procedures. The address of the EPU is c/o Prime Minister's Department, Kuala Lumpur.

## Duration

The present First Malaysia Plan which came into effect in January 1966 covers a period of five years. It is the third of a series of development plans; the first two covered the State of Malaya only. The present plan, identified as the First Malaysia Plan (1966-70) is an integrated plan for the development of all the constituent states of Malaysia, including the Federation of Malaya, and Sabah and Sarawak.

## Sectors Emphasized

First priority has been given to programs and projects which directly raise output and income through agricultural development or which upgrade the quality of human resources through education, especially in the agricultural and technical fields. Eighty-one projects have been identified to date for implementation under the Plan and these projects have been made known in some detail to both the External Aid Office and the Department of Trade and Commerce in Ottawa.

## Specific Development Projects

The projects can be classified under a number of headings: agricultural development, transport and communications, utilities, education, health and miscellaneous. Canadians might have an interest in projects under all of the above headings, but particularly in drainage and irrigation, a forest products utilization research centre, fishing, port development and extension, automatic telephone switching systems, extension of telecommunications trunk

lines, radio and television equipment, electrical systems, water supply and sewerage systems, equipment for technical and vocational education, and medical and hospital equipment.

## Plan Available

The First Malaysia Plan has been published in English in an attractive booklet of 190 pages. Copies are available from the Government Printer, Kuala Lumpur, for M\$4.00 (Canadian \$1.50).

## Cost and Financing

Total cost of the plan is an estimated M\$10,500 million for both the public and private sectors, M\$4,550 million of which is for the public sector. M\$625 million will be provided internally from public funds and M\$1,025 million will represent net domestic non-bank borrowing yielding a total of M\$1,650 million. Running down reserves and bank borrowing is intended to yield another M\$1,000 million.

## Role of International Financing Organizations

Total foreign financing being sought is M\$1,900 million, of which M\$1,000 million is being sought in loans (including M\$300 million from international commercial markets), and the remaining M\$900 million in the form of grants. Malaysia has received loans totalling M\$133.5 million from the World Bank in the past and is currently negotiating further loans in the fields of power and irrigation. One \$111 million loan just negotiated in the past few weeks in Washington for power development came under the First Malaysia Plan.

## Local Development Banks

The closest thing to a public or private industrial development bank in Malaysia is the Malaysian Industrial Development Finance Limited, incorporated as a public company in March 1960. It was sponsored by the Government of the States of Malaya, the principal Exchange Banks, the Colonial Development Corporation, the Commonwealth Development Finance Company Limited, and insurance interests operating in Malaya.

It is the only organization with the sole purpose of providing long-term capital for Malaysian industries by way of contract loans or direct share investment. The facilities it offers are as follows:

- Long or medium-term loans secured by a first charge on assets.

- Equity, preference share or debenture participation.
- Underwriting of capital issues.
- Issuing-house services for capital flotations.
- Advisory services on industrial capital.
- Instalment financing of specific items of industrial machinery.
- Factory mortgage finance to build new factory buildings.

### International Consultative Group

There is a Malaysia Consultative Group sponsored by the World Bank and 13 members to co-ordinate foreign aid: Canada, the United States, Britain, France, Belgium, the Netherlands, Switzerland, Denmark, Italy, West Germany, Japan, Australia and New Zealand.

## trade lines

**A new petrochemical plant will be built in Barranquilla, Colombia,** during 1967. It is reported that Bavaria S.A. will put up 25 per cent of the total capital of U.S.\$51.0 million, with a further 25 per cent coming from other Colombian investors, including 10 per cent from Ecopetrol (the state oil company). The remainder of the capital will be provided by European and possibly other private U.S. interests. Initially, the plant will have a daily output of 900 metric tons of ammonia and 400 metric tons of urea—Bogota.

**Poland will export 235,000 tons of sulphur this year,** 29,000 tons more than in 1965. Recently Britain and India have been added to established markets for Polish sulphur in Czechoslovakia, Sweden, Belgium, West Germany, Finland and Norway—Copenhagen.

**Western Europe's share of world trade has increased steadily.** Only 40 per cent in 1950, it rose to 47 per cent by 1960 and last year to 50.57 per cent—Duesseldorf.

**Spain is planning a five-year space exploration program,** costing U.S.\$10 million. Britain will collaborate with Spain in providing scientific material and technical

### Canadian Aid

Canada provides both grants and development loans under its continuing capital assistance program for Malaysia.

### Medium and Long-term Financing

The Canadian Export Credits Insurance Corporation is prepared to consider short- and medium-term insurance as well as Section 21A long-term financing in support of business meeting normal ECIC criteria and obtained by Canadian exporters.

### Private Canadian Financing and Investments

The following Canadian firms have made investments in Malaysia during the past three years: Alcan, Colgate-Palmolive and Shell Oil. (Bata Shoe, with its head office in Canada, had invested here previously.)•



assistance. Sixty "Skua" and "Judi" rockets, designed mainly for meteorological research, will be used to study the various layers of the ionosphere—Madrid.

**Wood pulp production has tripled at the Laja, Chile, plant of the Cia. Manufacturera de Papeles y Cartones.** It now totals 240,000 tons a year and with additional equipment could reach 350,000 tons. A plant to produce cardboard suitable for data processing system cards has also been established at Laja and exports, destined mainly for Latin America, could reach U.S. \$3.5 million in value—Santiago.

**A caustic soda plant is being considered for the state of Alagoas, in Brazil,** using the abundant deposits of rock salt in that state. The estimated cost of the plant, which would produce 100,000 tons a year, is \$59,000—Rio de Janeiro.

**Point-of-sale promotion goes over well in Sweden,** especially in selling food and groceries, according to the grocery buyer of a Swedish chain of food stores. Following a "Find Finland" promotion in his stores, he stated: "National weeks, in the form of specific campaigns with point-of-sale promotions are attractive.

They give us a chance to offer goods in a pleasant manner and to give established products an extra lift. Several of the goods shown are now part of our permanent range"—Stockholm.

**Dutch State Mines in Beek, in southeastern Netherlands, has just completed a second cracking installation** for the production of ethylene from naphtha. It will be used for the State Mines' own plastic products. This installation is three times larger than the first cracker. Their combined production capacity is 500,000 tons of naphtha from which 135,000 tons of ethylene are derived. A pipeline from Rotterdam to Beek will carry the required naphtha for the new cracker—The Hague.

**The Grand Bahama Utility Company has agreed in principle to the sale of 51 per cent of the telephone operation** to Continental Telephone Company, with headquarters in the U.S. Continental Telephone has agreed to finance the equipment requirements of the new Freeport Telephone Company and to provide the necessary supervision and technical knowhow for running the system—Kingston.

**A cement plant will be built in East Pakistan,** according to an agreement signed by the East Pakistan Industrial Development Corporation and Société Fives-Lille-Cail of France. The plant, valued at Can.\$6 million, will be located at Chittagong, have a capacity of 100 tons a day, and will begin production in 1968-69. It will save about Can.\$4 million a year in foreign exchange after meeting the cost of imported clinker, the raw material required—Karachi.

**Yugoslavia will shortly open a new plant to produce 40,000 tons of electrolytic zinc, 85,000 tons of sulphuric acid and 100 tons of cadmium a year.** The plant, established in Kosovska, Mitrovica, was largely financed by foreign credits, which will be repaid within five years from export earnings—Vienna.

**Austrian exports of sawn timber increased in 1966 over 1965.** For the first three quarters of 1966 exports totalled 2.47 million cubic metres, compared with 2.4 million cubic metres for the same period of 1965. The main customers were Italy (1.17 million cubic metres) and West Germany (554,000)—Vienna.

**Brazil will soon be building two new chemical plants.** A petrochemical plant with a daily capacity of from 100 to 200 tons of ammonia and urea will be built in Bahia, in Northeast Brazil, at a cost of U.S.\$8.5 million. U.S.\$1,292,000 of this will come from international financing agencies and will be used to buy equipment abroad. A plan presented by the Executive

Group of the Chemical Industry (GEIQUIM) and approved by the Minister of Industry and Commerce calls for the installation of a plant with a capacity of 4,800 tons of phthalic anhydride a year. Cia. de Industria Quimica do Nordeste, of Salvador, Bahia, which is undertaking the project, will receive priority treatment from the National Economic Development Bank—Rio de Janeiro.

**Euratom is intensifying prospecting for uranium.** It feels that valuable reserves are still awaiting discovery and that some 40,000 more tons will be found, mainly in France (20,000), Italy (10,000), and West Germany (10,000)—Duesseldorf.

**First Danish plant to produce electric power from oil was opened in October.** The station, constructed at a cost of nearly \$22 million and supplied by pipeline from an adjacent Gulf Oil refinery, will generate 140 megawatts, to be raised to 150 megawatts by 1970. Eventually, nuclear power may be considered—Copenhagen.

**The European Coal and Steel Community has approved in principle a request of the Netherlands Government to grant two loans to Netherlands firms** in the province of Limburg. The first loan of Can.\$750,000 will be used to build a brick factory. The second, Can.\$1,806,000 will be used for a carpet factory—The Hague.

**Rumania has increased its output of lead, zinc, copper and other non-ferrous ores.** New deep winding shafts, modern boring and loading equipment, and electrified underground railways form the bulk of this investment—Vienna.

**Chile and Argentina have approved the speeding-up of the interchange of products of their industrial plants.** An official statement issued by the Chilean Ministry of Foreign Affairs stressed the promotion of industries making petrochemicals, railway material, copper manufactures, industrial machines and tools and automobiles, among others—Santiago.

**Tourism is becoming a major industry in Austria.** Tourist income amounted to \$561 million in 1965, placing Austria after Italy, the United States, Spain, France, Germany and Canada, in that order—Vienna.

**Spain's most important petrochemical complex will soon be erected in Puertollano.** This project comprises a pipeline, an oil refinery and an olefin plant.

The pipeline, 265 kilometers long, will link the refinery with the port of Málaga. The initial capacity will be 2 million tons of crude oil per year, with the

possibility of increasing this to 4.6 million tons with the construction of a new pumping station.

The new oil refinery, to cost Can.\$81.8 million, will be built by a well-known North American firm. This refinery will distribute petroleum in central Spain. Per capita petroleum consumption in Spain is 400 kilo-

grams per year, in contrast to the West European average of almost one ton.

The olefin plant will supply raw material to three large chemical factories producing high-density polyethylene, low-density polyethylene and polypropylene—Madrid.

## foreign tariffs and trade regulations



### Austria

**IMPORT LIBERALIZATION**—From January 1, 1967, import controls are removed from imports of the following goods: furniture, rugs, jute yarns, fabrics and bags, woollen blankets, matches, mirrors, batteries, brushes.

Import restrictions continue to apply to: penicillin and other antibiotics, soft coal, starch, sugar, tallow.

With the exception of the few items listed above, all industrial goods are now free of controls. It must be noted, however, that import licences for the items subject to continued control will be granted reasonably freely. Many agricultural products, of course, remain subject to licensing requirements.

### Costa Rica

**FOREIGN EXCHANGE**—The Canadian Embassy in San Jose has advised us that, by Executive Decree, the Banco Central has been given responsibility for the following functions:

- Custody and administration of monetary reserves
- Avoidance or moderation of inflationary or deflationary tendencies
- Maintenance of external stability of the Costa Rican Colon
- Protection of monetary reserves necessary for the maintenance of economic stability
- Promotion of economic development.

The program of the Banco Central consists of three stages, only the first of which is completely described.

**First Stage**—From January 2, 1967, use of official monetary reserves is limited to financing essential imports specified in a published list which includes 188 groups of "essential" items.

The Banco Central takes the following general measures:

1. All operations of commercial banks involving foreign exchange are subject to regulation by the Banco Central
2. The Banco Central, under conditions to be determined by it, may permit manufacturing firms using imported primary products to purchase foreign currency in the free market in proportion to the firm's exports
3. Use of official foreign exchange is permitted for the following:
  - a. Import of articles specified in the published list (purchase of all other imported items to be based on the free rate of exchange)
  - b. Payment of debts for imports if contracted before January 2, 1967
  - c. Remittance of contracted interest, dividends and amortization of foreign capital which are required to be registered with the Banco Central
  - d. Payment of personal, private and public debts with foreign financial institutions of first order contracted before January 2, 1967
  - e. Indispensable payments of the Central Government
  - f. Normal expenses of export operations in the official market which must be paid in foreign currencies.

4. The Banco Central will authorize importers, by chronological order of application, to purchase in the official market foreign exchange necessary for the import of specified essential products. Banco Central

may also authorize by vote of the board of directors foreign exchange purchases in the official market for other items, provided that it is satisfied that these items are urgently required. Such applications should be presented two months before the expected time of arrival of the merchandise.

5. Authorization of foreign exchange in necessary amounts to cover the purchase price of merchandise, foreign taxes paid in the country of origin or transit, shipping and insurance costs and other usual import costs normally paid in foreign currencies.

6. Banco Central may refuse to authorize foreign exchange for imports on the specified list when prices declared are higher than the prices in the international market on the date of import.

7. Authorization of foreign exchange necessary to service outstanding debt under contractual instalments will be considered by the Banco Central with regard to the availability of foreign exchange and the balance-of-payments prospects.

**Second Stage**—The Banco Central agrees to submit draft legislation to the National Council (the Cabinet) for the establishment of variable surcharges.

**Third Stage**—The third stage has not been defined but it will probably consist of proposal to the National Council of complementary measures judged to be effective in solving the problems of balance-of-payments and public financing.

## South Africa

**IMPORT CONTROLS RELAXED**—The South African Minister of Economic Affairs recently announced that in order to combat rising inflation, import controls were being liberalized. This relaxation is designed to reduce the over-supply of money now in circulation, meet increased demand more fully, sharpen competition, and exercise a greater restraint on prices in general. Although full details are not yet available, the following summarizes the information available to date.

**Consumer Goods**—Consumer goods are now generally divided into A and B Groups. For the A Group consisting of some 100 items, it is proposed to issue permits equal to 110 per cent of 1964 imports of which the initial allocation will be 50 per cent. In addition, a number of still unspecified items in this group are to be transferred to the free list and may be imported without a permit. For items in Group B, which include general merchandise other than those items specified in Group A, the 1967 allocations are set at 60 per cent of the importer's assessment basis compared with the 55 per cent allocation for 1966.

The number of goods on the Restricted List for which a specific import licence is required is to be considerably reduced from the present some 125 items. Importers wishing to import any of the goods named under the Restricted List must still convert general merchandise permits at the ratio of three to one, i.e.: an importer must surrender R3 (approximately \$4.50) of his general import permits for every R1 (\$1.50) of a specific permit.

**Capital Plant and Equipment and Raw Materials**—Information received to date indicates that permits for raw materials required by industrialists who import such goods for their own use will be granted freely to enable them to build up their stocks substantially. Similarly, import permits granted to merchants who import such goods for re-sale will be increased to 115 per cent of 1964 imports; the first allocation will be 50 per cent. This compares with the 1966 allocation of 100 per cent of 1964 imports.

In capital plant and equipment, imports will still be permitted on the basis of essentiality, but permits will be granted more freely in so far as this affects the requirements of existing industries. Merchant importers of machine tools will be allowed to maintain a stock level of six months based on current sales and the first allocation will be 50 per cent of 1964 imports.

For textile piecegoods, an increase of 15 per cent over the 1966 permit level is envisaged.

*Further details will be published when received. Clarification on details so far announced may be obtained from the Commonwealth Division, Office of Trade Relations.*

## Trade Commissioners on Tour

### In Territory

**Afghanistan**—K. D. Taylor, Commercial Secretary in Karachi, Pakistan, will visit Afghanistan February 9-13.

**Liberia**—V. B. Chew, Commercial Secretary in Accra, Ghana, will visit Monrovia January 30-February 3.

**Pakistan**—K. D. Taylor, Commercial Secretary in Karachi, will visit Rawalpindi and Peshawar February 6-8.

**South Africa**—H. W. Richardson, Trade Commissioner in Cape Town, will visit Knysna, Southern Cape, February 8 and 9.

D. H. Leavitt, Assistant Trade Commissioner in Cape Town, will visit George and Port Elizabeth, Eastern Cape, January 30-February 10.

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

# 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		Country and Currency	Value of	
	Foreign currency unit in Canadian dollars	Canadian dollar in foreign currency units at Jan. 9		Foreign currency unit in Canadian dollars	Canadian dollar in foreign currency units at Jan. 9
<b>Algeria</b> Dinar	.2182	4.58	<b>Dominican Republic</b> Peso	1.080	.93
<b>Argentina</b> Peso (free)	.0044	232.56	<b>Ecuador</b> Sucre (official) (free)	.0600 .0545	16.67 18.35
<b>Australia</b> Dollar	1.20	.8333	<b>El Salvador</b> Colon	.4319	2.32
<b>Austria</b> Schilling	.0418	23.98	<b>Fiji</b> Pound	2.713	.37
<b>Bahamas</b> Dollar	1.054	.9488	<b>Finland</b> Markka	.3374	2.93
<b>Belgium and Luxembourg</b> Franc	.0216	46.25	<b>France, Monaco, etc.<sup>4</sup></b> Franc	.2182	4.58
<b>Bermuda</b> Pound	3.012	.33	<b>Franco-African Republics<sup>5</sup></b> Franc	.0044	227.79
<b>Bolivia</b> Peso	.0911	10.98	<b>French Pacific<sup>6</sup></b> Franc	.0120	82.64
<b>Brazil</b> Cruzeiro (official free)	.0005	2,053.39	<b>Germany</b> D Mark	.2713	3.68
<b>Britain</b> Pound	3.012	.33	<b>Ghana</b> Cedi	1.255	.80
<b>British Honduras</b> Dollar	.7530	1.33	<b>Greece</b> Drachma	.0360	27.86
<b>Burma</b> Kyat	.2267	4.41	<b>Guatemala</b> Quetzal	1.080	.93
<b>Ceylon</b> Rupee	.2259	4.43	<b>Guyana</b> Dollar	.6275	1.59
<b>Chile</b> Escudo (bank rate) (free)	.2574 .2168	4.04 4.61	<b>Haiti</b> Gourde	.2159	4.63
<b>Colombia<sup>1</sup></b> Peso (intermediate)	.080	12.50	<b>Honduras</b> Lempira	.5398	1.85
<b>Congo, Republic of<sup>2</sup></b> Franc	.0072	139.50	<b>Hong Kong</b> Dollar	.1882	5.32
<b>Costa Rica</b> Colon	.1635	6.15	<b>Hungary</b> Forint (official)	.0921	10.86
<b>Cuba<sup>3</sup></b> Peso	.....	.....	<b>Iceland<sup>2</sup></b> Krona (official)	.0251	40.00
<b>Czechoslovakia</b> Koruna	.1499	6.67	<b>India</b> Rupee	.1433	6.98
<b>Denmark</b> Krone	.1563	6.40	<b>Indonesia<sup>7</sup></b> Rupiah	.....	.....

Country and Currency	Value of		Country and Currency	Value of	
	Foreign currency unit in Canadian dollars	Canadian dollar in foreign currency units		Foreign currency unit in Canadian dollars	Canadian dollar in foreign currency units
	at Jan. 9			at Jan. 9	
<b>Iran</b>			<b>Peru</b>		
Rial	.0143	69.93	Sol (free)	.0403	24.94
<b>Iraq</b>			<b>Philippines</b>		
Dinar	3.023	.33	Peso (free)	.2768	3.61
<b>Ireland</b>			<b>Poland</b>		
Pound	3.012	.33	Zloty (fixed basic rate)	.2700	3.70
<b>Israel</b>			<b>Portugal &amp; Colonies<sup>8</sup></b>		
Pound	.3599	2.78	Escudo	.0376	26.66
<b>Italy</b>			<b>Sierra Leone</b>		
Lira	.0017	581.86	Leone	1.506	.66
<b>Japan</b>			<b>South Africa</b>		
Yen	.0030	335.37	Rand	1.506	.66
<b>Lebanon</b>			<b>Spain &amp; Dependencies</b>		
Pound (free)	.3470	2.88	Peseta	.0180	55.55
<b>Malaysia</b>			<b>Sweden</b>		
Dollar	.3527	2.81	Krona	.2086	4.79
<b>Mexico</b>			<b>Switzerland</b>		
Peso	.0864	11.61	Franc	.2493	4.01
<b>Morocco</b>			<b>Syria</b>		
Dirham	.2159	4.63	Pound (free)	.2826	3.54
<b>Netherlands</b>			<b>Thailand<sup>2</sup></b>		
Florin	.2990	3.34	Baht (free)	.0525	19.25
<b>Netherlands Antilles</b>			<b>Tunisia</b>		
Florin	.5725	1.75	Dinar	2.068	.48
<b>New Zealand</b>			<b>Turkey</b>		
Pound	3.001	.33	Lira	.1200	8.35
<b>Nicaragua</b>			<b>United Arab Republic</b>		
Cordoba	.1542	6.49	Pound (official)	2.483	.40
<b>Nigeria</b>			<b>United States</b>		
Pound	3.022	.33	Dollar	1.080	.93
<b>Norway</b>			<b>Uruguay</b>		
Krone	.1509	6.63	Peso (free)	.0143	69.44
<b>Pakistan</b>			<b>Venezuela</b>		
Rupee	.2259	4.43	Bolivar (official free)	.2407	4.15
<b>Panama</b>			<b>West Indies</b>		
Balboa	1.080	.92	Dollar <sup>9</sup>	.6275	1.59
<b>Paraguay</b>			Pound <sup>10</sup>	3.012	.33
Guarani (free)	.0086	116.27	<b>Yugoslavia</b>		
			Dinar (official)	.0864	11.63

1. The fixed rate is no longer in effect, as of August 22, 1966.
2. Additional rates are in effect.
3. There is no trading in Cuban pesos in U.S. or Canadian banks at present.
4. Franc is also used in French Guiana, Guadeloupe and Martinique.
5. 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.
6. New Caledonia, New Hebrides, French Polynesia.
7. As Indonesia is no longer a member of the IMF, a realistic rate is not available.
8. Approximately same rate for Portuguese territories in Africa.
9. Barbados, Trinidad and Tobago, Leeward and Windward Islands.
10. Jamaica.

# Marketing Data Sheet

## WEST GERMANY

### Area

Federal Republic: approximately 96,000 square miles. (West Berlin: 180 square miles.)

### Climate

Mean temperatures range from 64°F (summer) to 30°F (winter), with lower temperatures in the mountains. Centigrade scale is used.

### Population

Federal Republic (without Berlin), 56.4 million  
West Berlin, 2.2 million

	<i>Males</i>	<i>Females</i>
35 and over	12.7 million	16.2 million
25 to 34	4.3 million	4.0 million
15 to 24	4.2 million	4.0 million

### Households

(1961 census) 16.4 million households; 6.6 million private dwellings with one or two families, 8.3 million multiple dwellings.

### Income

Per capita income, DM 7,607 (\$2,070) per annum. Average hourly wage for manual workers in industry, DM 4.66 (\$1.27). Basic wage does not include social services provided, which amount to as much as 50 per cent of salary.

### Retail Sales

Total, DM 132 billion (\$36 billion); per capita, DM 2,237 (\$609).

### Motor Vehicles

Passenger 8.6 million, commercial 2.8 million, motorcycles and scooters 700,000.

### Telephones

140 per 1,000 persons.

### Radio and Television

17.9 million households with radios, 11.4 million TV receivers. TV (625 lines per picture) and radio facilities are publicly owned.

### Water

Safe to drink.

### Electric Power

50 cycle a.c., nominal voltage 220 volt single phase and 380 volt three phase. A grounding conductor is required in

the electrical cord attached to an appliance. The distribution system has a ground wire. Consumption in 1965, 169.6 billion kwh. of which 108.8 billion kwh. were supplied by publicly-owned power plants and 60.8 billion kwh. by privately-owned plants. Cost for domestic use ranges from DM 0.06 to DM 0.10 per kwh.

### Coal

Both hard coal and lignite available. Consumption of hard coal 135 million tons per annum. Hard coal reserves 65,000 million tons; reserves of lignite 5,000 million tons.

### Gas

Production in 1964, 28.45 billion cubic metres, of which 23.20 billion cubic metres at coking plants. Captive consumption 11.09 billion cubic metres, other industrial users 11.70 billion, commercial 1.07 billion, domestic 3.48 billion.

### Weights and Measures

Metric system.

### Screw Thread

Metric right hand.

### Standards

Official approval for gas, electrical or other fuel appliances strongly recommended but not mandatory. Lack of approval can reduce sales appeal of product.

### Addresses of Approval Organizations

Standards:

Deutscher Normenausschuss DNA  
Uhlandstrasse 175  
1 Berlin 15

Gas and water equipment:

Deutscher Verein von Gas- und  
Wasserfachmaennern e.V.  
Theodor-Heuss-Allee 90-98  
6 Frankfurt/M

Electrical products:

Verein Deutscher Elektrotechniker (VDE)  
21 Stresemann-Allee  
6 Frankfurt/ M S 10





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*\*Export Sales Potential*  
*+Export Sales Partnership*  

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*=Export Selling Power*