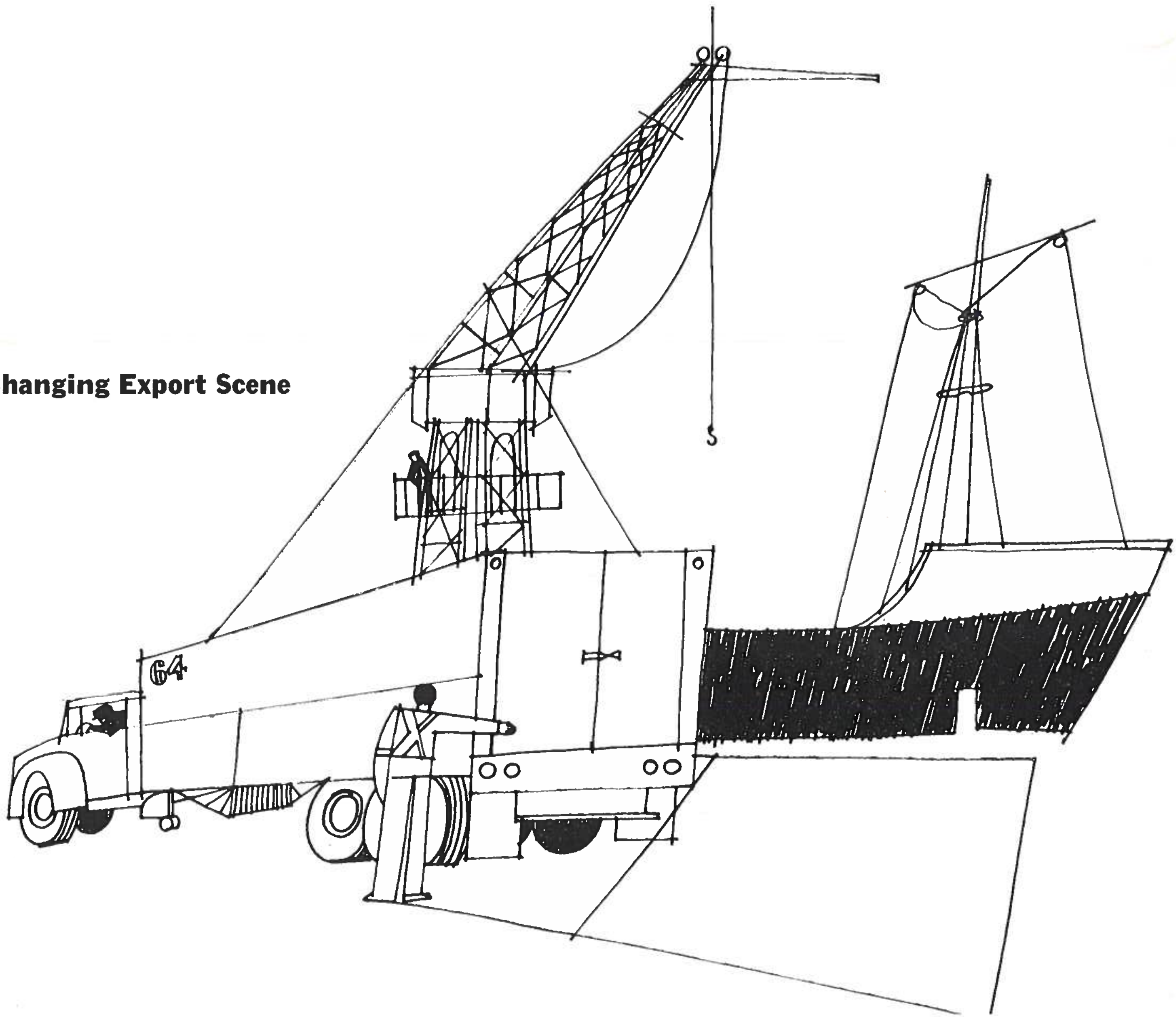
APRIL 15. 67

FOREIGN TRADE

DEPARTMENT OF TRADE AND COMMERCE, OTTAWA

'he Changing Export Scene



FOREIGN TRADE

APRIL 15, 1967 Vol. 127 No. 8

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COMING—FISHERIES EXPORTS BREAK ALL RECORDS, APRIL 29 ISSUE

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The Export Challenge of 1967

Can Canadian industry meet the 1967 export target of $11.25 billion set by the Minister of Trade and Commerce? The outlook is encouraging, says the president of the Canadian Export Association. He bases his optimism on developments in the pattern of our export trade during the last ten years and the initiative of our exporters.

J. M. McAVITY, *President, Canadian Export Association.*

IT IS A STRIKING MEASURE of the importance of foreign trade to Canada that about one out of every three dollars worth of goods this country produces is exported and close to the same proportion of goods used in Canada is imported. Trade with other countries has played a dominant role in our economic development during our first century and it is therefore fitting that Operation Export 1967 was the first government program to be announced in this Centennial Year.

In our early years we were indeed hewers of wood and drawers of water and exported products drawn from our natural resources—fur and fish, then forest and agricultural products and minerals. The successful development and export of these primary products tell the story of our earlier economic growth to nationhood.

In the latter part of Canada's first century, the pattern of our export trade has undergone a remarkable change. Primary materials still account for a major portion of our sales abroad, but the range of manufactured and processed goods that Canadian industry is capable of producing competitively for export markets has broadened and export sales of these goods have increased sharply.

The pace of change, both in the volume and in the diversification of exports, has accelerated rapidly in the past decade. Prompted and ably assisted by the Department of Trade and Commerce and with their competitive position improved by the revaluation of the Canadian dollar in 1962, Canadian manufacturers today provide about a fifth of merchandise exports and exports of manufactured and processed products have more than doubled in the last five years. There has probably been an even more remarkable increase in the number of companies exporting successfully, though there are no published figures to confirm this.

In 1965, Canada ranked sixth among the trading nations of the world. Our exports in 1966 totalled $10.27 billion, equivalent to 18 per cent of the gross national product. Imports totalled just under $10 billion.

Emphasis on Manufactured Goods

One of the most significant contributions made by the Economic Council of Canada is that it has awakened Canadians generally to the importance of export trade and to the fact that we can no longer depend on the primary resource industries alone for export earnings, for two reasons:

1. The growth in world demand for primary industrial and agricultural materials is not sufficiently rapid or consistent to meet Canada's growing needs for foreign exchange.

2. Canada's primary industries are not capable of generating sufficient new employment opportunities to meet the needs of our rapidly increasing labour force.

To provide the necessary jobs and to ensure sustained economic growth, the Economic Council set a target two years ago of a 10 per cent annual increase in exports of manufactured products—double the target of a 5 per cent annual gain in total exports. In his recent letters to 6,000 Canadian companies and in his public addresses dealing with the 1967 export objective of $11.25 billion, the Minister of Trade and Commerce has stressed the need for new or increased export initiative in all sectors of Canada's industry.

At this early stage, the response to the Minister's challenge seems most encouraging. The objective for 1967 represents an 11 per cent increase over 1966 exports and January export figures, at $950 million, were 28 per cent over exports in January 1966. Further, from information received by the Canadian Export Association there seems little doubt that Canadian firms are giving serious thought to the Minister's appeal and are responding enthusiastically to the well-organized ESP* export promotion program, part of which is Operation Export 1967.

To elaborate for readers of *Foreign Trade* upon the reasons why sustained

—Alcan Aluminum Limited

Bundles of wire ingots, unloaded after their trip from Canada, are carried by a trolley train over to a warehouse in Osaka, Japan, for storage until further shipment.

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growth in export trade is important to every Canadian citizen would be like preaching to the converted. However, while withholding comment on such important factors as employment opportunities, economic growth and the balance-of-payments problem, it seems appropriate to stress one compelling reason for Canadian manufacturers to seek new and bigger export markets. Following a record high program of capital investment in new production machinery, Canadian industry should not count on domestic demand alone to sustain the increased output that will be needed in the years ahead to assure a satisfactory level of plant utilization. Top management's most important obligation to shareholders is to produce an optimum rate of return on investment and, with increased capacity and an anticipated slowing down of domestic demand, export business will become increasingly important for many Canadian firms.

The Hon. Mr. Winters has called upon top management in manufacturing firms to take a more active interest in the export performance and potential of their companies. This proposal, to which the Canadian Export Association is addressing its efforts, makes good sense not only because of the need to provide a steady and sufficient backlog of orders but also to ensure that the Export Department gets the help and support it requires to make the maximum contribution. Although in some companies exports contribute only to overhead (which in itself is important to the over-all operation), other manufacturers have found that, with an organized sales and service program, an honest reappraisal of export prices, and duty drawback on imported components, their export sales have shown significant profits.

Prospects Are Promising

What are the prospects for attaining the 1967 export objective? Barring unforeseen catastrophic developments and with exports of grain continuing at predicted levels, there are good grounds for optimism. Demand in Canada's major markets is continuing to expand and, as indicated above, more Canadian companies are actively exporting more products than ever before. This is apparent too in the articles on various fields of export that follow. More than in any other line of business endeavour, success in exporting comes from experience. Based on the theory that success breeds success, the remarkable increase in the acquisition of export expertise by Canadian industry may well turn out to be the most significant economic advance in this decade.

A good portion of the increase in exports in 1967 will, as in recent years, be provided by a relatively small number of firms which benefit from one or another of the export-supporting government measures, such as the automotive agreement with the United States, the Defence Production Sharing program, development aid, and long-term financing for capital goods. But the attainment of the $11.25 billion export goal for Centennial Year and of the longer-term objectives of the Economic Council of Canada will require increased export initiative not just from these firms but throughout the manufacturing sector.

Prospects for success this year are greatly enhanced by the recent expansion of capacity in the forest products and mining industries and by the exciting potash development on the prairies. In the manufacturing industry, optimism over 1967 export performance stems not only from the expansion of total capacity but also from the diversification and modernization programs of recent years. These have greatly increased the ability of Canadian industry to compete for the mounting international trade in manufactured products. Technological advances in such industries as electronics, communications equipment, plastics, petrochemicals and in many types of machinery have played an important role in the remarkable expansion of exports of manufactured products since 1962.

Another encouraging factor is that an increasing number of foreign-controlled plants in Canada have been expanding their exports. According to the latest available (1965) United States Department of Commerce statistics, American subsidiaries alone accounted for 48 per cent of total Canadian exports of manufactured products. For some Canadian subsidiaries of multi-national corporations, a proliferation of related plants throughout the world inevitably curtails export initiative. But the large number which are in a position to export may have some advantages over the Canadian-based company, such as built-in international marketing, credit and financing facilities, captive markets for components, and relatively large research and development programs to improve technology.

There Are Problems

In seeking to comply with the Minister's appeal for increased exports, many companies have encountered problems. Probably the most widespread is that the sharp increases in wages and in the cost of many commodities in the past year have resulted in some erosion of the competitive advantage given by the 1962 dollar devaluation. Work stoppages and shortages of skilled labour and of some important commodities are deterring factors for some industries. Voices are being raised over certain tax policies which, in the opinion of some manufacturers, seems to be inhibiting the import of the capital equipment that is needed to expand exports from Canada. Others are calling for modification of customs duty drawback regulations with a view to improving the profitability of export sales. With widespread public recognition and acceptance of the importance of the export effort, there is hope that labour, management and the various departments of the Government will collaborate in finding solutions to these problems.

The Canadian Export Association has pledged its full support of the ESP* Campaign and Operation Export 1967, along with best wishes for success, in a letter from Robinson Ord, Chairman, to the Minister of Trade and Commerce. The Association is co-operating with the senior Trade Commissioners on their tour of Canada in various ways, including participation in the kick-off luncheon on April 17 and in the sponsorship of a seminar in Montreal on May 25 at which a panel of Trade Commissioners and experienced export executives will deal with "Ways and Means of Improving Your Export Selling Power".

As its contribution to the attainment of the 1967 export goal, the Association has intensified its program of practical export education and assistance. Highlights of this program include:

• One-day seminars on U.S. Customs laws, regulations and procedures which are conducted in industrial centres across Canada.

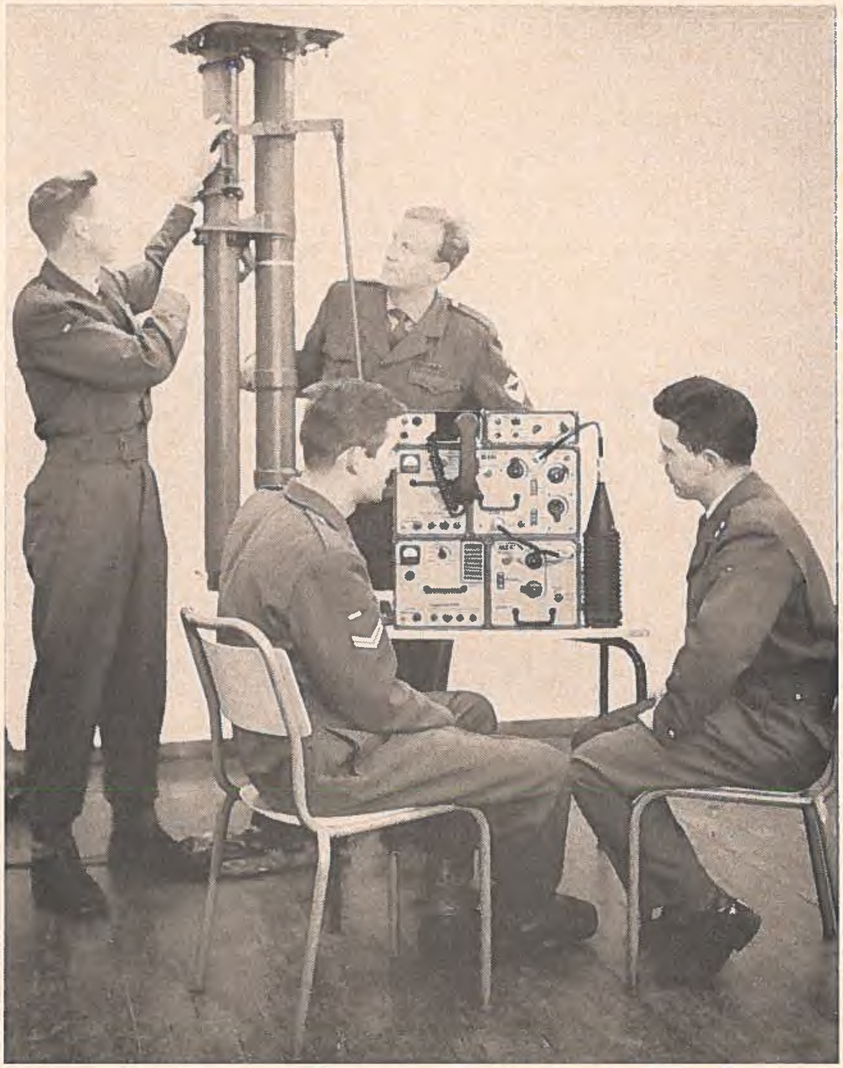
• Round-table discussion meetings in major centres. These are designed to bring top management and export executives of new and experienced exporting firms together to discuss developments and problems, export practices and techniques.

• Seminars on export credit and financing in co-operation with the Canadian Bankers' Association and ECIC, following the revision of the Bank Act.

• Dinners followed by evening discussions of specific subjects such as World Bank policies and procurement practices, financing of exports to Latin America, and exporting to the socialist countries in Eastern Europe.

• Luncheon meetings in major centres which are planned to provide an opportunity for exporters to meet and compare notes, as well as to hear an interesting address on a timely topic.

The $11.25 billion export objective may well be the most important economic criterion for our Centennial Year. The ability of government, industry and labour to collaborate in responding fully to this challenge will largely determine our success in sustaining a satisfactory rate of economic growth in the early years of Canada's second century. •

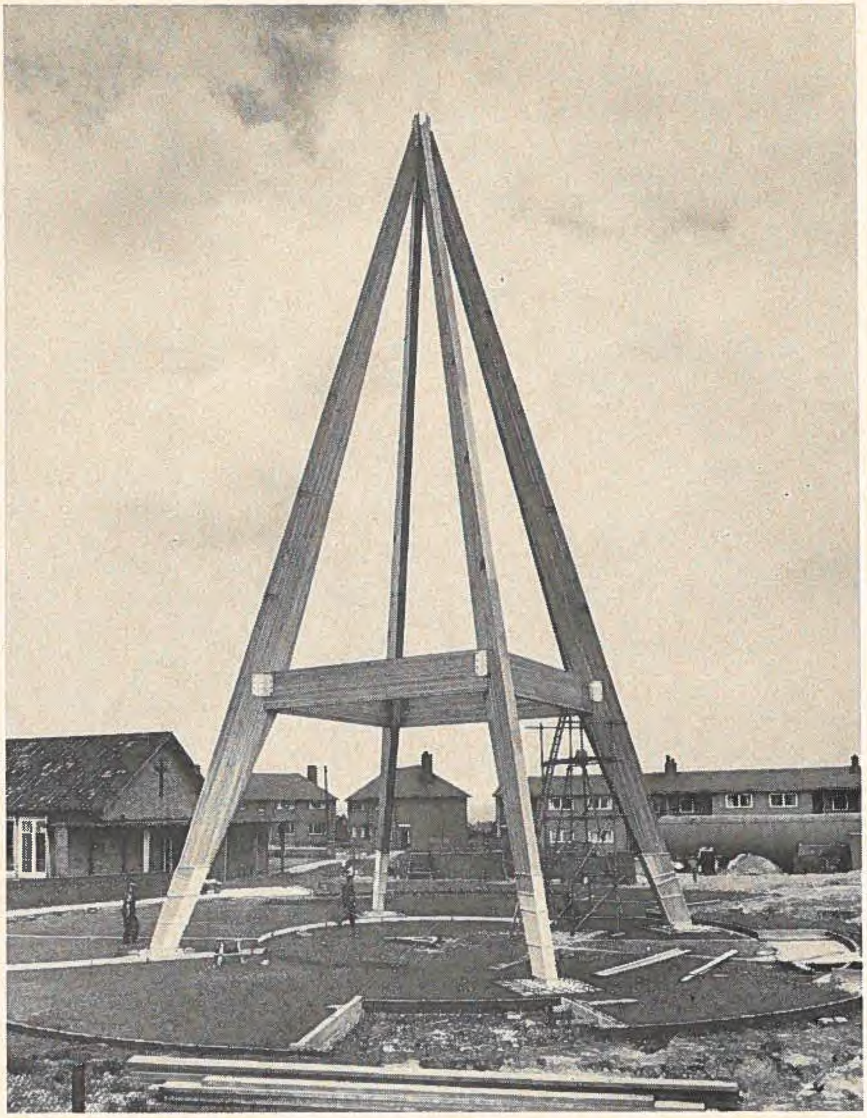


—Canadian Marconi Company

A group of Norwegian armed forces personnel is being instructed in the use of a tactical radio relay station. This station was both designed and manufactured in Canada—a good example of the increasing sophistication of our exports.

Canadian Materials for the World's Industry

Canadian raw materials are feeding the fires of industry all over the world; by 1970, our exports in this category are expected to reach \$6.7 billion, expanding by 5.5 per cent a year.



—Seaboard Lumber Sales

Laminated timber beams of Douglas fir, 86 feet high, form the pyramid tower and central support of St. Peter's Church, Greenhill, Sheffield, England. Designed in circular form, tbe interior of this modern church has a Canadian fir plywood panel ceiling and plywood web beams.

CANADA has played a major role in the impressive development of international trade since the end of the Second World War. One reason is that our economy is more heavily oriented to the primary and resource than to the secondary industries. By 1964, our exports of industrial materials had reached $4.9 billion (or 61 per cent of total exports), a 36 per cent increase over 1960. The Economic Council of Canada has estimated that industrial materials exports will expand by 5.5 per cent a year from 1963 to 1970, to reach a figure of about $6.7 billion in 1970, up 49 per cent over 1963.

The rapidly expanding world economy should mean that good markets for industrial materials will continue, especially in the United States, Canada's most important foreign customer. The developed countries have been enjoying a long period of unprecedented prosperity, with the rise in industrial output, productivity and living standards exceeding all expectations. This advance will probably continue at a fast pace and will result in ever-broadening markets for raw materials to feed the fires of industry. And because Canada is one of the world's main sources of these raw materials, almost unlimited markets lie open to our producers.

Multilateral trade negotiations such as the Kennedy Round, now nearing a conclusion, are resulting in new initiatives in trading relations and in agreements designed to expand international trade. These initiatives could mean new and attractive markets for Canada in both the developed and the developing economies. As the latter quicken their pace in industrial development, supported by a variety of aid programs, their imports of Canadian resource materials should expand. In the long term—to the end of the century and beyond—prospects for the growth of effective demand in the less developed countries are tremendous.

The sections that follow cover export performance and prospects in three main sectors—forest products, chemicals, and metals and minerals.

—Industrial Materials Branch

Forest Products

The marketing abroad of the wide range of products from Canada's forest-based industries has been changing radically over the past five years in important areas like packaging, shipping, product rationalization and methods of promotion. These changes have resulted from pressures in the home market to reduce handling and production costs and to meet increasing world competition for forest products markets.

The Canadian lumber industry has assumed an aggressive and prominent role in this changing marketing pattern. The lumber industry is now operating at a production rate of ten billion board feet a year, of which some 60 per cent is exported. The value of lumber exports in 1966 is estimated at $500 million. In the pulp and paper sector, export sales have remained strong with shipments to all markets totalling 12.4 million tons in 1966, 9.1 per cent above the record set in 1965. In 1966 the industry added 1.3 million tons to its manufacturing facilities.

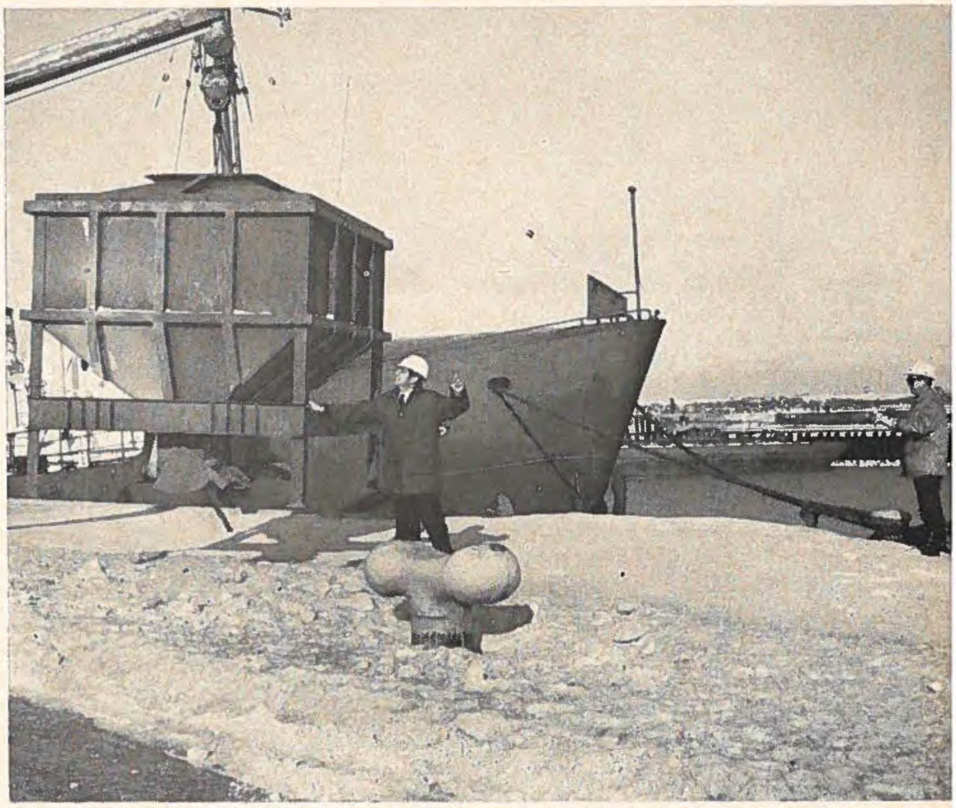
Lumber and Plywood—One of the striking examples of marketing trends affecting export sales of lumber, plywood and allied building materials has been the provision of technical guidance and assistance by government and industry in the application and end uses of these products in housing. This method of trade promotion has succeeded in such active markets for housing as Britain and Continental Europe and it is now being extended to potential markets in the Mediterranean and Middle East. Canadian wood frame construction techniques have gained acceptance steadily in the British market. Because Canadian-type homes are designed to use Canadian building materials, Canada has gained a prominent position in Britain and on the Continent as a supplier of quality design and materials for the construction trades. Reflecting this success, Canada became the leading supplier of lumber and plywood to Britain in 1965 for the first time in many years. Other wood-using industries, including the packaging and concrete forming groups, have also received technical assistance. Many of these industries are now specifying Canadian lumber and plywood species and sizes.

Pulp and Paper Products—Pulp and paper products, on the other hand, require less direct methods of promotion because most importing countries are already aware of the many uses of wood fibre products and for the most part purchase as many of these as their budgets will allow. At the same time, it is generally recognized in the trade that Canadian industry can increase its share of world markets only by reducing costs here, improving quality, shortening delivery schedules, reducing transit damage, stepping up the tempo of export promotion and, in the broader view, seeking to remove existing barriers to export trade. Underlining these considerations is the awareness of a narrowing cost/price ratio. The pulp and paper industry has introduced cost-cutting features, such as a wider use of wood chips produced from sawmill residue, highly mechanized logging operations, the use of chipping equipment in the forest, and the use of pneumatic conveyors to carry chips to pulp mills, railway cars or coastal chip barges.

Handling Problems—In recent years the handling and shipping of wood products has changed so much that in the near future 100 per cent of Canada's West Coast lumber shipments to Britain are expected to be packaged in standard sizes to take advantage of larger vessels and to reduce handling costs both in Canada and at port in offshore markets. Specialized dock equipment and storage facilities are necessary and larger firms are now leasing these in many of their export markets in order to qualify for special shipping rates available to large carriers. Smaller producers in Canada have joined export consortia and it is expected that this trend towards grouping for export will gain momentum not only in the lumber industry but in the pulp and paper industry as well. Many relatively small firms have found it difficult to compete in export markets because of the variety of specifications required, the complexity of export documentation, the high per unit cost of production, handling and shipping, and the representation needed. The Department of Trade and Commerce has been assisting these firms in grouping for export.

The trend in the pulp and paper industry continues to be towards larger operational units, particularly in newsprint and chemical wood pulp. In the fine-grade paper and industrial paper sectors, the rate of growth is expected to quicken over the next several years if world forest resources become depleted as quickly as predicted. An added incentive to growth would be the reduction or removal of existing barriers to trade in offshore markets. The surplus supply situation in kraft market wood pulp, which was predicted to extend to at least 1970, may not materialize because of the steps that have been taken to stabilize the rate of expansion and because of the inability of some new mills to reach their rated production capacity as early as expected. Canadian mills are expected to intensify their interest in investment in pulp, paper and converting operations abroad, while foreign interests continue to do the same in Canada.

Move towards Efficiency—The changes now taking place in Canada's forest industries are closely related to the increasing pressure to reduce costs, to control product distribution, and to find more effective methods of promoting Canadian wood products generally in markets abroad. The rate and tempo of these changes have increased markedly in recent years and can be expected to gain momentum. It is early recognition of these trends that holds, to a large extent, the key to Canada's success in world markets. This is particularly true in the forest products field, which provides such a large proportion of Canada's export income.



—Pyrominerals Limited

This container of fused aluminum oxide abrasive ore is being loaded at Sydney, Nova Scotia, for shipment to West Germany. Canada's newest producer of this ore, made by smelting bauxite and other raw materials in high-temperature electric furnaces and then crushing the ore to customer specifications, currently exports its entire output.

Metals and Minerals

Canadian exports of metals, minerals and their products have continued to rise in the 1960's. By 1963, we had become the world's largest exporter of iron ore and we maintained this position in 1966. Last year, 95 per cent of our asbestos production moved to over 65 countries, and shipments of aluminum in all forms went up 6½ per cent. In addition, Canadians are establishing themselves as important world suppliers of "space age" metals such as molybdenum, columbium and tungsten.

Iron Ore—Canada is the largest supplier of iron ore to the United States and the second largest to Britain. Other major markets are Belgium, Germany, Italy, and the Netherlands. This major increase in exports has resulted from the continued expansion of mine development, particularly in Labrador and Quebec. Japan continues to be the principal market for West Coast production. It is significant that an important percentage of our iron ore production now leaves Canada in the form of pellets, particularly for the U.S. and British markets. We now have approximately 25 per cent of the world's iron ore pellet capacity in operation.

Steel—About 10 million tons of Canadian iron ore are used domestically, along with substantial quantities imported from the U.S., Venezuela and Brazil, to provide a firm expansion base for the Canadian steel industry. Our steel production exceeded 10 million tons in 1966 for the second consecutive year. The decline in over-all world steel production during 1966 resulted in the Canadian industry becoming the ninth largest. Although conditions in 1966 affected the buoyancy of the export market for steel, the long-term prospects for the continued expansion of Canadian steel exports appear good; in 1966 these exports were maintained at levels well above one million tons in crude steel equivalent. The U.S. continued to provide the major market for Canadian steel and our exports of castings and forgings to this market showed significant gains.

Asbestos—Asbestos is the chief non-metallic export from Canada. Each year production rises and in 1966 reached a record 1.49 million tons. Traditionally, 95 per cent of Canadian fibre is exported. The pattern of trade in asbestos changes slowly but the major markets continue to be the United States, Britain, the European Common Market countries, and Japan. Last year, Canadian asbestos valued at $182 million was shipped to over 65 countries.

Production and proven reserves are continually expanding. By 1970 Canadian production, mainly for export markets, should reach two million tons a year. Canada is now the free world's leading producer of chrysotile asbestos.

Coal—Canadian coal production remained at 11 million tons in 1966 with a slight decline in the east and an increase in western Canada. Exports of bituminous coal from the West (Alberta and British Columbia) were valued at approximately $13 million. The industry has gained some momentum in the West and producers are planning new mines and increased production, based largely on markets for metallurgical-grade coal in Japan.

Other Non-Metallics—Many other non-metallic minerals were exported in lesser quantities to various parts of the world. In 1966 foreign sales of gypsum, barite, nephline syenite, silica, sodium sulphate and salt, to name only a few, were valued at nearly $20 million.

Finished and Semi-Finished Mineral Products—Exports of finished and semi-finished mineral products are increasing. Firms are encouraged to export materials in as finished a form as economically feasible. Shipments went to over 50 countries last year, and included refractories, artificial abrasives, tile, lime, asbestos products, asphalt roofing, glass and many forms of construction materials. These exports were valued at over $55 million.

Non-Ferrous Metals—Exports of non-ferrous metals and non-ferrous metal products today constitute nearly 15 per cent of Canada's total export trade and are still expanding. In 1965, exports of these commodities totalled $1.42 billion, an increase of 12.5 per cent over 1964. For the first 10 months of 1966, non-ferrous metal exports were up 15½ per cent in value over the same period of 1965.

Five metals accounted for nearly 90 per cent of Canadian non-ferrous exports in 1965: nickel ($397 million), aluminum ($372 million), copper ($290 million), zinc ($112 million) and lead ($64 million). In 1966, copper replaced aluminum as our second most important non-ferrous metal export in terms of value, mainly because of higher world market prices.

The United States is the largest market for Canadian non-ferrous metals, accounting for 41 per cent of export shipments in the first ten months of 1966. Then comes Britain (24 per cent) and Japan (5.2 per cent). Of particular interest is the increasing importance of the Japanese market; its non-ferrous metal imports from Canada were about 30 per cent higher in 1966 than in 1965. Shipments to the EEC, which increased by 100 per cent in value from 1963 to 1965, were down slightly in 1966; so were exports to Britain.

However, the value of non-ferrous exports to other European countries was higher; they consist mainly of nickel-copper matte to Norway and copper concentrates and nickel oxide to Sweden.

Nickel and Products—Exports of nickel products have been rising steadily—by 22 per cent from 1963 to 1965. Despite strong demand for nickel, exports have not risen significantly in 1966 largely because of a strike last summer. Three countries, the United States, Britain and Norway, together account for over 90 per cent of Canadian nickel exports.

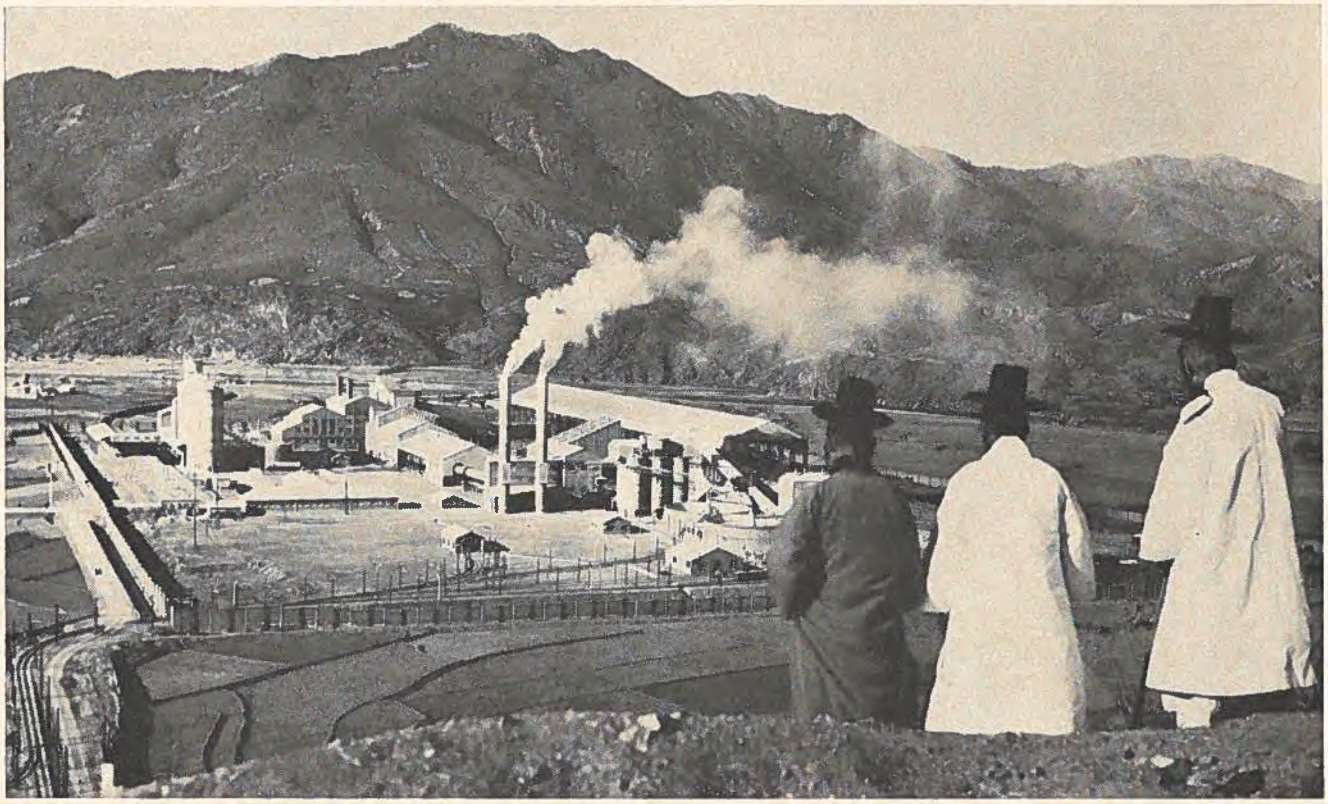
Aluminum—Exports of aluminum in all forms increased by 6½ per cent in 1966. For semi-fabricated and fabricated products, exports were up by over 20 per cent to $24 million for the first ten months of 1966. It is interesting to note the increasing importance of the United States as a market for Canadian aluminum and aluminum products. In 1963, it accounted for 39 per cent of Canadian exports; in the first ten months of 1966 it accounted for 51 per cent. This is largely the result of rapid growth in aluminum demand there, and of the expansion of aluminum smelting capacity in other parts of the world which were formerly supplied by Canada.

Copper—Because of the tight supply situation in world copper markets, the Canadian Government has placed all copper products under export control. Despite these acute supply problems, Canadian exports of copper and copper products rose in 1966 by 46 per cent in value. However, this increase is due largely to higher prices; the tonnage increase was only 7 per cent.

Lead and Zinc—Lower world prices and sharply reduced shipments to Britain cut our total lead exports by 20 per cent in value and by 2 per cent in volume. For zinc, however, exports in 1966 are up 16 per cent in volume and 8 per cent in value over 1965. This increase is made up entirely of ores and concentrates. Large new mining developments have consolidated Canada's position as the world's largest mine producer of zinc.

Other Metals—In the last two years we have become the second largest free-world producer of molybdenum, with the development of new mines in British Columbia and northwestern Quebec. Tungsten exports will be negligible in 1967 because of a fire which destroyed the mill of the sole producer. However, the company expects to be back in production in 1968.

Uranium—Uranium shipments were valued at $31 million for the first ten months of 1966, down $19 million from the comparable period of 1965. Although these exports have been declining in recent years, the long-term outlook appears excellent in view of the rapid development of commercial nuclear power generation. A new supply contract was negotiated with Britain last year.



—Canadian Refractories Limited

This cement manufacturing plant in South Korea has two rotary kilns. The hot zones of each have Canadian-produced kiln liners made from magnesite mined in Quebec and selected chrome ores. These liners are now used in plants in over 50 countries.

Chemicals

International trade in chemical products has changed substantially in recent years and the Canadian industry is now on the verge of further developments which will help it meet the ever changing competitive situation.

For many years after World War II, there was a large demand for all kinds of products that could not be filled because of the dislocations of war. Canada was in an excellent position to develop export markets for many kinds of chemical products, because it had usable productive capacity. As Europe and Japan rebuilt their industry and the U.S. became more internationally minded, partially through establishing affiliated plants abroad, it became more difficult to retain many previous customers.

The Canadian chemical industry has expanded greatly since the 50's but most industrial chemical plants were of a size to supply the domestic market only. The slight excess capacity included for the growth of the Canadian market was often used for export business. Many plants, however, were not large enough to compete with the United States, Japan, and Western Europe in international markets. As a result, exports of petrochemicals in particular have been more and more confined to opportunistic trade.

Petrochemicals—Despite this trend, petrochemical exports have increased steadily as new plants come on stream or older ones expand. To realize our full potential as a world chemical supplier, however, plants will have to be built on a scale comparable to those in the U.S. A good example of successful international marketing—one that shows Canadian firms can compete with any other world producer if they achieve economies of scale—is the production of synthetic rubber. With no particular cost advantages but with the latest technology and aggressive marketing, it has been possible to export continuously over two-thirds of Canadian production all over the world in competition with the biggest producers.

Inorganic Chemicals—Canadian production has been relatively limited, especially when one considers the excellent raw material position here. The lack of a large enough domestic market is usually given as the reason for not producing many compounds. If the Kennedy Round of tariff negotiations is successful, the lower tariffs for inorganic chemicals in particular will permit greater international trade and could result in substantial new investment in this field in Canada.

Fertilizers—This country has shown for some years how the combination of low-cost raw materials and duty-free access to markets can result in large-scale exports. New Canadian plants are on a volume scale equivalent to most other large world plants and the U.S. market, plus new offshore sales, should continue to offer expanding outlets. Potash is a good example of changing markets for industrial materials. In 1961 there was no Canadian production of potash, but since that time three mines have begun producing, one of them the biggest in the world. Exports should exceed $75 million in 1966. By 1970, Canada will probably become the world's largest producer and exporter of this essential fertilizer material and exports should exceed $200 million.

Sulphur—Sulphur is another industrial material confronted by changing markets. In 1959 production of elemental sulphur in Canada totalled less than 200,000 tons, insufficient to satisfy domestic needs. By 1966, production had climbed to just over 1.8 million tons, making us the world's second largest producer. Exports too have increased from less than 24,000 tons in 1959 to about 1.3 million in 1966. The situation has changed from a substantial world surplus in 1963 to one of extreme shortage in 1966. No marked improvement is yet in sight.

Chemical Specialties—The marketing of chemical specialties, or consumer chemical products, also reflects changing trends. Rising standards of living in most areas of the world are creating a demand for expendable convenience products such as aerosols, easy application finishes, cleaners, etc.—a field that North America has pioneered. A pattern that is frequently repeated in these products is the development of an export market in a country to the point where that country can support its own plant. Imports are then curtailed. But opportunities continue to arise as development of other areas progresses to create a new demand. In addition, former business is not entirely lost because new technology, unique products and satisfied customers continue to create a market for some of the more sophisticated products. One technique for developing export markets for these materials now being explored is the grouping together of several smaller firms which pool their resources and thus provide a more comprehensive range of products.

Oil and Natural Gas—In oil and natural gas, Canada did not become a major producer until the 1950's and since that time increasing demand in the U.S. has provided outlets for otherwise unused capacity. Present exploration, however, is turning up new reserves and there is a growing need to locate new outlets. To accomplish this, industry and various levels of government are currently negotiating.

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Export sales of oil and gas now exceed $400 million a year and studies under way may result in our making a major breakthrough during the 1970's by developing oil exports to Japan, as well as increasing sales to the U.S. market.

Outlook—Although international competition is increasing each year, so are world markets. Canada's chemical industry for the past 10 years has had a record of increased exports. In fact, the annual value has more than doubled to nearly $400 million in the decade. The distribution of these chemical exports has shown the U.S. to be continuously our biggest customer, taking regularly from 40 to 65 per cent of our exports over the last 20 years.

A new international competitiveness for Canada is apparent from announcements of large-scale ethylene plants. These will almost certainly mean large-volume production of derivatives which can be exported in competition with U.S. or other world producers. As discussion develops on whether Canada should have closer trade ties with the U.S., leading to possible areas of free trade in the future, the larger plants now built or being developed will be in a better position to take advantage of opportunities that arise.

—Int. Minerals & Chemical Corp. (Canada)

This carload of potash, as the label shows, is on its way to Japan from a mine at Esterhazy, Saskatchewan. Exports of potash, now coming from three different mines, are expected to exceed $75 million in 1966; by 1970, Canada will probably he the world's largest producer and exporter of this fertilizer material and shipments abroad should exceed $200 million.

Agricultural and Fisheries Exports Are Expanding

In the past ten years they have risen by $700 million. They include some of our oldest export products—such as wheat, cattle and codfish—as well as some of the newest.

CANADA'S EXPORTS of agricultural, animal and fisheries products have risen steadily in the past decade. In 1956, they totalled $1.2 billion; by 1965, they had risen to $1.9 billion.

SUMMARY OF EXPORTS BY COMMODITIES

	1956	1961	1965	1966 (Jan.-Sept.)
		(Can.$'000)		
Live animals	12,948	66,901	79,133	53,298
Meat & meat preparations	37,035	42,898	76,194	55,624
Fisheries products	129,928	135,511	196,695	143,022
Dairy products, eggs & honey	17,215	26,088	43,548	20,654
Barley		48,966	43,679	36,099
Wheat	513,081	663,191	840,175	781,914
Other cereals	127,736	22,121	35,432	27,946
Wheat flour	71,549	61,076	66,405	64,110
Cereal preparations	18,495	5,063	8,058	7,830
Fruit & fruit preparations	11,791	13,226	20,093	15,718
Vegetable & vegetable preparations	8,857	15,810	41,889	22,974
Sugar & sugar preparations	6,234	7,735	12,661	10,228
Other foods & material for food	8,563	11,573	18,910	22,917
Oilseed cake & meal	20,891	11,419	26,485	15,886
Other feeds & fodder	11,101	20,289	42,574	31,721
Whisky	72,405	80,397	116,990	82,348
Other beverages		4,414	4,724	3,960
Tobacco	17,674	28,025	35,363	35,178
Hides, furs & skins	37,958	40,485	52,981	52,372
Other crude animal products	13,831	4,057	10,863	8,883
Seeds for sowing	65,765	9,451	13,720	8,960
Flaxseed		46,269	51,658	43,614
Rapeseed		13,850	30,900	31,576
Other oilseeds		10,636	15,562	11,249
Other crude vegetable products	11,485	13,227	14,053	11,854
Totals	1,214,542	1,402,678	1,898,743	1,599,935
Total all commodities	**4,789,700**	**5,754,986**	**8,522,953**	**7,297,697**

For 1966, the final figure is expected to be over $2 billion.

When we look at the percentage share of these products in total export trade, the story is slightly different. In 1956, they constituted 25.7 per cent of total exports but in 1965, only 21.9 per cent.

This results from the progress made in other sectors of our export trade, such as manufactured goods, and the continuing high demand for industrial materials. But agricultural products will still bulk large among Canadian exports because they must feed a hungry world.

In the Future

World food requirements in the future, even based only on population growth, will be substantial. The FAO has projected that the demand for food in developing countries, based on population growth and assuming higher incomes, will increase by 45 per cent in the next decade. This would require an average increase in food supplies of about 4 per cent. Canada should share in this growth.

Agricultural and fisheries exports involve, however, the whole question of our international trade relations. The sales potential is affected by the trade policies of other nations as well as our own, and by arrangements for the non-commercial use of food in developing countries. All these factors will be important in the future course of our agricultural trade.

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Fisheries Products

The direction of Canada's fisheries exports has changed only slightly in the past ten years. Except for salted and pickled fish, the United States remains the largest market, taking 72.4 per cent of the total value of all Canadian fisheries exports in 1956, compared with 70.3 per cent in 1965. Britain is the second largest purchaser with 10 per cent, compared with 6.6 per cent in 1956. Exports to the Caribbean area have dropped 8.2 per cent from 13 per cent in 1956. On the other hand, exports to Continental Europe reached 8.5 per cent in 1965, almost double the 1956 figure. Canadian frozen groundfish has also been exported to Australia where, hopefully, a substantial market may be developed.

Fresh and Frozen Fish—Increased exports of fresh and frozen fish—from 282.6 million pounds in 1956 to 427.2 million in 1965— were made possible by the general rise in the use of frozen foods, particularly in the United States, and the population growth there. The slightly smaller share of total Canadian fisheries exports by value going to the U.S. is mainly the result of variation in the species caught.

Air transport has made it possible to ship fresh lobster to a number of European markets, including Britain, France, Switzerland and Belgium. This Air Canada pilot looks as if he were considering dining off one when the flight is finished.

Cured Fish—The most important item in this group, salted and dried cod, comes mainly from the trap fishery in Newfoundland, and is subject to wide fluctuations. During the last ten years, there has been a continual down-trend in the quantity produced and exported. Exports of 107.9 million pounds in 1956 had fallen to 74.6 million by 1965 although, because of increased world prices, the 1965 value of $18.2 million was slightly higher. The smaller supplies of this type of cure, mainly the result of the raw material being used for the frozen fish trade, was the reason for the fall in exports to the Caribbean area.

Canned Fish—Exports of canned fish from Canada have remained constant in the past ten years at about 46 million pounds, but totalled in value $27.2 million in 1965, 39 per cent more than in 1956. Canned salmon dominates Canada's canned fish exports and Britain continues to be the main market. Countries in Western Europe (France and Belgium), Commonwealth countries (particularly Australia and New Zealand), and the United States are also important customers. In all markets, Canadian canned salmon competes with similar products from Japan and the U.S.S.R. However, there is always a strong demand for it.

Lobsters—Canadian lobsters are mainly exported live to the United States market. In recent years, they have also been shipped by air to Britain, France, Switzerland, and Belgium. Exports of canned lobster reflect the decline in popularity of the hot pack in favour of frozen and chilled lobster meat. As well as in the United States, these products are being marketed in increasing quantities in Britain and Europe.

Freshwater Fish—Production of freshwater fish in Canada is about 100 million pounds a year. More emphasis is being placed on filleting. The United States is still by far the biggest outlet but larger quantities, particularly of pike, are now being sold in France.

New Products—In the past ten years, the scallop and ocean perch fisheries have been developed greatly and these fish have become important exports. Ocean perch, which used to be incidental to the cod and haddock fisheries, is now sought after. Exports, mostly to the United States, reached 22.3 million pounds in 1965, an almost tenfold increase in ten years. Scallop exports also increased tenfold; the 14.7

million pounds exported in 1965 went chiefly to the United States market.

Salted turbot is a traditional product in Canada but only in the past two or three years has it been filleted, frozen, and sold as "Greenland halibut". Exports go mainly to the United States and to West Germany where it is smoked before being sold to the consumer.

One of the most significant developments in Canadian fisheries is taking place on the Atlantic seaboard. Atlantic herring, which has not been extensively exploited for industrial purposes, has suddenly assumed major importance as a source of fish meal and oils. Canada formerly used most of its herring meal and oil domestically, but in the future these will be important exports.

Other new products will emerge from the development work now going on. Research shows, for example, that the shrimp and crab fisheries may have commercial possibilities.

Fish in the Jet Age—Canadian fisheries products have benefitted from advances in refrigerated transportation; today almost all the frozen fish exported from the Maritime Provinces to the United States is moved by large refrigerated trucks. This eliminates transshipment and makes delivery to the consumer faster.

Air transport is being used more and more to move luxury fish to the consumer. British Columbian fresh salmon reaches the consumer in many parts of the United States and Europe within a few hours of being caught. It is estimated that more than 250,000 pounds of fresh salmon were flown in 1966 by jet from Vancouver to cities in eastern Canada, Britain and Europe—twice the amount moved by air in 1965.

Canadian lobsters arrive alive in markets as far apart as the United States, France, Belgium, Switzerland, and Britain and find eager purchasers. With air freight rates decreasing, transportation of fisheries products by this means will probably increase greatly in the next ten years.

—M. S. STRONG,
Chief, Fisheries Division.

Agricultural Products

Most of the traditional agricultural and animal exports—wheat, flour, coarse grains, cheddar cheese, cattle—still rank high, though in some instances the markets have changed. Some products have, for various reasons, become more important—such as baby chicks, rapeseed, skim milk powder and tobacco. These and other changes are spelled out in detail in the sections that follow.

Wheat Still Leads—Wheat is still by far the most important agricultural export from Canada; it accounts for about half of our agricultural exports and is valued at approximately $1 billion each year. During the 1965-66 season, world wheat and flour trade reached a record 2.3 billion bushels because of the large-scale imports by the U.S.S.R. and Communist China and the large food aid needs of developing countries, especially India. Canada's share in the world wheat and flour trade is about one quarter of the total.

Markets for our exports of wheat and flour in 1965-66 exhibited considerable change. Together, the U.S.S.R. and Communist China purchased about 275 million bushels, or half of our wheat exports during the crop year. Total exports to Western Europe exceeded the previous year because of large sales to Switzerland and Italy, but the downward trend in sales to most Western European countries, including the EEC, continues. Other markets, such as South America and the Philippines, also showed some decline. Britain and Japan continue to be important and steady customers.

Canada exports about 10 per cent of its wheat in value terms in the form of flour and Britain continues to be a large market. In recent years, however, large quantities have been shipped to Cuba and the U.S.S.R. Flour also goes to the West Indies, some countries in Asia, and to other developing countries. Shipments to many traditional markets have declined as these countries establish their own milling facilities.

Coarse Grains—World trade in coarse grains continues to increase each year but unlike wheat, the increase is confined to developed countries, particularly Western Europe, North America and Japan. As the demand for livestock products goes up, prospects for selling more coarse grains appear to be good, though Canada has not yet shared in this increase. A major reason has been the rapid acceptance and relative cheapness of corn and sorghum for feeding purposes. Exports of barley, oats and rye bring Canada about $50 million a year, not much more than before the war and about one-third of the earnings in the early fifties. Main destinations for feed barley in

Photographed in the middle of a rapeseed field in the Canadian West are the members of a Rapeseed Mission from Japan that visited Canada last summer. It was headed by Y. Shida, the president of the Federation of Japan Edible Oil Co-operatives.

1965/66 were Italy and Japan, with smaller shipments to Britain and Israel. The United States was our most important customer for malting barley. Western Europe purchases most of the rye and oats but the United States and Japan are also significant markets. A large market for pelleted screenings has developed in Japan and Britain in recent years.

Oilseeds Market Expands—The most striking development in the oilseeds group over the past decade has been the expansion of overseas markets for rapeseed; Canada is now the world's largest producer and exporter. Production in 1966 totalled about 25 million bushels and exports for the 1965/66 crop year 13.6 million bushels. This was an increase of almost 50 per cent over the previous year and nearly three times above 1963/64. Japan took about half of our exports and Western Europe about 40 per cent. In the calendar year 1965, exports of rapeseed were valued at about $31 million. The growing acceptance in Canada and abroad of rapeseed meal as a component in livestock and poultry feeds in competition with soybean meal, plus the greater use of rapeseed oil in margarine and salad oils, is responsible for the development of this trade. Very little rapeseed oil or meal is exported because the demand from the Canadian domestic industry exceeds production. Exports of linseed oil, cake and meal have declined sharply, in line with the reduced international demand for linseed oil in the paint and related industries.

Cattle—Exports of cattle continue to be important. In the first ten months of 1966 these exports were valued at $53.7 million, of which about $37 million represented feeder and slaughter cattle, nearly all to the United States. Purebred cattle are now being exported in larger numbers to countries other than the United States. Ten years ago about 84 per cent went to the U.S. compared with 51 per cent in 1966. They now go to some 20 countries, including Spain, Italy, Mexico and several destinations in South America. The average f.o.b. price per head has gone up from $270 to $400 in the past decade. This reflects the demand for Canadian breeding stock and for the Holstein-Friesian in particular. Over 83 per cent of total exports of purebred cattle in 1965 were of this breed.

Meat—The main destinations for Canadian meat are the United States for beef and pork, Britain and Europe for variety meats (including offal), and the West Indies for pickled meat. In the past decade, exports of boneless manufacturing beef to the United States have increased by more than $20 million as a result of U.S. government purchase programs and the greater use of minced beef in its various forms by the American consumer.

The larger exports of variety meats to Europe reflect the lagging appreciation of these by the North American consumer and the high relative cost of red meats in Europe. The European consumer can and does use these meats as an excellent source of meat protein and the art of preparing them has always been more highly developed there.

In the first ten months of 1966 exports of variety meats were valued at $6.7 million and 55 per cent went to Britain. Exports of fresh pork, mostly to the United States, at $15.5 million for the first ten months of 1966, showed little change from previous years. The major changes in the world meat trade are the greater use of chilled storage rather than hard freezer units in ocean transport and of the vacuum pack in consumer packaging and the employment of air freight for high-priced products.

Cheddar Cheese—The pattern of export sales of cheddar cheese has remained constant over the past ten years, with over 90 per cent of total exports going to Britain. Although the pattern has remained the same, the quantities exported have increased from 13.4 million pounds in 1955 to 33.5 million in 1966.

As the market changes, so does the form in which this product is sold. The present popularity of prepackaged products has resulted in a trend towards changing the form in which cheese is produced. Because 40-pound blocks or squares are easier to handle than the traditional 90-pound round cheddar cheese and because there is less waste when cutting and packaging, a change to the lighter block began in 1961. At present, approximately 25-30 per cent of the cheese exported to Britain is in the square form. The value of cheddar exported in 1965 was $11.5 million.

Skim Milk Powder—Canada has for many years been a sizable exporter of skim milk powder, and the quantities exported both in direct sales and through food aid programs have been rising. In 1955, exports totalled 5.8 million pounds and went to 42 countries; the main customers were Venezuela and Mexico. In 1965, exports reached 86.2 million pounds going to 41 countries, with the Netherlands, Cuba, and Italy the most important. The picture in 1966 has altered somewhat and Japan has taken over as the largest market, with approximately 25 million pounds.

Advances in technology in recent years have resulted in a better quality powder. A new process called "instantizing" makes the product much more soluble. It is meeting wide acceptance domestically but not yet in foreign markets.

Whole Milk Powder—Most of Canada's whole milk powder has been sold over the years to Venezuela. In the last three years the Venezuelan Government has placed considerable emphasis on becoming self-sufficient in milk and dairy products. For this reason export sales of this product declined in 1966 to 6.7 million pounds as against 19.6 million in 1965.

Poultry Products—Better freezing and cold holding facilities have meant that poultry products are now moved over long distances with less fear of spoilage. Tray packs of cut-up poultry parts have developed domestically and are just starting to be fed into export markets. Further processed products such as turkeys, roasts, turkey rolls, etc., are appearing and will enter into the export markets of the future.

Baby Chicks—Canada has moved rapidly towards becoming a substantial exporter of baby chicks. Intensive research and the improvement of Canadian breeding stock have brought increases in exports from 88,000 chicks in 1955 to 1.5 million in 1965 and to 1.88 million for the first 10 months of 1966.

The advent of jet airliner services for transportation of chicks and of hatching eggs has made virtually the entire world an accessible market.

Other Food Products—Britain has become Canada's leading export customer for processed foods as it was before World War II, as a result of the liberalization of almost all food imports in 1959. It has since liberalized others. West Germany has liberalized some food imports in recent years but many others remain under quantitive restrictions. On the other hand, import controls introduced in recent years by Jamaica and Trinidad to conserve dollar exchange and/or protect domestic industries have adversely affected our market for food products there.

Frozen Vegetables—The major development in the processed fruit and vegetable sector has been the appearance of an important export market for frozen vegetables. To date they have been exported mostly in bulk for institutional use or for repacking under private labels for retail sale. The leading item in the group is frozen french fried potatoes to Britain, but peas, corn, beans, broccoli, etc., are also selling. The increasing demand for convenience foods in Britain, Western Europe and other countries and the growing number of tourist hotels in such vacation areas as the Caribbean have made this trade possible.

Canned Vegetables—Although exports of canned fruits and vegetables in general have not risen, there are some interesting exceptions. In the postwar years, a market has been developed in West Germany for canned wax beans in retail pack. This market has gone up in recent years to $2.4 million in 1965 and should continue to expand as long as Canadian canners retain quality and price advantages.

Similarly, a new market for canned whole kernel corn in retail pack has been developed in Britain, and has expanded to $1.3 million in 1965. It dominates Canadian exports of canned corn. The British had first to be educated to eat corn, a commodity they previously considered fit only for livestock feed.

A considerable market for Canadian tomato juice has also been built up in Britain in the past decade, based primarily upon quality. Originally it was an outlet for juice for blending, but tomato juice for retail sales is responsible for the rapid increase in Canadian exports to $1.4 million in 1965.

Honey—Honey has become an important export—about 8 million pounds in 1965—shipped to 17 countries, with Britain the largest market. Earlier honey shipments to Britain were all in bulk, but now they are almost entirely packaged and the change has contributed to the increase in volume.

Tobacco—Export sales of unmanufactured flue-cured tobacco have risen by 50 per cent in volume and about 100 per cent in value in the past decade. In 1965, Canada exported 41.5 million pounds valued at $36.6 million. Britain continues to be the major buyer but a number of new markets—including West Germany, Scandinavia, Japan, Hong Kong and Malaysia—have been developed, largely through the departmental trade mission program.

—W. B. McCULLOUGH,
Agriculture and Fisheries Branch.

Finding Export Markets for Manufactured Goods

The Branch charged with this task must help to sell everything from heavy electrical equipment and fork lift trucks to washing machines and car coats. Its Divisions adapt their approach to the products, but all use trade fairs and missions.

THE DEPARTMENT of Trade and Commerce has two roles to play in promoting Canada's foreign trade—finding demands abroad for Canadian goods and services and finding sources of supply to match these demands. The latter is the principal function of the Manufacturing Industries and Engineering Branch, which covers the whole range of manufactured products, including both capital and consumer goods. It was created in 1964 in response to the marked increase in Canada's foreign trade in engineering services, capital equipment, and consumer goods. Since then it has been constantly developing new concepts and more sophisticated techniques to assist Canadian manufacturers and engineers in meeting international competition abroad.

Using Trade Fairs

Selling coin laundry equipment or toys differs a good deal from selling a transformer or the variety of equipment used by modern airports. But certain tested techniques can be adapted to the various types of manufactured goods. One of these is trade fairs. The Department's trade fair program is aimed at advertising Canadian manufacturing capabilities through exhibits at major trade fairs abroad. At nominal cost to the exhibitor, the Department makes space available in certain fairs. It arranges for this space, designs and constructs the exhibit, handles all arrangements with shipping lines, Customs officials, and trade fair authorities. It also provides advertising support and trade promotion materials, invites foreign buyers to come and see the display, and provides administrative staff for the Canadian stand. There are many success stories that illustrate the value of this program but each has a common factor—the officers of the companies exhibiting are on hand to discuss and promote the products shown and they follow up their contacts aggressively.

The Trade Mission Technique

Trade missions too have proved their worth. They are of two types, the outgoing and the incoming. Outgoing missions consist of representatives of a certain segment of industry, sent out to evaluate the potential market for products in their field in the countries visited. For incoming trade missions, the usual procedure is to invite senior officials from a number of countries to come to Canada to hold discussions and see at first hand Canadian capabilities in various fields. An attempt is made to cover one segment of industry at a time and the officials invited are those who are in a position to influence the purchase of equipment or other types of products or the employment of engineering services in their country.

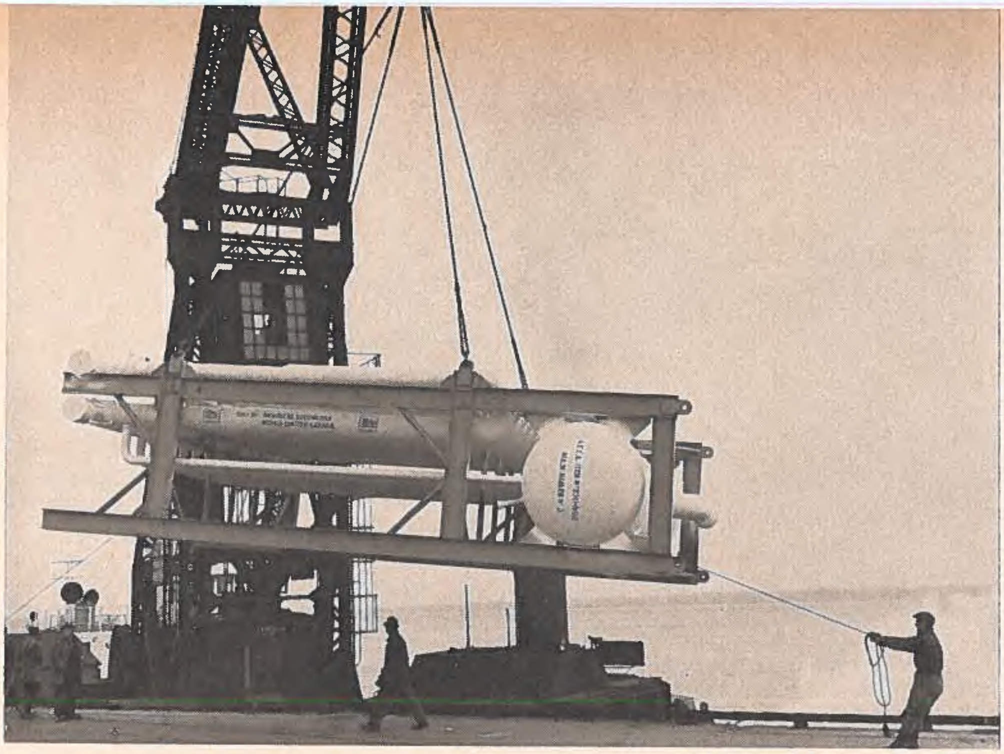
The two Divisions of the Branch mainly interested in the sale of capital goods and equipment and the two promoting consumer products use trade missions somewhat differently, and these differences are explained in the sections that follow.

The Commodity Officers in this Branch, who are stationed in Ottawa, work closely with the Trade Commissioners who are posted throughout the world. Together the two groups keep industry advised of market conditions and opportunities in many countries. The Ottawa-based officers carry the responsibility for maintaining close liaison with and acquiring up-to-date knowledge of the manufacturing and engineering capabilities of Canadian firms. The Trade Commissioners, for their part, are responsible for keeping abreast of developments in the country or countries to which they are accredited and for reporting to Ottawa on opportunities. This information can then be passed to potential Canadian suppliers.

The Commodity Officers can also arrange for market surveys to be carried out by the Trade Commissioners to assess the potential in their areas for products or services offered by an individual firm or a group of firms. This provides an evaluation of foreign markets before an exporter becomes involved in direct export promotion.

These general services offered and promotion techniques used by the Branch are supplemented by specialized methods of value in specific fields of industry.

Manufacturing Industries and Engineering Branch.



This 55-ton nuclear steam generator is the first of a shipment of eight that will go to the Rajasthan Atomic Power Project, unit one, in India. Each generator consists of ten heat exchangers feeding 600-pound steam into one drum. On arrival, the generator will have to be transported 400 miles by road across India. Eventually Indian shops will build this equipment.

—Montreal Locomotive Works

Mechanical Equipment and Engineering Services

Export markets for capital equipment and engineering services fall into two significantly different categories. The first is the old-established industrialized countries, and in these the basic criteria of price, quality, delivery, and after-sales service are of prime importance. The second consists of markets in developing countries where the availability of financing is often the first consideration. It is this second market that holds the greatest potential for the export of engineering services and various types of equipment.

In Industrialized Countries—Marketing engineering services and equipment successfully in industrialized countries depends upon the ability to provide new concepts of design, manufacturing and construction, aimed at minimizing the labour content and maximizing production.

In Developing Countries—Success in the larger market that the developing countries offer, on the other hand, rests to a great extent upon the availability of financing. Because international organizations provide a significant portion of the financing of capital projects in these countries and because industrialized countries have set up their own bilateral financing and aid facilities, theoretically no one country should have an advantage over another in exporting services and equipment. There are, however, limits on the amounts of money available and in consequence the wealthier countries have the advantage because they can provide financing and grant aid on a larger scale.

Financing and Aid Considerations—The question of financing has been of major concern to governments of all the developed countries and they have endeavoured to provide facilities equal to those that their major competitors offer. The Canadian Government has been no exception.

In today's highly competitive world market, the credit terms offered by the seller often play as important a part in consummating an export sale as do price, quality and delivery. In order to assist Canadian exporters, the Export Credits Insurance Corporation was established to operate in two complementary fields: export credits insurance and long-term export financing. These facilities are designed to allow Canadian exporters to compete on an equitable basis with their foreign competitors.

Under the Canadian aid program, economic, technical and educational assistance is made available to developing countries. Though it is not a primary purpose of the aid program, it should be remembered that the money administered by the External Aid Office is spent on the export of Canadian goods and services which bring both short- and long-term opportunities to Canadian businessmen.

Canadian manufacturers and engineers should be familiar with the facilities offered by the Export Credits Insurance Corporation and the External Aid Office, because the services these organizations provide can assist Canadian firms in increasing their export business.

Capital Projects—The Mechanical Equipment and Engineering Division also offers specialized help in export promotion of all engineering services and mechanical equipment for capital projects. These services are freely available to all Canadian firms interested in developing markets in foreign countries.

Ultimate success in the exporting of services or equipment, however, depends upon the active involvement of the Canadian company. Government officials can obtain vital information on markets but only direct contact by the exporter will bring export success.

Using Trade Missions—The Division also places considerable emphasis on incoming trade missions as it feels that greater benefits can often be obtained by showing firsthand what Canada can produce through visits to operating plants and proving our production capability through visits to manufacturing plants. The program also provides an opportunity for engineers to discuss their capabilities, and examples of these are then provided by the operating plants visited.

It is not always possible without personal investigation to decide whether incoming or outgoing missions will best serve our purpose. We therefore have a third program in operation whereby officers of the Division tour areas abroad to evaluate the potential for Canadian products and, at the same time, evaluate the usefulness of and need for a mission. It is on the basis of these evaluations that the decision is taken on whether a mission is justified and on whether maximum benefit can be obtained from an incoming or an outgoing mission. This procedure has proved effective in co-ordinating the broad knowledge of the Trade Commissioner with the specialized knowledge of the Commodity Officer.

The foregoing outlines only the basic types of assistance which we provide to exporters of services and capital equipment. In addition to these, Commodity Officers of the Division, in co-operation with the Trade Commissioners, maintain liaison with international organizations, UN agencies, etc., in an endeavour to ensure maximum participation by Canadian companies and individuals in developments for which these organizations have management responsibility. We also maintain on file in Ottawa copies of all publications issued by these agencies on developments in countries throughout the world. These documents, although restricted in nature, are available to representatives of industry for review in our offices in Ottawa.

Many supplementary services can be provided and we suggest that all interested officials feel free to consult with officers of the Department about their export promotion activities. The doors are always open.

Consumer Goods

The variety of consumer goods available from Canadian manufacturers has grown rapidly over the last twenty years. But competition for world markets has increased as developed and developing countries alike create their own industries, producing for domestic consumption and for export. Where Canadian firms make use of a patentable technique and world-wide protection is obtained, they can promote their products in the world marketplace at a relatively leisurely pace. Where sales are based on design, price and ability to produce, a businessman must move more quickly to locate and develop spot opportunities. Once established in a foreign market, his products can be copied or adapted by local manufacturers so that retention of a market is based on his creative abilities.

Co-operation with Industry—The Commodity Officers dealing with consumer goods are aware of the situation and survey their various areas of industry continuously to locate new, unique quality products so that individual firms can be encouraged to explore export markets.

They will discuss export market opportunities with all interested Canadian manufacturers and suggest ways and means of approaching these markets. With a wide base of general market information which continually flows in to them from our trade offices abroad, they can suggest market priorities and the products or styles which have the best potential. They can also detail what information a businessman should have before approaching the market directly, and locate sources of that information.

Other Promotion Methods—The Commodity Officer will advise caution where it seems necessary and will prepare a manufacturer to adapt to slightly different conditions abroad. He may encourage him to travel or to change his marketing processes by creating new brands. For example, the chest-type freezer in Canada is considered to be a domestic appliance. In foreign markets it is used on farms or in commercial applications such as small grocery shops, restaurants, and institutional kitchens. The Canadian manufacturer was faced with a similar situation in Canada but that was 15 years ago. In approaching foreign markets with this freezer, therefore, the type of distributor he looks for will be different from his practice in Canada.

The Commodity Officer also keeps the Trade Commissioner up to date on new products in Canada so that he can help develop sales opportunities.

Visits to Canada by foreign department store buyers are encouraged and they are guided to appropriate sources of supply by Commodity Officers. The newest products available from Canadian suppliers are brought to their attention. Different avenues of promotion are continually investigated. Not all consumer goods are sold through retail outlets. For example, there are potential large orders available from firms offering sales incentive plans, premium merchandise or advertising novelties. One of the largest export orders for Melamine dinnerware received in Canada came from a Venezuelan soap manufacturer who will use it as a giveaway. Australians are using Canadian-made angel food cake pans because of another premium deal.

Contract Sales and Consortia—Many Canadian firms have a contract sales department for the domestic market, yet they do not carry this approach into exports. How many yards of Canadian carpet will go into hotels being built around the world in the next five years? How many towels, lighting fixtures and beds and how much linen and crockery will be needed? This is an institutional market which Canadian manufacturers of consumer goods should pursue. A study identifying the opportunities associated with hotel construction has been carried out by the Branch.

What products are used in an educational or vocational institution? Home Economics rooms need ranges, refrigerators, sinks, sewing machines, desks, lights, movie projector screens, blinds, drapes, flooring material and other things. This Branch is encouraging the formation of a consortium of Canadian manufacturers to sell to this expanding market.

Other Promotion Methods—Commodity booklets have been produced for distribution abroad identifying Canadian sources of supply of medical and scientific equipment, components for domestic refrigerators and electric ranges. Booklets are also planned on institutional and catering equipment, hardware, and others.

In promoting consumer goods, as with other products, the Department also makes good use of trade fairs and trade missions.

—W. C. Wood Co. Ltd.

Prominent in the centre of this picture is a large chest-type domestic freezer. It was exhibited by a Canadian company at the Salon International des Arts Menagers in Paris last year and aroused a good deal of interest. The firm decided to have a display at the same fair this year in March.

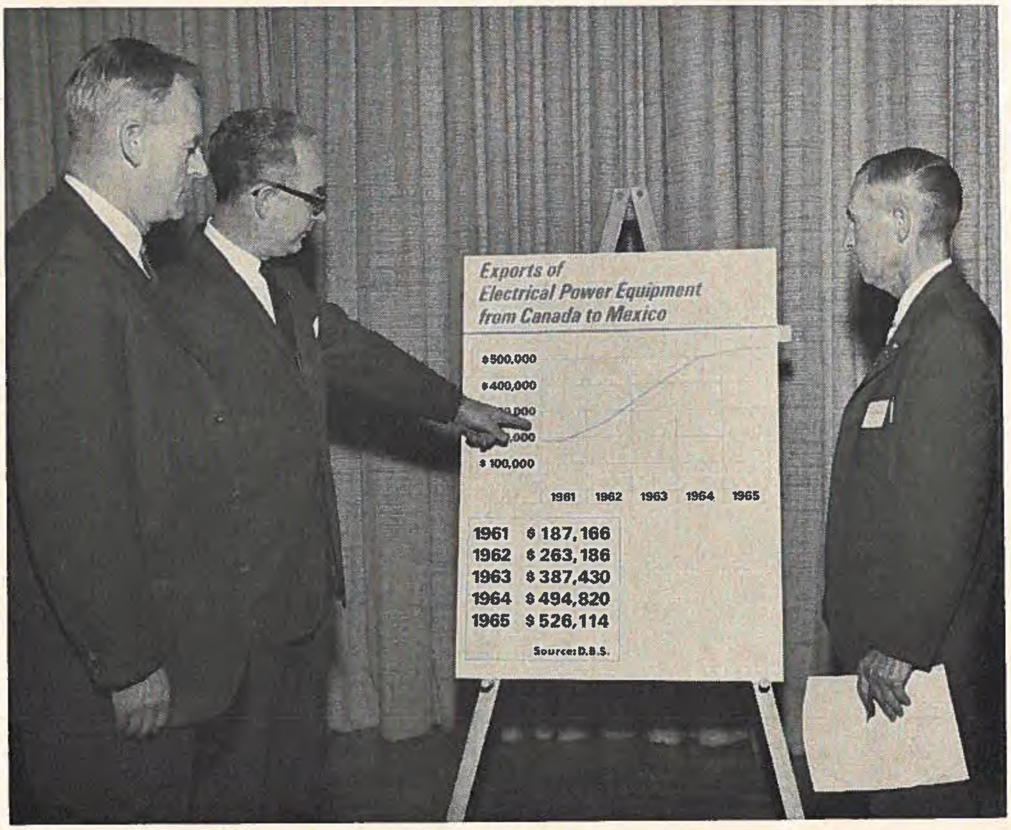
Electrical and Electronic Equipment

The present export activities and long-range plans initiated by the Branch to promote the export of Canadian engineered equipment and systems in the electrical and electronic fields give some indication of how, where and when some of these new concepts are being implemented.

The plan of activities first involves and uses the highly specialized services of export engineers. Its implementation consists of five main phases: reconnaissance, exploration in depth, reporting, consolidation and expansion.

Phase I, Reconnaissance—Reconnaissance involves the sending of a one-man mission from the Electrical and Electronic Equipment Division to a selected geographical area to investigate and conduct a preliminary market survey, in concert with the Trade Commissioner, with the objective of learning at first hand about the long-range development plans and needs of these countries. The engineering specialist makes personal contact with top level power and communications company officials on the engineering side and with key administrative officials to determine current and future purchasing programs. He also makes a concerted effort to alert the countries he visits to Canadian capabilities in the engineering and manufacturing fields.

Phase II, Exploration—The second stage entails the exploration of the potential markets in depth. The project engineer who made the initial reconnaissance is selected to act as manager of an outgoing trade mission from one field of industry to conduct on-the-spot discussions with potential key buyers. These discussions are usually oriented towards laying the foundation for continuing



An Electrical Power Generation, Transmission, and Distribution Mission that visited Mexico and Venezuela in mid-1966 reported some of its findings to industry during the CEMA convention in Niagara Falls in September. (Left to right) E. A. Boys of Trade and Commerce, secretary of the mission; M. B. Blackwood, Commercial Counsellor, Mexico City, and Harvey McGowan, chairman of CEMA's Export Council, who chaired the panel discussion.

rapport between Canada and the country. This is all-important in the engineering field because the lead time between the initiation and completion of a major power development is normally five to six years. The mission is dispatched with the idea of doing initial promotion rather than making on-the-spot sales.

Phase III, Reporting to Industry—The technique of mission members reporting to industry through panel discussions is being aggressively used to supplement and strengthen the all-important lines of communication between industry and the Department. The members of an outgoing mission are responsible for submitting a report on their return so that Canadian industry as a whole may benefit from their findings. Because there is a time lag between the preparation and the publication of the report, some of the potential export opportunities the mission developed may have been acted upon and hence opportunities lost to Canadian exporters. To meet this situation, a panel presentation is held in conjunction with meetings of industry associations, such as the Canadian Electrical Manufacturers Association, (CEMA), the Electronic Industry Association (EIA), and others, shortly after the mission returns to Canada.

The panel, composed of members of the outgoing mission, reports to the industry at large its general and particular findings. Questions from the floor by industry representatives are normally answered and this helps further in communicating the team's findings.

This was one of the ways that the Mission on Electrical Power Generation, Transmission and Distribution that visited Mexico and Venezuela last spring chose to report to industry. Mission members put on a panel discussion at the annual meeting of the Canadian Electrical Manufacturers Association in Niagara Falls in September and later answered questions put by the audience.

Phase IV, Consolidation—The consolidation phase involves a further comprehensive investigation of Canadian industry by the members of trade associations and the Division's project officers in attempts to stimulate other Canadian manufacturers to organize themselves and bid on these potential export opportunities. Informal sales missions for follow-up purposes are being vigorously pursued to intensify and consolidate phases I, II, and III.

Phase V, Expansion—The fifth stage, expansion, occurs after the Canadian industry has organized and consolidated itself for major sales in one particular area. A systematic fanning-out to probe other countries adjacent to those already investigated is then planned for the future, using the proposed increased resources of the Electrical and Electronic Equipment Division.

Aggressive promotion along the above lines is particularly useful in enhancing Canadian participation in proposed large-scale and complex foreign development projects.

Other Promotion Services—Other promotion services and aids that the Division's project engineers can give Canadian industry include appraisal studies and engineering evaluation of pending foreign development schemes by means of on-site investigations or the review of specifications to assess the potential for Canadian participation.

This information is extracted from project feasibility reports, appraisal studies and reviews issued by international institutions, public power commissions, financial consortia and organizations such as the World Bank, IDA, IFC, United Nations, Inter-American Development Bank, OECD, EEC, and Canadian facilities such as the ECIC. It is then analyzed and augmented by commercial intelligence directed to Ottawa from Canadian Trade Commissioners overseas and gleaned from international publications on pending power and communications projects.

Technical assistance given to Canadian firms on the submission of data and pre-qualification procedures is of increasing importance. This helps facilitate their participation in overseas development projects which may range from one million to several hundred million dollars.

As in the past, concentrated efforts are made to foster wider Canadian participation in international trade fairs. The practice of presenting Canadian technical papers in conjunction with engineering exhibitions has been inaugurated to supplement the exhibits and to make Canadian services, capabilities and equipment better known.

The project officers investigate and instigate ways and means of promoting greater Canadian participation in overseas funded projects, such as those sponsored by the EEC and other international organizations, which may initially be restricted to member countries only.

Export officers also help industry by advising on and investigating project proposals submitted to ECIC for long-term financing. They submit reports on the soundness and the technical aspects of these projects, and assess the Canadian content and the adequacy of the cost estimate.

Project financing is normally one of the key factors involved in pursuing successful project contracts, especially in the developing countries. This phase of the project officers' assistance to Canadian manufacturers is therefore becoming more important.

Although our approach to external trade promotion changes, the essential objective remains the same: to place the department's resources at the Canadian exporter's disposal in selling his products and services abroad.

People are paying more and more attention to industrial design, both here and abroad. The Canadian Government, aware of this trend, is promoting good industrial design in a number of ways, with an eye on both domestic and export markets.

Design Your Way to Export Sales

F. A. COCKRAM, *"Foreign Trade"*.

DESIGN—industrial, building, appliance, clothing and textile, furniture and packaging—is looming larger and larger as one of the prime considerations in overseas selling. No matter how efficient a company's marketing practices, if its product does not attract nor impress the consumer, sales are likely to be disappointing.

What goes to make up good design? One definition includes the following: serviceability, function, style, engineering and producibility.

A solid and lasting interest in all of these facets is a must for the manufacturer who hopes to sell his products in foreign countries. In many parts of the world, more efficient farming and production procedures are giving a greater percentage of people more money to spend—and allowing them both the time to educate themselves about a product's advantages and disadvantages and the privilege of a free choice between different brands of goods. In short, the buying public knows what it wants and it knows why. And it's becoming particular.

These factors are not only influencing the consumer. Manufacturers in an increasing number of European countries and Japan have become aware of the fact that good design is the key to increased exports. They are spending more time and money on product development than ever before. The point has been driven home: they must.

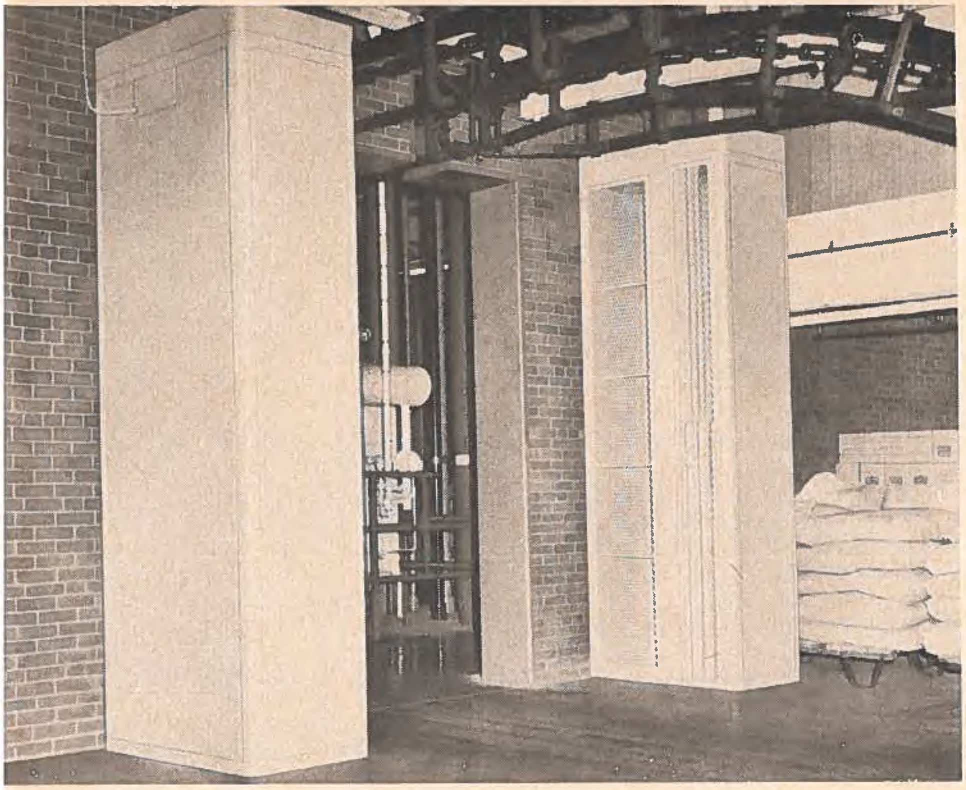
Canadians have an identical problem. They must deal with the achievements of Germany and Japan in the electronics field; they must face the competition from Scandinavian countries in textiles and furniture. Fashion designers are up against the salons of Paris and London's Carnaby Street. And what of the staggering capabilities in almost all areas of the United States? Increasing world trade has become the economic byword of the second half of the twentieth century. Good design is now a "sine qua non" for success.

Where Do We Stand?

What are the problems and potentialities inherent in these terms "serviceability, function, style, engineering, and producibility"? How have Canadian manufacturers fared in meeting them?

In one area at least, Canadians need take a back seat to no one: quality. "Made in Canada" has become synonymous with reliability all over the world. People have come to know that our appliances will do what they are supposed to do, will not electrocute the user, and do not require a graduate engineer to operate them. One housewife, when asked exactly what she wanted in a household appliance, said "workability." Not a bad word for the marketing staff to remember. Canadian skates are biting into ice rinks all over Europe. Our space research instruments are good enough to command the respect of even the sophisticates of the U.S. aerospace programs. London and Barcelona have been the scene of success stories for makers of capital equipment (and no manufacturer worth his salt is going to buy a $25,000 machine that isn't completely trustworthy).

The Department of Trade and Commerce has found that, in a wide range of goods, design is proving the key to export success. Where Canadians present in foreign markets (particularly in the United States) products which are different, distinctively Canadian and of



This "air door" features tangential blowers that produce an air curtain that seals out drafts of hot or cold air and maintains a set temperature in refrigerated or air-conditioned buildings. It will also keep out dust. Typical of design application in industry, it is made by a Woodbridge, Ontario, firm. The designer was J. W. Powlesland.

good design, these frequently generate a market interest—even at premium prices. In contrast, the practice of importing foreign designs into Canada and then producing under licence often eliminates the foreign market potential.

When all is said and done, Canada builds a fairly good mousetrap and if the world hasn't exactly beaten a path to our door, it at least knows the street number.

That's a comforting thought. But is it enough? The answer is "No." One executive whose company has a large market recently stated most emphatically, "We have to be the best." His views have been echoed by a top-flight dress designer in Toronto (although "reliability" is not necessarily her major stock-in-trade). She too faces intense competition and knows that design modifications are important, even if for another reason.

The British Minister of Technology, speaking at the recent International Design Conference in London, highlighted the problem. He said in part, "Modern technology in bringing mass production and new materials—alloys, glass, plastics and fibres—has opened up the possibility of an infinite improvement in design. Miniaturization has made redesign essential; computers are revolutionizing engineering design. All of these factors encourage me to believe that the realization of our full potential in good design is going to be possible." He might just as well have been speaking for Canada. In fact, our Minister of Industry, the Hon. C. M. Drury, spoke three years ago in general terms about the same possibility. "If we look behind most success stories," he said, "we find company management putting design in the forefront of their production and merchandising philosophy." Good design is good business no matter how far from the final user your particular enterprise may be.

In our day and age, static satisfaction with the "function" of a product is tantamount to stagnation. Improvements must be made continuously. The writing is on the wall.

Looks Can Kill—and Sell

Will your product look as modern next year as it did last year? Does styling mean anything to your sales at all? Although appearance can spell success or failure (remember that the fate of the Edsel was traced, at least in part, to its appearance), it almost defies definition because it is essentially personal.

The important thing to remember is that the consumer, to a greater or lesser extent, buys styling; this is a known fact. Most firms today lend a wide open ear to market analysts and their surveys. If your product appeals to current tastes in a particular market, then sales potential will rise. If you are able to anticipate a swing in public likes and dislikes in styles, then the same holds true. A good designer can not only meet current styling demands: he can, in fact, start to influence general tastes —to create a new demand for your product.

Packaging can also be important. For instance, one need only walk into any grocery store in North America or Western Europe to realize that the vast majority of both foods and soft goods are duplicated (and more) over and over again. The visual image of a brand can, initially, be as important as its reputation for quality. The fastest way to a man's heart is certainly through his stomach—but by way of his wife's eye.

What Price Success?

Pricing is related to good design—from the development stage on. It can make or break the best product.

Although many people today have more money to buy exactly what they want, they are also becoming more product conscious. Radio, television and other media advertising has seen to that. They will spend more money for a product only if they believe that it will do what it is supposed to do—and do it efficiently. They want their money's worth.

Our standard of living sometimes works against us when it comes to export pricing. Canada enjoys one of the highest standards of living in the world but the very affluence that gives us what we want can operate against us when we compete internationally. In some instances in the past our products have been too expensive. They have not lacked quality—but the price just hasn't been right.

Quite often an industrial designer can not only improve your product's performance but also save you money on production costs, thus making your product more competitive. A recent example which highlights both these areas illustrates these advantages.

A manufacturer of construction equipment from Western Canada asked a firm of industrial designers to redesign two hand saws and the results tell the story. One basic model (because of design changes) can now handle the work of both old saws by accepting 6½-inch and 7¼-inch blades. The obsolete models required five castings to house the same components which now fit into a three-piece casting; the production saving was 21 per cent. A saving of 48 per cent was achieved by using a straight armature shaft, as opposed to the many-stepped armature shaft on the old models. An 80 per cent cost saving resulted from the drawn-hub fan of the new model compared with the older type of brazed-hub fan.

This kind of saving not only means a lot to the prices quoted in Vancouver, Winnipeg or Montreal—it can also materially affect the cost to Germans or Swedes. A breath of fresh air at the most basic levels can produce surprising profits much farther down the line and even 3,000 miles away. Don't forget, however, that basic production planning can easily include modifications which will make your product acceptable in other countries. The same design costs could make you as competitive in Malaysia as in Manitoba.

What We Are Doing

How is the Canadian Government helping to promote better design? Are there special programs and agencies? How much assistance can the manufacturer expect?

The National Design Council and the National Design Branch are the bodies most concerned with promoting good design in Canadian products. Created by the National Design Council Act in 1961 (it had previously operated as both the National Industrial Design Committee and the National Industrial Design Council), the National Design Council reported to the Minister of Trade and Commerce. However, with the coming of the Department of Industry in 1963 its activities were transferred to that Department.

The Council itself is made up of 17 members drawn from industry, commerce, organized labour, architecture, design and engineering. Among the government representatives are the Deputy Ministers of Defence Production, Public Works, Industry, and Trade and Commerce. These civil servants sit on the Council to make sure that as many government departments as possible are made aware of the necessity of good industrial design and to emphasize the importance that the Government attaches to design progress in Canada. The Department of Trade and Commerce is vitally interested in this program. Good design means better export prospects.

The National Design Branch is the administrative arm of the Council, and it also provides a design service for other government departments. Since 1961 it has been increasingly active in promoting an awareness of the importance of good design both at home and abroad.

One of its major tasks has been to update and reorganize the *Canadian Design Index*. This is a ready-reference catalogue of high-standard products, and any product mentioned qualifies only after close examination by an independent selection committee.

The *Design Index* is often used by the Department of Trade and Commerce as a reference source for possible exports. Many products from the Index (where available for export in sufficient volume) have been successful in foreign markets through the Department's trade promotion programs. Among products currently being exported with Trade and Commerce counselling are: prefabricated buildings; furniture; panelling; building products such as sliding doors, lighting fixtures and sinks; floor-cleaning equipment; major appliances; watercraft; giftware; toys and novelties; sportswear, and medical equipment such as cancer therapy units and hearing aids.

Another activity which is under constant review is the *Canadian Register of Designers* which provides information on designers and design services to industry.

A program of national and international exhibitions is another function of the Branch (often in co-operation with such departments as Trade and Commerce). Exhibitions illustrating contemporary Canadian industrial design were held in 1962 at the 31st Poznan International Fair, Poland, and in 1963 at the International Plastics Exhibition, London. Another exhibit was shown at the State Fair of Texas in Dallas.

From May to September 1964, the Canadian Government sponsored an exhibit (for the third time) in the 13th Triennale de Milano at Milan, Italy, with resounding success. Canadian exhibits won two gold and three silver medals. One of the gold medal winners was a timber cottage which was designed and built in Canada and furnished with the best in Canadian interior designs. Requests for information came from all over the world and the cottage itself was sold during the show. The building's architects now have working plans for mass-producing the unit, not only as a cottage but also as a year-round dwelling.

Two other building projects which involve Canadian design are among those recently promoted by the Department of Trade and Commerce in Britain. One comprises three pairs of demonstration houses located near

Edinburgh, Liverpool and London, and the other a medium-density (173 units) housing project at Harlow, north of London. The Harlow project now under way is being financed entirely in Britain. Timber-frame construction is particularly North American and has been brought to a highly developed state in Canada. It lends itself well to industrialized building with more and more work being done off-site. The system is flexible and can be adapted to local conditions and building codes. Canadian manufacturers of building components (with the help of Trade and Commerce officers) are now engaged in an intensive effort to promote this building method throughout Britain and Continental Europe.

Design Centre and Awards

The necessity of a focal point for promoting good design led to the opening in 1964 of The Design Centre in Toronto. It is used to show new and improved designs to domestic and foreign manufacturers, distributors and buyers. It also features an up-to-date copy of the *Canadian Design Index,* a design library, and a lecture room—complete with audio-visual equipment and closed-circuit television—which can be used for the seminars which make up another part of the National Design Branch activities. A second Design Centre will open shortly in Montreal.

A general awards program, "Design Canada", is another facet of the Government's attention to good design. Canada-wide competitions are held for specific industries. Winners of the competitions receive an Award of Excellence and their products are put on display at the Centre in Toronto.

Four of these competitions have been completed so far. The Plastics Horizons Competition in 1964 was co-sponsored by the Association of Canadian Industrial Designers and the Society of the Plastics Industry (Canada) Inc. The Canadian Institute of Steel Construction joined the National Design Branch to hold the Structural Steel Design Awards program, which fostered the creative use of structural steel in various types of construction. In 1965 the uses of wood in contemporary architecture was the predominant theme of a competition sponsored jointly by the National Design Council and the Canadian Wood Council. Just last year the manufacturers of refrigerators, stoves, freezers and washers vied against each other in the Major Appliances Program, 1966, which was held by the Council with the backing of the Canadian Appliances Manufacturers' Association. The Department of Trade and Commerce also threw its support behind the competition.

This bathroom, of glass fibre reinforced plastic, was precast in three sections, ready to assemble on a sub-floor—a good example of the coming modular type of construction. The fixtures, like shower heads and towel rods, were then installed in the normal way. The unit was designed and manufactured by a Weston, Ontario, firm.

One of the most ambitious programs of the National Design Council is Canada-Design '67. The main objective is to have all Centennial projects use Canadian designs and materials. The Centennial Commission and Expo 67 are both co-operating in the venture. Two catalogues have come out of the program: the first illustrates products for buildings (structural components, hardware, furniture, etc.), the second details outstanding examples of giftware (clothing, pottery, jewelry, books, prints, etc.). The building catalogue is to be incorporated this year as a special supplement in *Sweet's Catalogue,* the largest and most up-to-date architectural catalogue in North America.

These collections, the Council feels, should help to bring together architects, designers and manufacturers so that greater use may be made of the potentialities of all three.

One of the main forums for showing the results of the program will be Expo 67. Canada's World Exhibition has an absolutely staggering market potential and every effort is being made to have top-flight Canadian products on display.

A Look Ahead

What of the future, its problems and opportunities? What will the average manufacturer face when he sits down to do his long-range planning?

By the year 2000 A.D.—and that's only 33 years away—the population of the world will have doubled. Accommodation (already a serious problem in most major cities) is going to become harder and harder to find. Add to this another factor: urbanization. Until some high-speed form of transportation (say, monorail) is put into general use to make satellite-city living attractive, the population will be concentrated in high-density urban centres. They will need homes and furnishings and they will need them in a hurry.

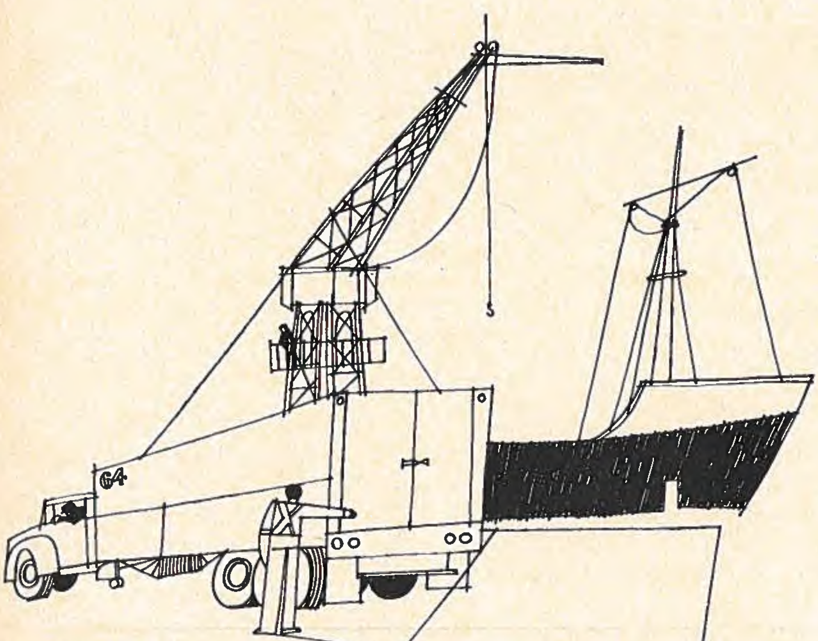
One of the main answers to the problem of housing an exploding urban population is the concept of modular building. Whole apartments will be designed so that they are integral units; they will be pre-constructed (perhaps in an off-site plant) and then set into place as a part of a complex of similar units. It is possible that new building materials, or at least new ways of using the old ones, may have to be found to speed up this process.

Appliance manufacturers (and others) will, in all likelihood, find themselves caught up in this trend. Kitchens, bathrooms, and perhaps even living rooms and bedrooms will be designed to accommodate certain sizes of stoves, refrigerators, washers, bathtubs, beds, entertainment centres and other furniture. These will have to be both efficient and relatively maintenance-free. The working wife will want a unit which is easy to use and keep clean.

Habitat 67, on the site of Expo 67 at Montreal, is a striking example of how new building techniques are being used in a high-density, urban living structure. The construction system consists of precasting large, three-dimensional modular units. When these are cast, they are taken to a finishing area where all components, fixtures and finishes are installed in an assembly-line method. Kitchens, bathrooms, window frames, insulation, etc., are all installed in the box. For kitchens and bathrooms, these are put into the frame as complete units, even down to such hardware as sinks and taps. The 70- to 90-ton "house" is then lifted into place by crane.

This kind of integrated building technique was outlined to Canadian appliance manufacturers at a design seminar co-sponsored by the National Design Council and the Canadian Appliance Manufacturers' Association in Toronto last September. Herbert C. Auerbach, the projects co-ordinator for Concordia Estates Ltd., Montreal, (the company responsible for the development of Place Bonaventure) said, "I see your appliances becoming parts of an entire apartment package, resulting in vastly new design concepts for bathrooms, kitchens, heating units and communications systems—these designs resulting from the systems approach to building." Views such as these, as well as the concepts behind Habitat 67, are not only applicable to the North American market, however. They apply equally in Britain, Europe or the Far East.

If Canadians are to get a fair share of the world's increasing trade, they must be prepared to try new concepts and new materials, to listen not only to designers, but also sociologists, and a host of chemical and other engineers.



To Sum It All Up

Industrial design is specifically that area of total product design which is concerned with the needs of the man or woman who will use or depend upon an article or piece of equipment. Perhaps the most important change in manufacturing since the rise of the assembly line is the shift of emphasis from product-oriented to user-oriented thinking. In fact, industrial design is now an essential element of product planning and production both in Canada and abroad. It can be put to work for you. Canada's industrial designers are willing and waiting. ●

G. F. G. Hughes, director of the Business Development Bureau, poses outside his headquarters in the International Trade Centre on the Expo site.

Business Rendezvous at Expo 67

The first World's Fair to include the businessman in its plans, Expo 67 in Montreal is providing an attractive meeting-place for business on-site. It is also furthering other business contacts off-site between Canadians and their guests from abroad.

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

CANADA is a good place to do business in 1967 and Expo 67 is a good place to start. That is the message which Expo's Business Development Bureau has beamed abroad energetically for the past two-and-a-half years. And hundreds of foreign businessmen have got the message.

With only two weeks left before the big World's Fair opens in Montreal, the Bureau is geared for action. Since the last week in January it has been installed in its offices on the ground floor of the International Trade Centre, the building sponsored by the Canadian Bankers' Association. These offices, equipped by the Canadian Business Equipment Manufacturers Association, are both cheerful and functional, with burnt orange carpeting, modern desks, and filing lockers painted in grey, blue-green, and orange. There is a library with a trained librarian in charge, stocked with books that give essential economic facts about Canada and also containing directories, periodicals, and business and financial newspapers from most of the participating countries. Out front, near the reception area, are small offices for the counsellors—three Canadian Trade Commissioners and one officer of the Federal Department of Industry who will be assigned to the BDB on rotation throughout the Fair. Also in offices on the ground floor will be representatives from two of the provinces, Quebec and Manitoba.

On the second floor are offices for personnel (mainly those concerned with industrial and commercial development) from the Canadian chartered banks. The rest of the floor is given over to the Expo Club, designed as a meeting-place for Canadian businessmen and their foreign counterparts who come to Expo. The lounge and dining-room are attractively furnished in a colour scheme of burnt orange, deep blue and beige, and there is a stand-up bar of polished wood. The full-length windows face, on one side, Bickerdyke Basin, where visiting ships will dock during Expo, and on the other side Ile Notre Dame, with the silhouettes of the big national pavilions rising across the water. There is also an outdoor terrace for

The Expo Club isn't open yet, but we asked two BDB staff members to provide a preview of dining there. This part of the dining-room looks out across the river to Ile Notre Dame, and one can see faintly the outline of some of the national pavilions.

drinks and dining. The building is air conditioned.

On the floor below the lounge are three conference rooms—small, medium and large—that can be used singly or thrown into one for larger gatherings. These will serve various purposes. The Business Development Bureau has been urging Canadian firms to hold board of directors meetings this year in Montreal and on the Expo site, and also to bring their foreign agents to Canada during Expo's run. Domtar has already decided to bring its agents over in groups throughout the six months and will use the Bureau's facilities. Another firm is reserving the conference rooms for a series of cocktail parties and receptions for foreign visitors, and a business magazine has programmed a panel discussion.

For the Canadian

The Bureau deals essentially with two groups, with the objective of bringing them together. The first is the Canadian business community, which is being asked to take out memberships in the Expo Club. The cost for the six months is $250.00 to the businessman either in Montreal or within a 100-mile radius, and $75.00 for anyone outside that area. The fee includes a season passport to Expo. Memberships are in the name of an individual and cannot, under ordinary circumstances, be transferred; several firms have taken out a number. A member may bring three guests at one time. The Club will be open seven days a week up to midnight and Sunday will be "Family Day". Already 1,675 memberships have been purchased, with about 825 firms represented. There is room for more, and prospective members should telephone or write to the Business Development Bureau, Expo 67.

For the Visitor

The Bureau also deals with foreign businessmen who are planning to come to Expo either singly or in special groups. To them it offers a free membership in the Expo Club (a passport to Expo is *not* included). But its services go much farther: it tries to discover their business interests and to help advance these by putting them in touch with sources of supply or of technical, industrial or professional information, and by facilitating trips to other parts of Canada. Through the Trade Commissioners abroad and by other means, these services have been advertised widely. The response has been good: up to the end of March over 500 individual businessmen and 160 groups had registered. They represent a good number of countries and a wide spread of business interests. A Hong Kong jeweller wants to investigate Canadian semi-precious stones, high-speed drills and buffers, and grinding machines. A market research specialist from one of the largest department store chains in Australia wants to study Canadian sources of supply for medium to high-priced merchandise of high quality. An engineering consultant from Zambia wishes to tour Canadian copper mines and discuss Canadian production of mining machinery. And a producer of commercial and educational documentary films for one section of the Arthur Rank Organization in Britain wants to look into the market for these in Canada, with the possibility of linking up with a Canadian company or setting up a subsidiary. (One of his films will be shown in the steel pavilion at Expo.)

Some requests that come in are simple to arrange—a man from Turkey asked only for an interview with a very prominent Canadian industrialist. Others are more complicated. A European importer wrote that he would be spending four days in Montreal, including touring Expo. He hoped in that time to contact suppliers of materials for the plastics, chemicals, paper and rubber industries. Officers of the Bureau, in reply, suggested a ten-day stay and asked him to define more closely what types of raw materials his firm could market profitably.

What M. Bonhomme Wants

Let's see how this pre-registration system works, taking as an example a French packer of frozen foods, whom we shall call M. Bonhomme. His registration was sent in by the Trade Commissioner in Paris. M. Bonhomme, he said, would be in Montreal for one week early in May. He was already the exclusive French agent for one large Canadian fish-packing firm but he would like to be put in touch with other suppliers, particularly of Atlantic varieties and scallops. The Bureau got busy.

1. A numbered file for M. Bonhomme was made up, with all the pertinent information about his visit. This file number was put onto an addressograph plate and also on his membership card for the Expo Club, which was sent to him.

2. A BDB officer got in touch with M. Bonhomme asking for more details on the types of fisheries products he wanted. He also suggested a one or two day trip to Nova Scotia.

3. The BDB also wrote to the Halifax Regional Office of the Department of Trade and Commerce, briefing it on M. Bonhomme's needs. The office in turn got in touch with a leading fish processor there.

4. M. Bonhomme replied, stating that he would be attending the annual meeting of the Fisheries Council of Canada to be held in Montreal at that time. He proposed that he make contacts there, rather than by flying to Halifax because his time was so limited.

These Businessmen Are Coming to Expo 67

The Business Development Bureau at Expo 67 expects to have 1,000 individual foreign businessmen registered with it by the time Expo opens. They are coming from many countries and they have a variety of interests. A number of them are listed below; if you would like to contact any of them while they are in Canada, write to the Bureau.

From	Business Interests
Auckland, New Zealand	Air conditioning and heat transfer equipment
Barcelona, Spain	Meeting consultants and contractors for chemical plants
Beirut, Lebanon	Manufacturers of building products
Burlington, Vermont	Suppliers of canoes and accessories
Calcutta, India	Wood pulp, asbestos fibre
Caracas, Venezuela	Equipment for sauna baths
Chicago, Illinois	Study of Canadian modular construction
Douala, Cameroun	Industrial products, consumer durables
Georgetown, Guyana	Suppliers of foodstuffs and textiles for sale through manufacturers' representatives
Grenada, West Indies	Commission agent; wants lines to represent
Guayaquil, Ecuador	Meet Canadian exporters to Ecuador
Hong Kong, Hong Kong	Suppliers of semi-precious stones, high-speed drills, buffers, grinding equipment
Johannesburg, South Africa	Electrical mining equipment
Kingston, Jamaica	Paper products, cosmetics
Kingston, Surrey, England	Department store merchandise
Kitwe, Zambia	Study Canadian copper mining techniques and mining equipment for use in Zambia
Kowloon, Hong Kong	Meeting large Canadian suppliers to department stores
Lagos, Nigeria	Building materials
Le Havre, France	Suppliers of frozen fish
Mauritius	Export-import merchant; wants goods to handle
Mexico, D.F.	Pharmaceutical chemicals
Montevideo, Uruguay	Synthetic fibres
Nablus, Jordan	Meeting manufacturers of refrigerators, ranges, heaters
Port au Prince, Haiti	Canadian foundry and extrusion equipment
San Francisco, California	Novel products in the giftware line
Tehran, Iran	Source of supply for acoustic and vinyl tiles, venetian blinds
Tel Aviv, Israel	Wood pulp; wants to visit paper mills
Tokyo, Japan	Visits to rapeseed producers and installations

This is a part of the well-stocked library in the Business Development Bureau. In addition to periodicals and directories, as the picture shows, it has a catalogue of all the exhibitors and of all the articles designed for Expo 67, both by Canadian and international firms. The visitor who wants to know who made the street lights, for example, will find the answer here.

5. Halifax reported that the fish processing firm would have representatives at the Fisheries Council meeting and a rendezvous with M. Bonhomme was set up. In fact, the Nova Scotia company had already made arrangements for entertaining men like M. Bonhomme during their visit to Expo.

6. A list of appointments with other fisheries firms in the Montreal area was made and sent to M. Bonhomme.

M. Bonhomme's file now contains all the details about his visit, copies of the correspondence with him, his schedule of appointments, and multi-copy forms for recording interviews with him, both on and off the Expo site. (These will be sent to firms which he is visiting.) When he presents himself at the Business Development Bureau, the hostess who receives him will send for his file (the number is stamped on his card) and will take him to one of the trade counsellors. The counsellor, in turn, will answer any questions, make sure that all the arrangements are in order, hand over the appointment sheet, and M. Bonhomme will be on his way.

M. Bonhomme, as it turned out, can accomplish all his objectives in Montreal; other visitors will have business that takes them to other parts of Canada. Among these are executives from department stores or chains in a number of countries who want to see what we have to offer in consumer products. Some of them are from the United States (and such famous stores as Neiman-Marcus); others are from Britain, Hong Kong, South Africa, Belgium, France, Australia and Japan (the president of the self-service association in that country). Other travellers want to investigate Canadian methods of modular construction or our approach to town planning.

Catering to Groups

The BDB does not handle arrangements for individuals only but also for groups and many of these groups are expecting to see a good deal of Canada. Some 25 or more members of the Norwegian Ship Owners Association will travel through to the West Coast. A party of 30 from the Engineering Industries Association of Britain is mainly interested in centres like Montreal and Toronto. A commission of Swiss cattle breeders wants to meet Canadian cattle breeders, and several members of L'Association pour le Canal du Rhone au Rhin have told the Bureau that they wish to talk with engineers and technicians who worked on the St. Lawrence Seaway. Members of the Basingstoke Development Corporation in Basingstoke, England, wish to look into our methods of house construction and town planning. Some of the groups coming are small, such as a party of 20 from Curitiba, Brazil; others are large, like the 100 members of the Chamber of Manufacturers in New South Wales, Australia, or 80 from the National Council of American Importers. Bankers, architects, book publishers, lumber dealers, brewers, export-import agents and many other types of business are all represented.

All visitors who want to go farther afield in Canada are put in touch with the provincial Trade and Industry Departments or with the committees that have been set up in main centres across the country. G. F. G. Hughes, the director of the Business Development Bureau and its staff of thirty, says that one of the most heartening aspects of the operation is the wholehearted co-operation and involvement of the provinces. A number of them will have offices on the Expo site—two or them, as already mentioned, in the International Trade Centre. Ontario has also set up an International Trade Centre (Ontario) in the Toronto City Hall to help visitors sent to it by the Bureau and to take advantage of the big influx of foreign businessmen.

By April 28, when Expo 67 opens, the Bureau expects to have up to 1,000 individual business visitors preregistered with it. During the six months that Expo runs, it expects to handle five to ten times that number who will present themselves unheralded. They will be welcomed by the hostesses permanently assigned to the International Trade Centre and then turned over to trade counsellors, who will discover their interests and go to work making appointments for them. When the visitors return from a first look at the fair, their schedules, hopefully, will be ready for them.

Receptions and Lectures

Twice a week for the duration of Expo, the Bureau will organize Contact Receptions, to be held in the conference rooms. To get away from the usual noisy cocktail parties where guests have to shout pleasantries at each other and few introductions are made, these receptions will be limited to 75 to 100 people. Business visitors from abroad registered with the Bureau will be invited to one of these receptions during their stay and Expo Club members with similar business interests or in a line that the visitors wish to pursue will also be guests. Hostesses will see that, unlike East and West, the twain meet.

The Bureau is also keen to promote not only business contacts but the interchange of stimulating ideas as well. As a part of its services it has organized, under the sponsorship of the Maclean-Hunter Publishing Company, a series of 14 lectures to be held in the Du Pont of Canada Auditorium on Ile Sainte Hélène. These lectures will be given by men with world reputations in international trade, economics, or public affairs. Admission will be by invitation only and all Expo Club members will be on the list. Others interested may apply to the Bureau for tickets. The series will open on May 4 when His Excellency Pierre Dupuy, Commissioner General for Expo 67, will speak on "Young Canada Is 100 Years Old." Later speakers will include Alfred Bexelius, (Sweden's Ombudsman), Dr. J. K. Galbraith ("Economics and the Urban Society"), Dr. Stanislav Mikhailovich Menshikov of the Soviet Union ("Structure of Current Economic Reforms in the U.S.S.R.") and Chujiro Fujino of Japan ("Japan—a Vital Member of the World Trading Community").

The Montreal World's Fair is the first ever to take special note of the businessman and to plan specifically for him. The benefits that Canadian businessmen should reap from contacts that Expo 67 provides go beyond the obtaining of orders or the making of useful business acquaintances. Many of our visitors will be men eminent in their own fields, ready to share their experience and to discuss industrial techniques and sales methods that they have developed. From this interchange of ideas Canadians stand to gain lasting benefits. By providing a meeting-place at Expo 67 and by furthering the coming together in other parts of the country of the Canadian business community and their guests, the Business Development Bureau may influence the development of international trade long after Expo on its islands has disappeared.

A Successful Paper Fabric?

A PLASTIC-IMPREGNATED PAPER designed as a throwaway substitute for textile fabrics—"Dunicell"—has been developed by a minor Swedish paper mill, Billingsfors-Langed, of the Bonnier publishing group. The invention means many things: a new industry, a solution to the small paper mill's need to specialize, and a sign of the papermaker's change in orientation from the forest towards the customer.

Non-woven fabrics are already made in Sweden under licence by AB Carmas and others, and Mo och Domsjö expects in two to three years to have developed paper for underwear and overalls. But Billingsfors was the first.

The method of production has been worked out by Research AB, Sundbyberg (near Stockholm), an independent research company that has for some years been carrying out tests using funds from Billingsfors and the Ore Research Fund. Patents have now been issued—though the wording of these gives little clue to the actual technique of manufacture. The Duni serviette tissue that has been Billingsfors's main income-earner since 1959 is impregnated so that every fibre is encased in plastic. The result is said to combine the softness of tissue with the toughness of plastic, and a feel more like a textile fabric. The material drapes well, does not rustle, is slightly elastic, has good wet strength, can be washed and ironed, creases but can be made non-creasing at extra cost, is flameproof, is easily dyed and printed, is porous and can 'breathe'.

Development of a machine for producing Dunicell commercially took one year and cost $100,000. It is at present in operation at Skapafors and can supply widths up to 1.5 metres. It is 10 times as fast as a textile machine but only one-tenth as fast as a paper-machine.

Sales began in October with tablecloths (at 13½ cents each) and serviettes (at half a cent each) for restaurants and institutions. Billingsfors expects within four years to have at least 10 per cent of this market of 7 million square metres valued at nearly $10 million. Next spring a household campaign will be launched for the same products. Domestic bed-linen is the next step. On the other hand, it is not considered possible to compete at present on hospital linen, which can be laundered for as little as 6.2 cents per pound, except for isolation hospitals, home nursing and operating theatres. In 10 years' time, however, Billingsfors hopes to have obtained 10 per cent of the market for hospital linen, including bandages. In the field of clothing, overalls are planned but collaboration with the Swedish textile and clothing industry will be necessary before any dress fabric can be developed. Licence rights and knowhow are up for sale.●

trade lines

Chile and Colombia to have closer economic ties

Chile and Colombia have agreed to increase trade and industrial co-operation within the LAFTA network. The agreement foresees the creation of mixed commissions in the public and private sectors charged with preparing studies on closer economic dealings between the two countries—Santiago.

Brazil builds locomotives

The General Electric Company of Brazil has received two orders for a total of 44 diesel-electric locomotives. Four are for the Cia. Siderurgica Paulista (COSIPA), and 40 for the Sao Paulo State Government—Sao Paulo.

Rumania interested in livestock breeding

Planners are giving high priority to livestock breeding in Rumania. This year will see the completion of five poultry breeding combines with capacity for 48,000 to 96,000 chicks, seven swine-breeding establishments with an annual production of 100,000 pigs, and 15 dairy cow farms for 1,000 head each—Vienna.

South Africa harvests less tobacco

The tobacco crop in Swaziland and South Africa dropped by 8.7 million pounds during the 1965-66 season to 60.5 million, according to the Tobacco Industry Control Board, because of drought. This failed to fill normal local and export demands, usually about 70 million pounds. The shortfall in supplies will be met from stocks carried forward from the previous marketing year, as well as by larger imports of Rhodesian tobacco and cigarettes—Cape Town.

Chilean timber conference called

The Corporacion de la Madera (Timber Corporation), CORMA, recently held a special convention to discuss the present critical situation in the Chilean timber industry. Delegates decided to ask the Central Bank, the Port Commission and the executive secretary of LAFTA to introduce various measures designed to increase exports, including an increase in the percentage of drawback, extension of free storage time in the ports, and reduction of storage tariffs, and the negotiation through LAFTA of exports to Argentina and Peru. To increase the domestic use of wood, CORMA will ask the Government to build more low-cost wooden dwellings in the south, and housing organizations will be asked to draw up and publish their long-term and short-term requirements. The corporation also intends to form a committee with representatives from the Ministry of Housing and the Instituto Forestal to rationalize the use of wood and will undertake research to promote its use. It will also request the Government to enact legislation controlling ownership, planting and expropriation of timberland and encouraging reforestation—Santiago.

Less honey in West Germany

Honey production for the crop year 1965-1966 is said to be down considerably from the previous year's 11,000 metric tons, because of fewer bee colonies. For the 1960-1965 period the average annual consumption was 53,000 metric tons, which meant that approximately 42,000 metric tons were imported—Bad Godesberg.

Yugoslavia produces germanium at Bor

Germanium is now being recovered from metallic dust at the Bor copper mines but annual output is only 900 pounds. There are plans to increase production by extracting germanium directly from the copper concentrate—Vienna.

Foreign Tariffs and Trade Regulations

New Zealand

ADOPTION OF DECIMAL CURRENCY—On July 10, 1967, New Zealand adopts a decimal system of currency at a rate of ten New Zealand shillings to one New Zealand dollar, which will equal approximately $1.50 Canadian.

SCHEDULE OF IMPORT DUTIES—Effective July 1, 1967, the New Zealand tariff schedule is to be expressed in terms of the Brussels Tariff Nomenclature. Exporters may obtain further details from the Commonwealth Division, Office of Trade Relations, Department of Trade and Commerce, Ottawa.

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D. H. Leavitt, Assistant Trade Commissioner

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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, Commercial Secretary

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

UNITED ARAB REPUBLIC

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

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

UNITED STATES

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

S. G. Tregaskes, Commercial Counsellor
G. W. Green, Commercial Counsellor
W. F. Hillhouse, Commercial Counsellor (Agriculture)
H. C. Armstrong, Commercial Counsellor
Miss V. F. Wightman, Attaché (Agriculture)

Cable: CANADIAN *Phone*: DEcatur 2-1011 (Area Code 202)
Telex: 0089664 (DOMCAN WSH)
Territory: District of Columbia.

(continued)

UNITED STATES (continued)

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

C. J. Van Tighem, Deputy Consul General (Commercial)
B. C. Steers, Consul and Trade Commissioner
C. G. Bullis, Consul and Trade Commissioner
George Hazen, Consul and Trade Commissioner
J. D. Welsh, Vice Consul and Assistant Trade Commissioner

Cable: CANTRACOM *Phone*: JUdson 6-2400 (Area Code 212)
Night Line: JUdson 6-2321
Telex: 00126242 (DOMCAN NYK)
Territory: States of Connecticut, New Jersey (eleven northern counties), New York. Other countries: Bermuda.

Consul and Senior Trade Commissioner
Canadian Consulate General
500 Boylston Street
Boston, Massachusetts 02116

M. R. M. Dale, Consul and Senior Trade Commissioner
R. C. Anderson, Consul and Trade Commissioner
C. A. Carruthers, Consul and Assistant Trade Commissioner

Phone: 262-3760 (Area Code 617)
Telex: 0094567 (DOMCAN BSN)
Territory: States of Maine, Massachusetts, New Hampshire, Rhode Island, Vermont.

Consul and Senior Trade Commissioner
Canadian Consulate General
310 South Michigan Avenue, Suite 2000
Chicago, Illinois 60604

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

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

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

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

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

(continued)

UNITED STATES (continued)

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

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

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

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

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

Phone: MAdison 2-2233 (Area Code 213)
Telex: 00674119 (DOMCAN LSA)
Territory: States of California (ten southern counties), Arizona, New Mexico, Clark County in Nevada.

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

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

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

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

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

Cable: CANADIAN *Phone:* LOcust 35838 (Area Code 215)
Telex: 0083396 (DOMCAN PHA)
Territory: States of Delaware, Maryland, New Jersey (nine southern counties), Pennsylvania, Virginia, West Virginia.

(continued)

UNITED STATES (continued)

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

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

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

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

Phone: MUtual 2-3515 (Area Code 206)
Telex: 0032462 (DOMCAN SEA)
Territory: States of Oregon, Idaho, Washington, Montana, Alaska.

URUGUAY

Commercial Counsellor
Canadian Embassy
Casilla Postal 852
No. 1409 Avenida 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 Counsellor
J. E. Kepper, Assistant Commercial Secretary

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

Department of Trade and Commerce

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

Regional Offices: **St. John's, Halifax, Montreal, Toronto, Winnipeg, Edmonton, Vancouver**

	Gov. Local
Minister: The Honourable Robert H. Winters	6-1880
Executive Assistant: A. C. Abbott	6-1880
Private Secretary: Mrs. Regan Copp	6-1880
Special Assistant: Gordon Ritchie	6-1880
Deputy Minister: J. H. Warren	2-2888, 2-5838
Executive Assistant: B. F. Armishaw	2-2380, 2-0819
Comptroller-Secretary: L. J. Rodger	2-2262, 2-7411
Personnel Branch: Director, P. M. Legris	2-5430
Financial Services: Chief, L. Marks	2-4312
Economics Branch: Director, V. J. Macklin	2-5658
Grain Division: Chief, R. M. Esdale	2-5830, 2-5648
Standards Branch: Director, R. W. MacLean	2-2132
Assistant Deputy Minister (Trade Policy): M. Schwarzmann	2-4042, 2-2649
Assistant Deputy Minister (Commodities and Industries): Denis Harvey	2-5417, 2-7056
Assistant Deputy Minister (External Trade Promotion): T. R. G. Fletcher	2-2530, 2-0798

Grain Division

Chief: R. M. Esdale	2-5830, 2-5648
Assistant Chief: W. J. O'Connor	2-7036, 2-5830
D. I. Campbell	2-5648, 2-7036
S. E. Kidd	2-1581

Standards Branch Standards Bldg., Holland Ave., Tunney's Pasture

Director: R. W. MacLean	2-2132
Assistant Director and Chief Engineer: G. E. Anderson	2-0020
Electricity and Gas Division	
Chief: K. Cryer	2-2956
Weights and Measures Division	
Chief: J. L. Armstrong	2-2000
Laboratory Division	
Chief: W. J. S. Fraser	2-2575
Commodities and Precious Metals Marking	
Chief: G. R. Lewis	2-7075

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

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

Trade Policy Services

	Gov. Local
M. Schwarzmann, Assistant Deputy Minister	2-4042, 2-2649

Office of Trade Relations

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

Section I

Director: W. G. Pybus	2-2981, 2-2250
United States Division	
Chief: A. R. A. Gherson	2-5176
Assistant Chief: C. J. Kelly	2-1683
Assistant Chief Trade Promotion: A. A. Lomas	2-2144
General Relations and International Organizations Division	
Chief: F. R. Petrie	2-5779
Assistant Chief: A. R. Porter	2-1782
Financing and Aid Division	
Chief J. R. Midwinter	2-6143

Section II

Acting Director: A. W. A. Lane	2-2250, 2-2981
Commonwealth Division	
Chief: R. B. Nickson	2-2421
Latin American Division	
Chief: R. A. Bull	2-7641
Asia and Middle East Division	
Chief: F. P. Weiser	2-5642
European Division	
Chief: J. M. T. Thomas	2-8727
Assistant Chief: A. M. Baldwin	2-6531

Office of Commodity Trade Policy

General Director: M. G. Clark	2-1035, 2-0982
Agricultural Division	
Chief: W. M. Miner	6-1917
D. G. McNicol	
Miss I. F. Skuce	2-1976
R. L. Richardson	2-1976
Secondary Industries Division	
Chief: P. T. Eastham	2-4100
R. D. Gualtieri	6-1132
Industrial Materials Division	
Chief: A. C. Kilbank	6-2200
K. M. Campbell	6-1132
Resource Industries Division	
Chief: P. T. Eastham	2-4100
J. M. Belanger	

Commodities and Industries Services

	Gov. Local
Denis Harvey, Assistant Deputy Minister	2-5417, 2-7056

Agriculture and Fisheries Branch

Director: D. B. Laughton	2-4301
Assistant Director (Agriculture): A. J. Stanton	2-7523
Assistant Director (Fisheries): T. R. Kinsella	2-7385
Special Assignments: W. B. McCullough	6-1156

Commodity Arrangements and Market Development Division

Acting Chief: D. H. Burns	2-4161
Commodity Arrangements: D. H. Burns	2-4161
R. M. Haney	2-1227
Chief, Market Development:	6-1156
J. N. Guerin	6-1390
Statistical Services:	2-4161

Fisheries Division

Chief, M. S. Strong	2-6621
Atlantic Fisheries: M. S. Strong	2-6621
Inland Fisheries: R. Bedard	2-7744
Pacific Fisheries: J. G. Tompkins	2-1876

Livestock and Animal Products Division

Chief: K. L. Melvin	2-3172
Livestock: J. Kneale	2-5481
Dairy products: C. R. Merkley	2-8039
Meats, eggs and poultry, and animal products:	2-3172
Furs and fur-bearing animals: D. H. Burns	2-4161

Plant Products Division

Acting Chief: J. B. Mountain	2-0914
Fresh and processed fruit: J. B. Mountain	2-0914
Fresh and processed vegetables, beverages: W. J. Curran	2-6350
Grocery and confectionery products, tobacco and products: R. M. McKay	2-1723
Oilseeds, oils and fats, feeds: H. T. Armstrong	2-5740
Seeds, special crops and nursery stock:	2-5740

Industrial Materials Branch

Director: A. M. Tedford	2-6905
Assistant to the Director: A. E. Grant	2-7731
Assistant to the Director: G. E. Miller	2-7731

Chemicals Division

Chief: G. E. McCormack	2-5993
Specialties Section, Head: J. T. Power	2-7601
Cleaning compounds, polishes: J. T. Power	2-7601
Pharmaceuticals and fine chemicals: P. S. D. Fisher	2-8966
Surface coatings, construction specialties: C. S. Pranschke	2-5177
Pesticides, automotive chemicals: G. H. Gatson	6-1429
Fertilizers and Inorganics Section, Head:	2-6075
Fertilizers and sulphur:	2-6075
Inorganic chemicals:	2-6075

Industrial Materials Branch

	Gov. Local
Chemicals Division (cont'd.)	
Petrochemicals and Petroleum Section, Head: A. E. LeNeveu	2-8863
Synthetic resins, rubber, oil and gas: A. E. LeNeveu	2-8863
Organic chemicals: S. Gelblum	2-2905
Forest Products Division	
Chief: M. N. Murphy	2-0273
Housing and Construction Section, Head: E. J. White	2-4449
Building projects and housing promotion: E. J. White	2-4449
D. E. F. Taylor	2-4863
Allied building products co-ordination and installation: G. W. S. Rooney	2-8800
Prefabricated structures, wood building parts and components: R. B. Gourlay	6-2520
Lumber and Wood Products Section, Acting Head: E. W. Smith	2-5811
Furniture and components, miscellaneous wood products: J. R. Rooke	2-8979
Western Canadian lumber and plywood: T. A. Charles	2-5811
Eastern Canadian lumber and plywood: E. L. Kelly	2-5811
Pulp and Paper Section:	
Pulp and paper projects and promotion: D. W. B. Fair	2-6974
Newsprint, wood pulp and paperboard: A. Georges	2-8881
Paper and paper products: G. J. Derouin	2-5127
Metals and Minerals Division	
Chief: R. J. Jones	2-8422
Industrial Minerals and Structural Materials Section, Head: R. P. Mulvihill	2-5823
W. A. Lambo	2-1059
International Commodity Problems and Special Projects Section, Head: R. T. B. Harvey	2-1482
Iron and Steel Section, Head: O. L. L'Esperance	2-5159
W. R. Ellis	2-1322
C. A. Rockburne	2-1475
Non-Ferrous Metals Section:	
T. D. McGee	2-1455
D. M. Peplinski	2-3823

Manufacturing Industries and Engineering Branch

Director: R. A. Scoon	2-1462
Assistant to Director: D. R. Moffat	2-1767
Appliances and Commercial Machinery Division	
Chief: G. W. Rahm	2-6950
Catering equipment, business machines and office furniture: V. J. Byam	2-8789
Domestic appliances and lighting, housewares, small electrical appliances, home entertainment: H. G. Weber	2-7956
Educational equipment and office supplies: C. W. Ross	2-3209
Hardware and building supplies: F. R. Harris	2-1464
Medical and scientific equipment: Milan Stolarik	2-6383
Plumbing, heating, air-conditioning: D. C. Meyers	2-6958
Safety equipment and farm supplies: G. W. Green	2-1456
Store fixtures and display fittings, coin-operated equipment and commercial laundry equipment: D. M. Proudfoot	2-6552

Manufacturing Industries and Engineering Branch

	Gov. Local
Electrical and Electronic Equipment Division	
Chief: R. Sangster	2-8897
Electronic Section	
Co-ordinator: C. A. Fortier	2-9714
Electronic components, electronic fairs and electronic equipment: D. L. Draper	2-6479
Communications systems, radio and TV broadcasting, ground satellite stations: D. R. Best	6-2399
Airport projects, airport components: M. L. Nickerson	2-9846
Special projects: R. J. Rushka	6-3615
Electrical Section	
Co-ordinator: C. G. F. Plaxton	2-8866
Power generation and transmission equipment in Europe, Africa, Middle East: V. P. Rossiter	2-5382
Power generation and transmission equipment in North and South America and Australasia: E. A. Boys	2-9727
Power generation and transmission equipment: R. G. Radley	6-2411
Mechanical Equipment and Engineering Division	
Chief: R. C. Wallace	2-4082
Mechanical Equipment Section, Head: N. G. McLaren	2-8086
Transportation, agricultural equipment: G. C. Clarke	2-3873
Industrial plant and metal working equipment: J. R. Johnson	2-7546
Process plant equipment: J. W. Earle	2-5859
Nuclear plant equipment: G. T. Leaist	2-2388
Material handling equipment: C. C. Connolly	6-3742
Engineering Services Section, Head: M. M. W. Smith	2-3029
Engineering services: M. M. W. Smith	2-3029
Construction contracting services: M. M. W. Smith	2-3029
Textiles and Consumer Goods Division	
Chief: A. C. Fairweather	2-6197
Assistant Chief: E. G. Gerridzen	2-7815
Handicrafts, chinaware, jewellery, cosmetics, wigs, brooms, brushes, etc: Miss R. A. Orr	2-5337
Ladies' and children's wearing apparel, linens, blankets: S. G. Gerridzen	2-7815
Miss S. A. Gray	2-3004
Leather, rubber and plastic products, hides and skins: G. A. Taylor	2-0518
Men's and boys' wearing apparel, headwear, laces: B. J. Gallanger	2-4160
Sporting goods, recreational supplies, watercraft, marine supplies: A. Y. Renaud	2-1317
Textile fibres and fabrics, jute products, wastes, household textiles, rugs: M. A. Olivier	2-8760
Toys, dolls and playthings, musical instruments, phonograph records, photographic equipment, optical goods: B. L. Labelle	2-5378

Transportation and Trade Services Branch

Director: G. M. Schuthe	2-6236
Deputy Director: C. Varkaris	2-7163
Export and Import Permits Division	
Chief: S. G. Barkley	2-5670
R. Traversy	2-3640
G. Savard	2-6976
Regional Offices and Trade Services Division	
Acting Chief: G. A. Cooper	2-7746
D. Gibson	2-5680
Directories Section, Head: J. Y. La Fleche	2-6681
Transportation Division	
Chief: H. A. Hadskis	2-2737
Trade Routes and Tariff Section, Head: J. H. Hiland	2-5851
Transportation Economics Section, Head: J. W. Gibson	2-8083
S. Closs	2-6519

Transportation and Trade Services Branch

REGIONAL OFFICES

St. John's, Nfld., Sir Humphrey Gilbert Bldg., Duckworth St. (P.O. Box 5458)	Phone: 722-6074
Regional Officer: R. D. Peters	Telex: 016-4582
Halifax, N.S., 1256 Barrington St.	Phone: 422-8491
Regional Manager: D. J. Packman	Telex: 014-42429
Montreal 2, P.Q., Room 2325, 1 Place Ville Marie	Phone: 878-9114
Regional Manager: R. C. Montreuil	Telex: 01-20280
Toronto 1, Ont., 7th Floor, 74 Victoria St.	Phone: 186-3711
Regional Manager: R. Campbell Smith	Telex: 0221691
Winnipeg 1, Man., Room 521, 269 Main St.	Phone: 943-7496
Regional Manager: G. A. Gillespie	Telex: 035287
Edmonton, Alta., 802 Chancery Hall, 3 Sir Winston Churchill Sq.	Phone: 422-7178
Regional Manager: W. Mackenzie Hall	Telex: 037-2762
Vancouver 2, B.C., Room 405, 325 Granville St.	Phone: 681-7161
Regional Manager: R. F. Renwick	Telex: 045391

External Trade Services

	Gov. Local
T. R. G. Fletcher, Assistant Deputy Minister	2-2530, 2-0798

Canadian Government Exhibition Commission 2487 Kaladar Ave.

Director: Patrick Reid	2-7412, 2-3558
Assistant Director: A. D. Simmons	2-7747
Comptroller: H. D. Fleck	2-6795
Chief, Administration: J. J. Ellis	6-2123
Chief, Production: J. Rachlis	2-1915
Chief, International Division: R. E. H. Ogilvie	2-4139
Assistant Chief, International Division: H. F. Cotton	2-8825
Project Officers: S. B. Pink	2-6351
C. F. Daley	2-1909
T. J. Parkinson	2-6351
D. R. Lambie	2-1993
R. B. Hughes	2-1993
J. A. Stewart	2-1909
J. J. Harman	2-8825
J. R. Wighton	2-8825
Acting Chief Designer (International): A. J. Kuhlmann	2-9379
Chief, Special Projects: W. E. Ackland	6-3938
Project Officers: A. R. Carlton	2-1501
D. M. Shepherd	2-1501
Chief Designer (Special Projects): G. E. Stranks	2-3671
Project Designer: M. A. Faraday	2-3671

Canadian Government Travel Bureau 150 Kent St. (Telex: 013474)

	Gov. Local
Director: Dan Wallace	2-3166
Assistant Director: Roland Boire	2-5256
Chief Administrative Officer: J. E. Thorpe	2-1680

Trade Commissioner Service

	Gov. Local
Director: R. K. Thomson	2-8286
Executive Director: C. O. R. Rousseau	2-6835
Assistant Director (Personnel): H. E. Campbell	2-6800
Deputy Assistant Director (Personnel): D. S. Armour	2-1395
Assistant Director (Administration): T. F. Harris	2-5669
Assistant Director (Operations): G. F. J. Osbaldeston	2-3058
Deputy Assistant Director (Operations): D. J. McEachran	2-1366
Director, Operation Export 1967: K. F. Osmond	6-1736

Trade Fairs and Missions Branch

Director: R. V. N. Gordon 2-8269

Trade Fairs Abroad Division
Chief: F. J. Bradley 2-8855

Trade Missions Division
Acting Chief: R. B. Fournier 2-8069

Trade Publicity Branch

Director: Royd E. Beamish 2-2479
Assistant Director: G. P. O'Keefe 2-6394
Chief of Operations: F. R. Hamilton 2-6435
Deputy Chief of Operations: D. Dingwall 2-6435

Art Division
Art Director: R. H. Williamson 2-8922

"Canada Courier" Division
Editor: P. Bomford 2-1295

Editorial Division
Acting Chief: J. K. Purvis 2-1259

"Foreign Trade" and "Commerce extérieur"
Editor: Miss O. Mary Hill 2-6588

Media Relations Division
Chief: Kenn A. Prittie 2-2186

Production Control Division
Production Control Manager: Mrs. J. Fong 2-6118

Associated Services

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

	Gov. Local
Dominion Statistician: Walter E. Duffett	2-0031
Publications information and general inquiries	2-2489

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

Phone: 232-4828

President: H. T. Aitken ....
Vice-President: A. W. Thomas ....
Secretary: T. Chase-Casgrain ....
Administrative Manager: J. S. MacGillivray ....
Export Finance Division, Manager: S. P. Wheelock ....

Montreal Branch, Suite 1001, 800 Place Victoria **861-6647**
Toronto Branch, Room 1510, 55 York St. **364-5778**

Translation Branch

	Gov. Local
Chief: H. E. Gauthier	6-3084

Foreign Exchange Rates

These nominal quotations may help exporters in checking prices, but they should consult their banks before making any firm commitments. When more than one rate is shown, the one to be used depends on the commodity traded. Information on the rate for any specific commodity may be obtained from the Office of Trade Relations, Department of Trade and Commerce, Ottawa.

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

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

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

Country and Currency	Value of Foreign currency unit in Canadian dollars at March 31	Value of Canadian dollar in foreign currency units at March 31
Algeria		
Dinar	.2187	4.58
Argentina		
Peso (free)	.0031	322.58
Australia		
Dollar	1.21	.8333
Austria		
Schilling	.0419	23.98
Bahamas		
Dollar	1.060	.9470
Belgium and Luxembourg		
Franc	.0218	46.25
Bermuda		
Pound	3.028	.33
Bolivia		
Peso	.0913	10.98
Brazil		
Cruzeiro (official free)	.4006	2.50
Britain		
Pound	3.028	.33
British Honduras		
Dollar	.7571	1.32
Burma		
Kyat	.2273	4.41
Ceylon		
Rupee	.2371	4.40
Chile		
Escudo (bank rate)	.2330	4.29
(free)	.2062	4.85
Colombia		
Peso (intermediate)	.080	12.50
Congo, Republic of[1]		
Franc	.0072	139.50
Costa Rica		
Colon	.1634	6.14
Cuba[2]		
Peso	....	....
Czechoslovakia		
Koruna	.1503	6.67
Denmark		
Krone	.1566	6.39
Dominican Republic		
Peso	1.083	.93
Ecuador		
Sucre (official)	.0601	16.67
(free)	.0547	18.35
El Salvador		
Colon	.4330	2.31
Fiji		
Pound	2.728	.37
Finland		
Markka	.3383	2.96
France, Monaco, etc.[3]		
Franc	.2187	4.57
Franco-African Republics[4]		
Franc	.0044	227.79
French Pacific[5]		
Franc	.0120	82.64
Germany		
D Mark	.2723	3.68
Ghana		
New Cedi	1.516	.60
Greece		
Drachma	.0361	27.86
Guatemala		
Quetzal	1.083	.93
Guyana		
Dollar	.6309	1.59
Haiti		
Gourde	.2165	4.63
Honduras		
Lempira	.5413	1.84
Hong Kong		
Dollar	.1893	5.30
Hungary		
Forint (official)	.0921	10.86
Iceland		
Krona (official)	.0252	40.00
India		
Rupee	.1436	7.00
Indonesia[6]		
Rupiah	....	....

Country and Currency	Value of Foreign currency unit in Canadian dollars at March 31	Value of Canadian dollar in foreign currency units at March 31
Iran		
Rial	.0143	69.93
Iraq		
Dinar	3.031	.33
Ireland		
Pound	3.028	.33
Israel		
Pound	.3608	2.78
Italy		
Lira	.0017	581.86
Japan		
Yen	.0030	335.37
Kenya		
Shilling	.1402	7.13
Lebanon		
Pound (free)	.3507	2.85
Malaysia		
Dollar	.3536	2.83
Mexico		
Peso	.0866	11.61
Morocco		
Dirham	.2165	4.62
Netherlands		
Florin	.2996	3.33
Netherlands Antilles		
Florin	.5740	1.75
New Zealand		
Pound	3.017	.33
Nicaragua		
Cordoba	.1546	6.49
Nigeria		
Pound	3.023	.33
Norway		
Krone	.1515	6.63
Pakistan		
Rupee	.2271	4.41
Panama		
Balboa	1.086	.92
Paraguay		
Guarani (free)	.0087	116.27
Peru		
Sol (free)	.0404	24.94
Philippines		
Peso (free)	.2766	3.61
Poland		
Zloty (fixed basic rate)	.2706	3.69
Portugal & Colonies[7]		
Escudo	.0377	26.66
Saudi Arabia		
Ryal	.2066	4.84
Sierra Leone		
Leone	1.514	.66
South Africa		
Rand	1.514	.66
Spain & Dependencies		
Peseta	.0181	55.55
Sweden		
Krona	.2098	4.78
Switzerland		
Franc	.2498	4.00
Syria		
Pound (free)	.2832	3.52
Taiwan		
New Taiwan Dollar (official)	.0233	42.92
Thailand[1]		
Baht (free)	.0526	19.25
Tunisia		
Dinar	2.073	.48
Turkey		
Lira	.1203	8.35
United Arab Republic		
Pound (official)	2.490	.40
United States		
Dollar	1.083	.93
Uruguay		
Peso (free)	.0126	79.36
Venezuela		
Bolivar (official free)	.2410	4.16
West Indies		
Dollar[8]	.6309	1.59
Pound[9]	3.028	.33
Yugoslavia		
Dinar (official)	.0866	11.63

1. Additional rates are in effect.
2. There is no trading in Cuban pesos in U.S. or Canadian banks at present.
3. Franc is also used in French Guiana, Guadeloupe and Martinique.
4. Chad, Central African Republic, Congo, Dahomey, Gabon, Ivory Coast, Mali, Islamic Republic of Mauritania, Niger, Senegal, Upper Volta, Cameroons, Togoland, and Malagasy. Also Reunion, Comoro Islands, St. Pierre and Miquelon.
5. New Caledonia, New Hebrides, French Polynesia.
6. Because of the complexity of the Indonesian exchange rate system, it is impractical to quote a single representative rate for the rupiah.
7. Approximately same rate for Portuguese territories in Africa.
8. Barbados, Trinidad and Tobago, Leeward and Windward Islands.
9. Jamaica.

You Don't Need to Go It Alone

Many export successes like those reported in this issue have been achieved after careful surveying of the markets and a number of years of export experience. If your company, on the other hand, has a product with export potential but is not yet ready to set up an export department and cultivate foreign markets on your own, there are firms whose business it is to take over the export operation for you. You then become an "indirect" exporter.

Among these experienced people in Canada ready to serve your export needs are:

Combination Export Manager

He acts as export manager for a number of firms, often those making related products. He studies markets overseas for these products, obtains orders for them, looks after export documentation, shipping, and so on. For a commission on sales, he will act as a one-man export department for you.

Export Agent

He operates in much the same way as the combination export manager, but not on as large a scale. He too works on commission. Many exporters use commission agents resident in foreign markets as well; they seek out orders for the product and send these back to Canada to be filled. The Trade Commissioners abroad will be glad to recommend a number of potential local agents and to leave the final selection to you.

Export Merchant

Selling to an export merchant closely resembles selling in the domestic market, because he buys your product outright and pays you for it in Canadian dollars. He then markets it abroad, using his own established sales network.

Manufacturer of Related Products

Often a firm exporting a certain type of product and with long-standing connections in a number of markets undertakes, for a commission, to sell related products for a manufacturer without export contacts. This is sometimes referred to as "piggy-back" exporting. One good example of this type of export selling is in the processed foods field.

Firms which do their own exporting can turn to a number of different professionals who offer them services of specific types to make the export operation simpler or more efficient. These professionals include:

Freight Forwarder

He performs a number of services for his clients, primarily those connected with shipping, such as routing shipments, booking shipping space, supplying information on transportation costs, looking after export documentation, supervising loading of shipments, arranging warehouse-to-warehouse insurance. He can also advise on import licences in foreign countries, packing, duty drawbacks, etc., and help in many other ways.

Customs House Broker

Many exporters find customs brokers especially useful in making shipments to the United States. These brokers take care of all the details involved in clearing shipments through Customs. Many Canadian firms engage a customs broker at U.S. border points, to clear the shipment, pay the duty, and send it on its way to the U.S. customer. Customs brokers are also widely used in importing.

Contract Packager

If your product is a difficult one to pack properly, the contract export packer can help you. Most of these firms are located in or near major ports and are especially useful if you do not want to train your own export packers.

Chartered Bank

Your bank can advise you on the financial and credit aspects of carrying on export trade, such as the use of letters of credit and drafts, foreign exchange transactions, etc. It can provide credit reports on foreign customers and may extend credit to help in financing exports.

The services that all these professionals can provide and many other aspects of exporting are covered fully in *How to Win World Markets*, published this year by the Department of Trade and Commerce. For copies, apply to the Queen's Printer, Ottawa, or to the Queen's Printer's bookstores in various cities. Price is $2.50 for the paperback edition and $4.50 for the hard-cover. There is also a French-language edition.

On specific matters and for additional help with exporting, get in touch with the Department of Trade and Commerce in Ottawa or with the various Regional Offices.

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

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ESP* did it!

One Canadian Manufacturer's remarkable export success story.

André Lachance, President of Chemico Pharmaceutical Company, Montreal, started in business in 1957, manufacturing Nilodor—a chemical that absorbs room odors with remarkable effect.

In 1961 Chemico took part in the Department's Regional Samples Show in Montreal. The first sale in a foreign market—to an Ohio chain of stores—totalled $30.00. The sale convinced Mr. Lachance that his product had *Export Sales Potential. He got in touch with our senior Trade Commissioner in New York to check likely buyers in that area and found several were interested. He also wrote Trade Commissioners in a dozen countries.

Shortly after, a story about Nilodor appeared in the Department's export newspaper, "Canada Courier", which is circulated to over 80,000 businessmen throughout the world. From that one article, Mr. Lachance received 800 inquiries from potential distributors in 23 countries. Trade Commissioners abroad reported on those who seemed most likely to be suitable and Mr. Lachance soon had a dozen foreign representatives.

Today, Chemico Pharmaceutical has agents in 26 countries and Nilodor sales are in six figures—80% of this revenue coming from export markets.

Trade and Commerce officers at home and Trade Commissioners abroad worked with Mr. Lachance to develop Chemico's *Export Sales Potential into *Export Selling Power. The Company and the Department have formed an *Effective Sales Partnership.

This is only one of many export success stories from our files. Your products might enjoy similar success in export markets. Call Zenith 01967 today (or our regional office, if you live in a city where one exists) and find out about *your* ESP*.

**Export Sales Potential + Export Sales Partnership = Export Selling Power.*

Department of Trade and Commerce
Government of Canada, Ottawa