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DEPARTMENT OF TRADE AND COMMERCE, OTTAWA

Yugoslavia Offers an Invitation to Trade

FOREIGN TRADE

SEPTEMBER 16, 1967 Vol. 128 No. 6

COVER: St. Stephan on the southern Adriatic coast typifies Yugoslavia's broad sandy beaches and quaint old towns. The tourist trade will bring in 25 per cent more this year, and by 1970 will be worth $400 million.

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Yugoslavia Offers an Invitation to Trade

ZEN W. BURIANYK,
Commercial Secretary, Belgrade.

YUGOSLAVIA is a potential export market of which Canadian manufacturers should be aware. Although there may be some businessmen who have preconceived ideas about trading with a socialist country, Yugoslavia can offer many interesting marketing possibilities.

Here is a country whose trade doors are continuously opening wider and wider—as evidenced by a sharp increase in imports during the past five years (see Table I).

Economically, Yugoslavia is neither entirely East nor West in its trading policy. It continues on its own way, implementing new legislation and reforms, introducing bold ideas and experiencing occasional setbacks while progressing toward a well-defined goal—becoming an industrialized country with a voice in international trade.

Yugoslavia has almost 20 million people—a pot-pourri of cultures, religions, and languages. There are three official languages and English, German, and French are also widely used. As the standard of living spirals upwards, so Yugoslavians are demanding more and varied consumer goods, and are producing more as their industrial products find their place in the markets of the world.

Your Customer

Selling to the Yugoslavs does not mean selling to a central purchasing agency; each business unit is an individual customer. Commercial enterprises are a mixture of economic definitions because they are not private in the Western sense of the word, nor are they government-controlled or operated. Socially-owned enterprises, as they are generally known, are independent and management is professional, selected on the recom-

Must I deal directly with a central state agency?

No. Although Yugoslavia is a Socialist country, business is a mixture of Western and Socialist practices, with an increased tendency to lean towards the Western. There are more than 400 export-import state-registered enterprises, and also commercial agents who promote sales and carry consignment stock.

Can I establish my own representative in Yugoslavia?

A recent law permits the establishment of sales representatives in Yugoslavia, but these regulations are not final. They should be completed by the end of the year.

Must I quote c.i.f. Yugoslavia port of entry?

No. There are obvious advantages to quoting both c.i.f. and f.o.b., but normally only f.o.b. shipping port quotes are expected.

Is there any risk involving payment?

No, as long as usual good business practices are followed. As in other countries, the normal terms for payment prevail—an irrevocable letter of credit payable upon presentation of documents.

As Yugoslavia is a socialist country, can I obtain Export Credits Insurance Corporation insurance on sales there?

Yes. For details contact ECIC in Ottawa.

When is the best time to visit Yugoslavia?

Businessmen are advised to avoid July and August, two heavy vacation months, when worthwhile contacts are difficult to establish. In addition, there are many national and regional holidays throughout the year and visitors should check with the Commercial Office of the Canadian Embassy in Belgrade before planning an itinerary. A worthwhile visit would be one which coincides with a trade fair designed for your particular commodity.

Can I send samples to Yugoslavia?

Yes, Yugoslavia is a signatory to the International Convention to facilitate the "Importation of Commercial Samples and Advertising Material" (Geneva, November 1952). Under its terms, samples of negligible value and advertising material can be imported duty-free. Samples of commercial value are permitted duty-free entry on condition that they are re-exported or duty paid if they are disposed of in the country.

Can I patent my product in Yugoslavia?

Yes, Yugoslavia is a signatory to two international patent agreements, and through its own Law on Patents and Technical Inventions provides for equal treatment for foreigners and nationals. Rights are usually granted for a 15-year period.

Can I enter into licensing agreements in Yugoslavia?

Yes.

Do I require a visa to visit Yugoslavia?

No. To encourage visitors to Yugoslavia the Government recently eliminated visas during 1967. Businessmen travelling to this country for a short period this year can enter on the strength of a valid passport.

This first report from the newly opened office of the Trade Commissioner Service in Belgrade outlines the basic trading system and the opportunities open in many fields, particularly for manufacturers of industrial equipment and secondary products.

mendation of a Workers' Council elected from among employees and functioning as a Board of Directors would. Consistent with the country's economic thinking, these firms often compete against each other, and since the reform measures of 1965 can only stay in business if they are economic (a familiar business approach to Canadian businessmen).

Selling Points

The criteria for selling in Yugoslavia are price, quality, delivery, and for many capital projects, credit. Competition is intense and Canadian exporters should not expect to treat this market as a bonus or windfall but should actively develop and service it. The best approach is still the personal visit, and because of the diversity of the market visitors should plan to spend a minimum of seven days to get to know the country and visit some of its more important commercial centres,—Belgrade, Zagreb, Ljubljana, Skopje, Sarajevo, and Novi Sad. A Canadian businessman recently spent one week here intending to cover these main centres but found in the short time allotted he was only able to cover Belgrade thoroughly. He soon realized he would need to spend at least three weeks here to be able to call on other trade contacts. This amount of time may not always be necessary, but a reconnaissance tour of potential markets is recommended, after which a sound selling program can be planned based on one of the following arrangements.

1. Export-import firms. There are more than 400 of these and they generally tend to specialize in groups of commodities such as chemicals, textiles, agricultural machinery, etc. These firms both buy and sell for the end-user and manufacturer, collecting a commission from the purchaser. Exclusive business arrangements are not usually made with this type of company, as they act more in the sense of a broker.

2. Enterprises representing foreign firms. There are approximately 45 registered agencies permitted to represent foreign firms. Because few of

TABLE I

YUGOSLAVIAN FOREIGN TRADE

(million dinar)*

	1962	1963	1964	1965	1966
Exports	8,631	9,879	11,164	13,644	15,271
Imports	11,097	13,208	16,539	16,099	19,693
Balance	—2,466	—3,329	—5,375	—2,455	—4,822

* At the new rate 12.5 = U.S. $1.00.

TABLE II

SELECTED CANADIAN EXPORTS TO YUGOSLAVIA

	1963	1964	1965	1966
		(Canadian dollars)		
Total	17,518,671	5,443,418	8,560,787	3,663,934
Cattle hides, raw	——	——	119,318	150,548
Wheat	14,978,472	——	——	——
Flaxseed	431,374	1,196,254	2,852,602	2,147,263
Copper scrap	588,988	311,675	2,931,257	112,055
Lead and lead alloy scrap	——	——	814,736	127,797
Asbestos fibres	401,951	1,107,777	763,535	409,685
Dissolving wood pulp	399,900	625,320	210,435	——
Plastic and synthetic rubber	343,324	587,950	21,464	——
Aircraft engines and parts	34,775	78,156	201,683	359,597
Aircraft assemblies, equipment and parts, n.e.s.	39,525	6,051	168,265	4,691

Source: DBS

TABLE III

YUGOSLAVIA'S FOREIGN TRADE BY COMMODITY GROUPS

	Exports		Imports	
	1965	1966	1965	1966
	(million dinar)		(million dinar)	
Food, beverages, and tobacco	3,499	3,707	2,370	2,958
Metal and engineering products	2,049	2,346	4,114	5,188
Non-ferrous ores and metals	1,282	1,483	610	749
Textiles	1,146	1,332	1,803	2,158
Timber	1,200	1,273	95	103
Chemicals	743	871	1,480	1,871
Non-metallic minerals, etc.	406	393	344	411
Ferrous ores and metals	266	298	1,612	1,927
Fuels	134	260	900	1,019

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them are highly specialized, regular visits are necessary. At the present time, firms are not allowed to import on their own account, but an arrangement for consignment stocks can be made. For products to be effectively introduced, promoted, and followed up, agency representation is the best approach, especially for mechanical products, when after-service is essential to the development of a continuing market and exclusive arrangements can be made. These agencies were recently permitted to export and import. Previously, an agent negotiating a sale would have to enlist the aid of an export-import firm, such as those described above, to conclude the transaction. Now, under the provisions of laws made effective January 1, 1967, export-import firms may act as agents. This has resulted in some duplication of services. Because of its past experience in promoting and servicing the market, however, an agency representative is recommended at this time.

3. Foreign representatives. Recently passed laws have in principle withdrawn the prohibition of foreign agents or foreign representatives establishing operations in this country. Detailed regulations are being drawn up and approved and it is anticipated that they will be completed before the end of this year.

Market Opportunities

As a result of Yugoslavia's drive to become competitive in world markets, the best opportunities for Canadian products are in the field of capital equipment for the development of new industries or the modernization of existing ones. Designated for priority development are non-ferrous metals and minerals (there are important deposits of nickel, magnesium, bauxite, copper, lead, zinc, and asbestos here) also petroleum and petrochemicals, agriculture and food processing, communications, transportation, electric power and tourism. Processing plants for bauxite, magnesium, asbestos and recently discovered nickel are planned. Both mining and processing equipment will be in great demand during the next few years, when the Government's priority for this sector is high. In most cases, however, credits are part and parcel of an agreement.

Old-world atmosphere of cities like Dubrovnik on the Adriatic draws tourists.

The manufacture of heavy machinery is an important industry in Yugoslavia. In fact, the scope of the industry is surprisingly wide and sophisticated considering the size of the country. Manufactured products are designed not only for the domestic market but also for export. With this goes an awareness of competition and stress on the need to make production more efficient and competitive. Consequently there is a market for both machinery, materials and components.

Economically agriculture, a net exporter, is in an enviable position because it has dollars to spend. Record crops and livestock exports last year proved that as a developing nation Yugoslavia need not be burdened by antiquated agricultural methods. Large state farms, co-operatives, and kombinats which grow and process food to the finished product are increasing their use of mechanization, and small individual landowners are either buying agricultural equipment or aligning themselves in co-operatives. Recently an agricultural expert estimated that there is a need for at least 10,000 tractors.

Apart from the heavy equipment fairs held in Zagreb and Belgrade, where some agricultural machinery is displayed, the annual Agricultural Fair at Novi Sad in May provides the best opportunity to display farm equipment to the greatest concentration of agriculturists.

Tourism is becoming one of the major forces in the Yugoslav economy. In 1966 it brought in more than $150 million in foreign exchange. Estimates for this year look toward a 25 per cent increase, with a projected outlook for 1970 of $400 million. Consequently, the already heavily burdened tourist industry will be hard pressed to meet the demand for services, and major investments in hotels, restaurants, and travel facilities will be needed, with the accompanying demand for related products.

Foreign Investment Law

Because of the Yugoslav political philosophy, one of the most controversial and boldest programs now being prepared is in the field of foreign public and private investment. Basically this program attempts to incorporate foreign investment into capital projects, to the satisfaction of the investor in terms of participation in profits and consistent with the socialistic system.

This new law envisages a maximum foreign investment of 49 per cent, without permitting the investor a share in ownership. This may appear a contradiction in terms, but it is consistent with the country's concept of social ownership. The investor would have a proportionate voice in management and a legitimate control over the distribution and transfer of profits, the rights to which would be guaranteed by the Government. Although the principles of the program have generally been agreed upon, the difficult and detailed regulations are still the subject of controversy and discussion. The main one is the problem of co-operative management by the Workers' Councils and the investor, to the satisfaction of both.

Trade Regime Changing

This year Yugoslavia has also made a number of changes in the regulations governing imports. As of January 1, 1967, a new import classification came into effect. It divides imports into six self-explanatory categories, as follows:

1. L.B.—Free import
2. L.B.O.—Conditional free import
3. G.D.K.—Import within a global exchange quota
4. D.K.—Import within a specific foreign exchange quota
5. R.K.—Import within a specific commodity quota
6. D.—Import under licence.

The most important of these, L.B., affects roughly 50 per cent of Yugoslavia's imports by value. Under this classification banks are obligated to provide foreign currency in payment on deposit of the equivalent amount of the official Dinar currency.

In addition, anti-dumping regulations designed to provide protection for the Yugoslav economy from unfair foreign competition have now been adopted after several months' preparation. Under these regulations, supplementary import duty and a compensatory internal tax will be the main weapons against dumping. These will be imposed in cases where exceptionally low import prices inflict damage on domestic producers, retarding development. In keeping with GATT principles, these new regulations specify what are considered "dumping" prices and the procedure for determining this. They also provide for the possibility of setting import quotas until the matter is clarified, for up to a period of six months.

The businessman considering the Yugoslav market will find on page 2 capsule answers to immediate questions he may want to ask before planning a trip to this interesting and promising area. For additional information, he should write directly to the Belgrade office.

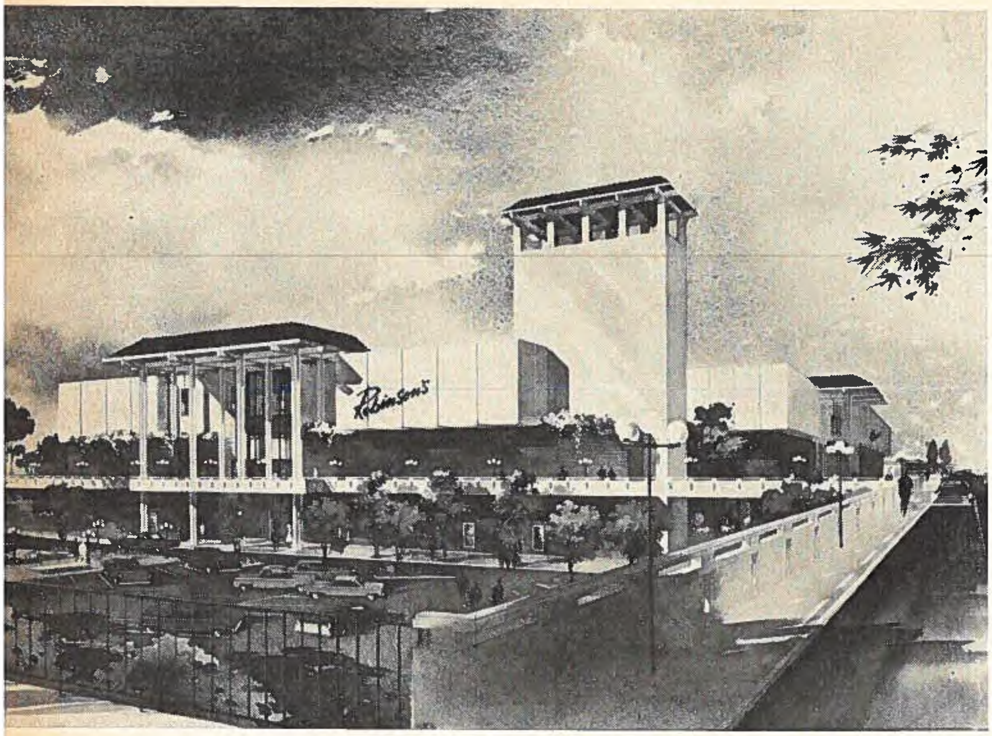
Using Trade Fairs

An effective method of introducing your product into this country is through one of the many trade fairs. Great emphasis is placed on these fairs. No less than 12 are international annual events, and many others are scheduled throughout the year. Products displayed cover a wide range, as the list below shows.

The Department of Trade and Commerce is participating in the International Autumn Fair at Zagreb, September 7 to 17, where many Canadian products will be shown. Businessmen are invited to explore also the possibility of solo participation in any of the other fairs scheduled. For advice, do not hesitate to contact the Commercial Office of the Canadian Embassy in Belgrade, and we will be pleased to provide details and application forms. ●

Annual Fairs in Yugoslavia

Spring International Fair	Zagreb	April
International Motor and Motor Vehicle Fair	Belgrade	April
International Agricultural Fair	Novi Sad	May
International Technical Fair	Belgrade	May
International Textile and Textile Machine Fair	Leskovac	June
International Book Fair	Belgrade	June
International Wine Fair	Ljubljana	September
International Autumn Fair	Zagreb	September
International Hunting and Fishing Fair	Novi Sad	September
International Tobacco and Tobacco Industry Fair	Skopje	October
International Electronics and Nuclear Technology Fair	Ljubljana	October
International "Fashion in the World" Fair	Belgrade	October
International Furniture and Furniture Machinery Fair	Ljubljana	November



This is an architect's drawing of the new J. W. Robinson Company department store that was opened last June in Santa Barbara, California.

J. H. SUGGITT, *Consul and Assistant Trade Commissioner, Los Angeles.*

Los Angeles Department Stores

— as women see them

In the eyes of women shoppers, there are subtle differences between the seven department-store chains in Los Angeles. Knowing what these are should help the prospective exporter angle his sales approach.

LOS ANGELES ranks second in the league of 40-odd billion dollar plus retail markets in the United States, according to a recent study by the *New Yorker* magazine. Sales of $12.5 billion in the Los Angeles urban area are almost equivalent to the combined retail sales of San Francisco-Oakland, Seattle, Denver, San Diego, Portland and Phoenix. Over 175,000 families in Los Angeles earn over $15,000 and one-third have incomes of more than $25,000.

Retail sales in Los Angeles are nearly double those in Canada's four primary markets, Montreal, Toronto, Vancouver and Winnipeg. When department-store sales are compared, the results are even more striking. In 1965 Canadian department-store sales reached $1.9 billion and those in Los Angeles $1.5 billion. All this makes the department-store market in this area well worth investigating.

Canada has five department-store chains with seven or more major stores. There are seven such chains in Los Angeles but not one of them has a big single unit comparable to Eaton's or Simpson's main Toronto store, Hudson's in Detroit, or Macy's in New York. Four of the major local chains have downtown home stores which, although they are large, account for only 10 to 18 per cent of the sales volume for each chain. The bulk of the chain's business is done in the branch stores throughout the metro area. Some chains are strong in specific areas—for example, Buffum's in Long Beach, Webb's in

Glendale and Harris in Riverside. National chains like Sears and Montgomery Ward do not have any downtown stores at all, nor does their biggest discount competitor, the locally-owned White Front.

The Los Angeles branch stores are complete outlets and not suburban part-line units. Their development has kept in step with the growth of separate communities. In the metropolitan area, there are over 80 incorporated municipalities with a population of 20,000 or more, and probably at least twelve with over 150,000. The city of Long Beach is larger than Edmonton.

Distance and geography, plus the ability and desire to own a single-family dwelling, have fathered the development of these communities. The same factors have created a competitive yet compartmentalized retail merchandising situation. By taking the marketplace to their customers, the stores have succeeded in maintaining customer patronage. Nearly 90 per cent of all department-store purchases here are made in person. Catalogue, mail and telephone order shopping are not as popular nor as common in Los Angeles as they are nationally.

A proliferation of sales units with easy freeway access and a high ratio of cash purchases attest to the bargain consciousness of the Los Angeles shopper. The women here are said to be more price-conscious than elsewhere, so long as the driving time to the discount or the sale is not substantially greater than to the regular source of supply. This dislike of extra driving often hampers single-unit discounters who would like to see their metropolitan advertising draw customers from a larger area.

Three Major Chains

The women of Los Angeles generally shop at two stores—one for hard goods and one for soft. The stores they know best are May Co., Broadway and Sears but, perversely, they shop most often at Penney's. Sears, although it handles a wide range of goods, is not considered to be a full-line department store. For that matter, neither is any one store; Mrs. Los Angeles and her daughter consequently shop at Sears for hard goods and at the Broadway and May Co. for soft goods. These three Los Angeles department-store chains are considered middle-of-the-road stores with a good selection of merchandising at reasonable prices. It is popularly believed that Sears has lower prices, May Co. greater variety, and the Broadway better merchandise.

The stores women associate with stylish clothes are Robinson's and Bullock's for expensive items, and May Co. and Broadway for reasonably priced goods. Women as a rule don't buy gifts or personal items at Sears or Penney's, preferring Robinson's, Bullock's, Broadway or May Co.

What Consumer Wants

A recent survey of Los Angeles women shoppers, besides revealing these attitudes, pinpointed other characteristics which are useful to know about in planning a sales approach to the department stores. (Full-line department stores which are not included in the survey but still are important soft good outlets are the three Boston Stores, seven Buffum's, three Butler Bros., one Fedway, two Henshey's, two Ivers', six Nash's, one Walker's, and two Webb's.)

Of the seven stores surveyed, Broadway, Bullock's, May Co. and Robinson's were considered as soft goods stores; Sears, Montgomery Ward and White Front as hard goods outlets; White Front as the area's major discounter. (Outlets for hard goods not included in the survey were the seven Zody's, nine Unimart, four Save Co.'s, two Britt's, three Fedco, two Henshaw's, three Lieberg's.)

Store	No. of Outlets	% purchase frequently	% visit frequently
Sears	21	66	86
May Co.	13	54	82
Broadway	17	49	77
White Front	8	30	72
Bullock's	8	29	72
Robinson's	7	18	65
Montgomery Ward	7	3	—

Studying the Stores

May Co.—The survey found that on the soft goods side, Los Angeles women know May Co. better than any other store. It is certainly the area's biggest newspaper advertiser. May Co. is known for its wide selection of merchandise, good quality and favourable prices and is associated in shoppers' minds with women's clothing, furniture, linens, children's clothing, family clothes, shoes and housewares.

The Broadway—Ranking second in newspaper advertising the Broadway is just about as well known as May Co. Shoppers feel much the same about the Broadway as they do about May Co. and look to this store for good quality and selection in women's clothing, family clothing, housewares and furniture.

White Front—Rapidly increasing the number of outlets, White Front is associated with large appliances, television, radio sets and small electrical appliances, as well as discount products and cheaper items such as toys. It is well known for low prices, selection and values.

Bullock's—These stores are considered to have good quality, attractive stores, nice clothing, pleasant sales people and a good shopping atmosphere. Women like to visit Bullock's even if they don't buy anything. Each store caters to its own area and buys on a unit basis rather than chain-wide. Bullock's has a reputation for women's clothing, furniture accessories and men's clothing. It is generally thought to carry expensive and quality items and its Wilshire outlet is the place to buy a Paris original.

Robinson's—Los Angeles women like Robinson's particularly for women's clothes but also for clothing in general. A Robinson shopping bag is the secretary's status symbol. Although recognized as a full-line store, Robinson's is definitely the place to buy quality and expensive items. It has very attractive stores, pleasant sales people and atmosphere; like Bullock's, Robinson's (as the table shows) is a store that women like to visit. Some women feel they must be dressed up when they shop at Robinson's.

Montgomery Ward—Is still not a market factor like Sears and White Front. Although many women in the city did not know the location of a Ward store, they considered it to have good quality, selection, and service and a good place to buy appliances, certain clothing, furniture and general catalogue merchandise.

J. C. Penney Co.—Penney's occupies a special position in Los Angeles, as it seems to everywhere. It certainly is not the area's best known store but 49 neighbourhood outlets make it the most convenient, and therefore most shopped, department store. Los Angeles women shop at Penney's for children's clothing, linens and yardage. They regard Penney's service, quality and prices in much the same light as they do May Co.

In addition to the big four soft goods stores, there are eight other major apparel stores with one or more outlets that follow department-store buying and merchandising practices and generally may be considered in the same trade. These are Haggarty's (6 outlets), Helen Smith (1), Hertel's (1), I. Magnin (5), J. Magnin (5), Lane Bryant (6), Ohrbach's (3), and Sak's Fifth Avenue (1).

Canadians Should Come

Relatively few Canadian department-store suppliers visit the Los Angeles market but those who have come here find that they can sell profitably to the stores. The distance from eastern cities is probably why so few come; certainly some of the major U.S. market weeks (which attract Los Angeles buyers too) are in the east. Nevertheless, a western sales trip before market week will help ensure that the New York showroom is visited before the "open to buy" invitation attracts buyers to the more aggressive firms which have done their groundwork in the West. A visit is also the best way to obtain continuing business.

The Los Angeles department-store market is diversified, it is competitive, and it is receptive to quality goods. Competition, high incomes and rapid growth demand new products and new resources. Items that have a high Canadian content will usually be the most successful. The greatest opportunity is for fashion goods, products for travel, leisure or sports, and products with a novelty or quality appeal, whether decorative or useful.

Explore the potential. Los Angeles is big but it can be sampled quite well in three full business days. Given sufficient advance notice, the Canadian Trade Commissioner can arrange appointments with store buyers within five minutes' walk of good hotels and our offices, allowing you to make full use of valuable sales time. At the same time and within the same half-mile radius you can have interviews with sales representatives and buying offices. They may even come to you—just to see what a Canadian product looks like. ●

A Look at Lesotho—New African State

LESOTHO, one of Africa's newest states, is completely surrounded by South Africa. Formerly known as Basutoland, it attained independence last October. About the size of Belgium, it has a population of 976,000, according to the 1966 census.

Like Botswana and Swaziland, Lesotho uses the South African monetary unit, the rand. This arrangement provides it with an internationally recognized currency but it also means that the country is subject to South African monetary and fiscal controls. There are no tariffs on goods moving to and from South Africa and imports from outside the area are subject to South African tariff rates. South Africa maintains the Customs posts, except for Botswana's border with Rhodesia and Zambia, and distributes a percentage of the total Customs receipts to the two countries. Participation in this agreement, which is being renegotiated, provides Lesotho with a considerable market free of tariffs. At the same time, however, it means that a new enterprise is faced with strong competition from South African goods. One other result is that it is extremely difficult to obtain accurate trade statistics for Lesotho as the figures are generally merged with those for South Africa.

The gross annual product of Lesotho totals about $53 million. The country is almost entirely dependent on agriculture, primarily the raising of sheep, goats and cattle and the growing of maize, sorghum, beans, wheat, peas, barley and oats. The major export is wool and mohair, valued at $3.9 million in 1965, followed by wheat at $1 million and cattle at $700,000. About $3 million is remitted to the country annually by some 180,000 migratory workers who labour in the mines of the Transvaal.

Lesotho has few natural resources and no significant industrial development. Geological surveys have been discouraging to date except for diamonds: in 1963 some $215,000 worth of these were mined by individual Basuto diggers. Industrial development has been hindered by the absence of cheap power and raw materials, by low purchasing power, and by a system of land tenure which prohibits individual ownership.

Other problems have plagued the country. The drought which has covered all of Southern Africa during the past few years has done extensive damage to Lesotho. The most recent sorghum crop, for example, has only been one-fifth to one-half the size of a normal year's harvest and the country has had to import large quantities of maize and other foodstuffs.

Since 1963, the Government has been concerned with soil conservation and a program is currently being carried out by the Lesotho Department of Agriculture. This program is vitally necessary since four-fifths of the land is mountainous and much of the soil has been exhausted by years of continuous use and lack of fertilization. Lesotho's development plans call for a capital expenditure of $28.3 million and emphasize conservation and land use planning, livestock improvement, etc.

The most promising prospect is the development of the hydroelectric power potential. One such scheme is the $33.6 million Oxbow project. This involves a dam capable of supplying 8 million gallons of water a day for export to South Africa and several hydroelectric stations.

Lesotho's major imports are foodstuffs, machinery and equipment. Because there is almost no market economy, there is little opportunity for selling consumer goods. However, the Government purchases machinery, agricultural equipment and educational supplies, although much is provided through aid programs.

One of Lesotho's great assets is its schools: the country has one of Africa's highest literacy rates, about 50 per cent. It also has four technical and vocational schools, seven teacher training colleges, and a university at Roma, about 20 miles from Masera. The other great asset is its natural beauty. The country is rugged and scenic with many attractions which should enable it to develop a worthwhile tourist industry in the near future.

—D. H. LEAVITT, *Assistant Trade Commissioner, Cape Town.*

Enterprising Exporters

Trucks and Trailers for Zambia

CANADIAN-BUILT trucks and trailers will soon be carrying petroleum along the highways of South East Africa. Early this year 57 trucks and trailer units made by Canadian Kenworth Ltd. of Vancouver were shipped in two chartered vessels to Zambia via the port of Dar-es-Salaam in Tanzania. This was the largest custom-made shipment ever by the firm, and was worth $2.25 million.

In competition with several other countries, Canadian Kenworth Ltd. won the contract awarded by the East African trucking firm of Smith & Youngson. To investigate the special features required by the Zambian Government, Marketing Manager P. J. Wilson flew to Africa to talk with company officials and government representatives. Canadian engineers then produced a design which could overcome the climate and the peculiar hazards of highway travel in East Africa.

For example, a double cab roof with air vents allowing a stream of air to cool the closed cab was installed, and an exhaust pipe which discharges from below the right hand bumper (driving in Zambia is on the right hand side). Heaters and cold air diverters were not required, but fans, sun visors, and a double roof were essential.

A Kenworth truck and trailer is loaded aboard ship in Vancouver harbour. The company shipped 57 of the specially equipped units in July to Zambia, in Central Africa, to carry petroleum products over a 1,300-mile route.

A doghouse cover was included as a cooling insulator for the engine and a sleeper curtain for long-haul rests to comply with Zambian requirements. A side-mounted 25-gallon drinking water tank was also installed.

The over-all length of each truck and trailer is 56 feet and height to the top of the tanks 11 feet. Highway restrictions similar to those in Canada limited the width to eight feet.

This modified design was approved by Smith & Youngson and in July the truck-trailer combinations were ready for shipment.●

Twin Otters for Alpine Flights

DELIVERY BEGINS this year of six of de Havilland Aircraft's Twin Otters to Aeralpi, a well-established regional air service in Northern Italy. With ten more Twin Otters on option for delivery during 1968, the sale is another testimonial to this little airplane's adaptability to service in rugged terrain and difficult airfield conditions.

One of de Havilland Canada's STOL (short take-off and landing) aircraft, the Twin Otter can take a rough air strip of only 1,000 feet in its stride, with the ability to lift off and clear a 50-foot obstacle in 1,240 feet, carrying its full load of 11,579 pounds. United Aircraft of Canada builds the versatile PT6A-20 turbine engines which power the Twin Otter.

The Italian sale provides a few clues to de Havilland's remarkable success in selling 100 Twin Otters since certification of the aircraft in April 1966. The company exhibited a Twin Otter at the Torino Air Show in Italy in June 1966. When Aeralpi showed interest in the plane, a dinner was arranged for the two groups by the Trade Commissioners in Milan and a representative from the Department of Industry. Aeralpi took a second look at the Twin Otter during the Paris Air Show, liked what they saw, and arranged for de Havilland representatives to come to Cortina when the show was over.

Because it flies over the Italian Alps with touchdown on short, difficult air strips in mountainous terrain, Aeralpi was looking for an airplane combining economy on short 100- to 300-mile runs with the ability to cope with minimal airfield conditions. The Twin Otter proved it could fill the bill by landing with ease at Cortina, located in a narrow valley high in the Italian Alps, and possessing what is generally considered to be one of the world's most taxing airfields. The six Twin Otters will soon be pressed into service on regularly scheduled runs between major Italian cities and several of the mountain and coastal resort areas.●

Ireland has some of the most modern fertilizer plants in Europe and a varied secondary chemical industry entirely dependent on imports.

W. G. HUXTABLE, *Commercial Secretary, Dublin.*

Can You Sell Chemicals to Ireland?

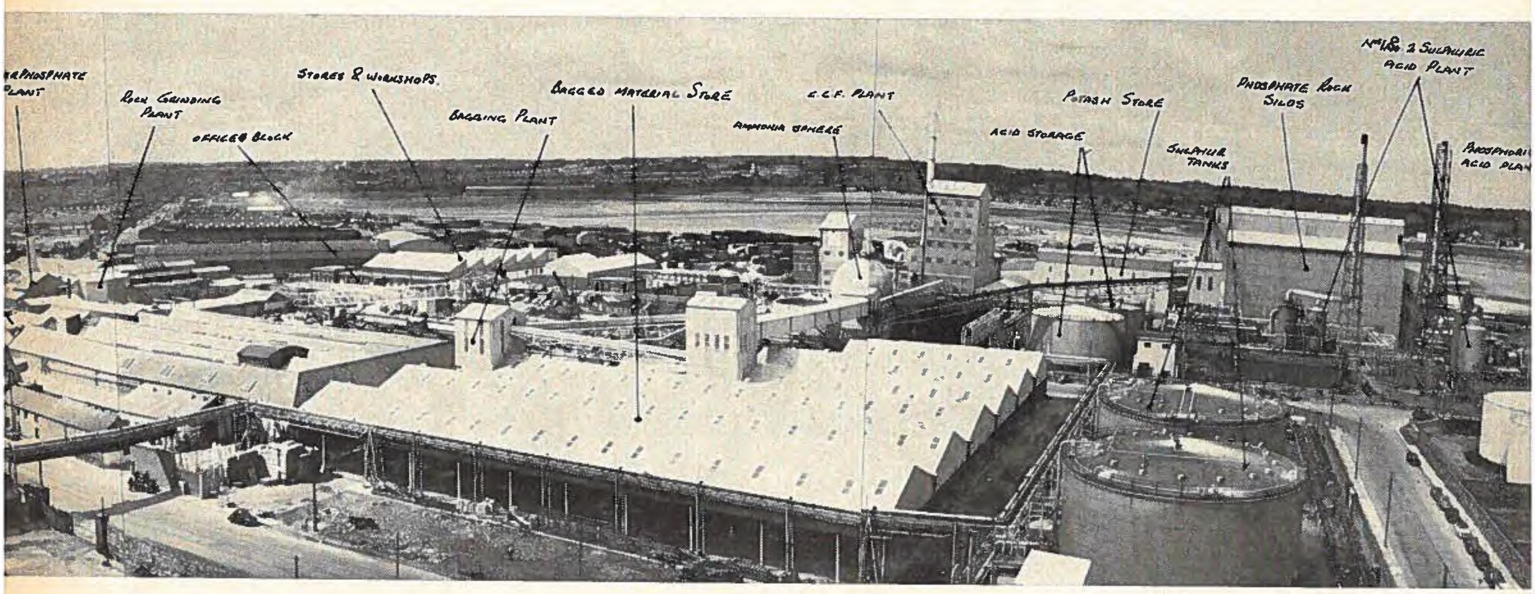
EXCEPT for sulphuric acid and the phosphoric acid made during fertilizer manufacture, no basic chemicals are produced in Ireland. Most of the chemicals that Irish industry needs are imported, and because British and European sources are so close and Ireland has no import duties on chemicals for industry, the market is a very competitive one.

The largest user of imported chemicals is the fertilizer industry. Government-sponsored studies in the late 1950's showed fertilizer consumption to be only 20 per cent of optimum. Vigorous efforts were made to encourage farmers to use more and consumption increased by the mid-1960's to the point where substantial additions had to be made to productive capacity. Unfortunately, a combination of circumstances in 1965 and following years caused consumption and sales to decline.

As the EEC's Common Agricultural Policy took effect, exports of Irish cattle, meat and other produce to Continental Europe fell. The economic slowdown in Britain, Ireland's most important market (especially for cattle), seriously reduced sales there. Poor weather resulted in smaller field crops in 1965. Finally, tighter credit made Irish farmers less willing to invest in fertilizers. The same trend occurred in Britain, where fertilizer sales fell by over 2 per cent in 1966 and profit margins were narrowed by the rising cost of raw materials, wages and services.

New Fertilizer Plants

Despite all this, the construction of plant continues. At Dublin, a large



The compound fertilizer plant of Goulding Chemical and Fertilisers Limited at East Wall, Dublin, is one of the most modern in Europe. Ammonia and molten sulphur arrive by pipeline (bottom left) from a special jetty.

modern factory has started up with a capacity of 125,000 tons a year of concentrated complete fertilizers. Others are nearing completion at New Ross (capacity 85,000 tons a year) and Arklow. The ammonium sulphate plant (capacity 85,000 tons a year) and the calcium ammonium nitrate plant (capacity 65,000 tons a year) at Arklow are already in production, and phosphoric acid for superphosphate fertilizers is being produced at a rate of 20,800 tons a year. The Arklow fertilizer complex is owned by the Irish Government.

The optimum consumption for Ireland is estimated at one million tons of nitrogenous fertilizers a year, 125,000 tons a year of single superphosphate, and 400,000 tons of potash. Current consumption of ammonium sulphate is about 125,000 tons and of calcium ammonium nitrate 35,000 tons.

Secondary Chemical Industry

The secondary chemical industry consists of about 50 firms employing some 2,800 persons. Most of the firms are small and 35 employ fewer than 50 persons each. Paint, printing ink, polish, pharmaceuticals and drugs, medicines, disinfectants, agricultural chemicals, cosmetics, toiletries, soaps and moulded plastics are the main products. Chemicals are also used by many other industries, such as those producing textiles, tires, paper, cement, feed compounds, adhesives and sugar. Chemicals are also needed for water treatment.

The majority of Irish chemical companies are subsidiaries or licencees of foreign companies; nine of the fourteen paint firms, for instance, are subsidiaries or associates of British firms and two others produce paint under licence from British firms. The situation is much the same in other sectors of the secondary chemical industry.

The industry as a whole, and most firms, operate well below capacity. There is keen competition to supply the needs of the 2.8 million persons in the Republic and its 5.6 million cattle, 1.8 million pigs, 4.7 million sheep and 180,000 horses.

Highly Competitive Market

Because chemicals for further manufacture enter Ireland from all countries free of duty, the industry can buy wherever it wishes. Competition between German, Dutch, British, American and Japanese suppliers often results in lower prices for Irish customers than those in the producer's home market. Proximity to European sources allows users to operate on relatively small stocks.

Canadian suppliers who want to sell to this market have to maintain stocks in Ireland itself or nearby and have to meet intense competition. They must be prepared to supply smaller lots than they would consider in most markets. It is worth the trouble, for Ireland's imports of chemicals for further manufacture (excluding fertilizers) amount to some $40 million a year.

A few independent importing distributors serve the market. They are able to hold stocks and are always interested in competitive Canadian sources. If you would like further information, write to the Commercial Secretary for Canada, 66 Upper O'Connell Street, Dublin, Ireland.

MAIN CHEMICAL IMPORTS BY REPUBLIC OF IRELAND 1966

	Value (pounds sterling)
Rock phosphate	1,611,334
Organic chemicals	
Hydrocarbons and derivatives	258,939
Alcohols, phenols, phenol-alcohols	268,939
Acids and derivatives	414,106
Nitrogen function compounds	256,995
Other organic compounds	1,039,372
Inorganic chemicals	
Inorganic elements (including carbon black, etc.)	326,055
Acids and oxygen compounds of non-metals or metalloids	453,662
Metallic oxides, as used principally in paints	591,004
Caustic soda	137,388
Ammonia	136,481
Other inorganic bases and metallic oxides	96,867
Chlorides and oxychlorides	103,423
Copper sulphate	133,982
Aluminum sulphate	68,078
Other sulphites and sulphates	66,695
Phosphates, n.e.s.	241,905
Sodium carbonate and soda ash	234,237
Other carbonates and percarbonates	82,496
Sodium silicate	80,316
Borax (sodium borate)	32,994
Other borates	60,568
Calcium carbide	42,251
Other inorganic compounds (including isotopes)	416,212
Coal tar dyes and dyestuffs	778,934
Dyeing and tanning extracts (including synthetic)	298,687
Colour lakes and other colouring materials	237,738
Printing inks	64,026
Vitamins and preparations	326,194
Antibiotics	1,008,270
Bacteriological products, sera, antisera, etc.	256,644
Fertilizers, manufactured	
Ammonium nitrate	156,141
Sulphate of ammonia	205,867
Nitrogenous fertilizers, n.e.s.	75,857
Basic slag	771,861
Superphosphate	126,892
Phosphatic fertilizers, n.e.s.	85,435
Muriate of potash	2,540,429
Polymerisation, etc., products	
Polyvinyl chloride (PVC)	2,733,441
Polyethylene, etc.	1,139,462
Other plastic materials	747,895
Others	
Explosives (including lead shot)	366,373
Condensation, polyaddition, etc., products	1,005,219
Maize starch (including cornflour)	489,537
Other starches & inulin	51,382
Turpentine, tall oil and other wood-based chemical products	116,531
Organic chemical products n.e.s.	427,888
Other chemical products, n.e.s.	1,150,218

Selling to Hospitals in the Midwest

This article outlines a big but a demanding market—hospitals in the Midwest States that buy everything from diagnostic equipment to syringes, sinks, and swabs. Here is a useful breakdown of hospital needs and methods of marketing.

ROBERT F. SEBASTIAN, *Commercial Officer, Chicago.*

IN THE eleven-state territory of the Consulate General in Chicago there are approximately 1,900 registered hospitals and 300 accredited extended-care institutions. This represents one of the largest markets for medical supplies and equipment in the world.

Total expenditures on hospital construction in the United States, not including normal replacement cost of supplies and equipment, is approaching U.S.$2 billion a year. Midwest hospital construction expenditures from 1947 to 1965 totalled U.S.$1.6 billion.

If the market is good, it should be even better in the near future. The Federal Government has increased the aggregate demand for medical products by spending approximately $300 million in 1966. As the Medicare program increases the pressure for medical facilities, both federal and total spending will rise in an attempt to keep pace with demand.

Can a Canadian hospital supply or equipment manufacturer cash in on this market? We think so—because price, and not origin, is the determining factor in purchasing. Here, therefore, is information on marketing methods and current trends. But be forewarned—the Midwest market is a demanding one and on certain types of equipment the tariff is high.

The terms hospital supplies and hospital equipment are extremely broad. Besides the obvious difference between the two, there are more subtle breakdowns. For example, equipment can be sold to a new hospital or for replacement purposes to an old hospital. Supplies can be complex and technical in nature or more commonplace. The nature of any given item will influence how it is sold. For the sake of organizing this report, a classification of hospital supplies and equipment has been adopted. In addition, for the sake of explaining which marketing channels will be used to sell any particular hospital product, it is not only useful but indispensable to have a classification in order to outline how major types of equipment and supplies are marketed.

Fortunately such a classification was at hand. Before the financial aid to health institutions called for under the Federal Government's Hill-Burton Act could be distributed equitably, surveys of individual health care needs, plus plans to satisfy these needs, were necessary. As a result, the Federal authorities needed some logical system of classifying the bewildering array of hospital supplies and equipment. To facilitate plans by the state hospitals for equipment and supply purchases, it was also useful to have a classification that recognized the normal distribution methods. The result of this dual need was the Hill-Burton classification system, which takes into account the nature of hospital supplies and equipment and the normal marketing methods for them.

The Hill-Burton classification has three major divisions, but it may be advantageous to set out in more detail the exact marketing channels used for different supplies and equipment. For this reason, we are using the three broad Hill-Burton classes and then breaking them down into sub-classes.

Group I—Built-in Equipment—This equipment is usually included in construction contracts. Examples are hospital cabinets and counters, elevators, boilers and doctors' annunciators.

a. Original equipment—Since Group I equipment is built in, it is normally sold to new hospitals or to established hospitals undertaking additions or renovations.

b. Replacement equipment—Although the majority of this market is for original equipment, there is often occasion to replace worn-out equipment in established hospitals.

Group II—Free-standing Equipment—This type of equipment has five years' life or more but is not usually purchased at the time the hospital is built. It usually has a reasonably fixed location but is capable of being moved. Examples are surgical apparatus, diagnostic and therapeutic equipment, laboratory and pharmaceutical equipment, and wheeled equipment.

a. Technical equipment—Specialized and complex and requires a high degree of training or technical skill in its use.

b. Non-technical equipment—Less complex or specialized and does not require the same degree of training in its use.

Group III—Short-term Supplies—These are items with a life of less than five years and normally of small unit cost. Examples are dressing jars, surgical instruments, tongue depressors, etc.

a. Technical supplies—These supplies are specialized and complex and require a high degree of training in their use. Examples are surgical instruments and esophagoscopes.

b. Non-technical supplies—Items requiring little or no training in their use and may be used by various classes of hospital personnel. Examples are swabs, disinfectants and surgical dressings.

c. Pharmaceuticals—Although pharmaceuticals are technical supplies in a sense, the marketing channels are distinct from those used for other supplies.

Marketing Supplies, Equipment

Before analyzing the techniques used for each individual class outlined above, there are factors that apply to the marketing of all hospital supplies and equipment that should be understood.

It should be recognized that a consulting engineer or hospital consultant can influence the purchase of any of the classes of equipment or supplies. If, for example, an engineer or consultant is retained to plan the layout of a surgical room, he may specify size limitations for cabinets, sinks, sterilizers and other equipment. A hospital consultant may be employed to advise on the solution or prevention of a problem dealing with supplies or equipment. He could, for instance, recommend the use of disposable supplies to speed the execution of spinal anaesthesia.

Although they are represented on the purchasing committee, the administration and personnel using the product often exercise additional influence on the purchasing decision outside of the committee. In buying a large piece of equipment, for example, the administration, with budget limitations in mind, may well limit the cost. Nursing personnel, the prime users of procedural equipment, quite frequently influence the purchase of these supplies.

The mark-up or commission range on any class will depend on the distribution agent used. A manufacturer's representative normally receives a 20 to 25 per cent commission. A 15 per cent mark-up over the direct sales price is usual on any product sold by a drug wholesaler. A purchasing association places no mark-up on its sales because its operation is financed

Hospital Purchasing Associations

THE INCREASING COST of medical care has forced health care institutions to seek new ways of buying products they need at the lowest possible cost. One result of this pressure for lower prices is the growing importance of hospital purchasing associations.*

A hospital purchasing association is a non-profit, group purchasing association, normally composed of voluntary non-profit hospitals and related institutions, which buys in quantity to obtain lower prices. The operation is usually financed by membership fees and service charges on products purchased.

The Hospital Bureau, the only national hospital purchasing association, was started in 1910 as a central buying agency for fourteen New York City hospitals with $40,000 annual volume. The association now has over 600 hospital members across the nation, representing approximately 120,000 beds, purchasing eight million dollars worth of products annually. By 1970 it is estimated that 1,100 members will be buying at a rate of $30 million a year.

The figures above include hospitals affiliated with regional councils and state branches of the national association. In addition, a hospital can join the Bureau directly without being a member of a regional or state group. Some independent local purchasing associations also wield substantial market influence; an example is the one in Philadelphia.

The purchasing arrangements made by the Hospital Bureau may be utilized by all member associations or hospitals desiring to do so. However, the members are not obliged to use them. Some local affiliates choose to handle a much broader range of products than others. The Cleveland Hospital Council, for example, provides everything from X-ray equipment to buttons. To keep clerical costs down, other groups such as the Chicago Hospital Council make available a limited number of disposable high-volume products.

In addition to medical supplies and equipment, other products may be bought through the association. The national organization, for example, can supply tables and ashtrays as well as X-ray film and syringes. Local groups often provide high-volume non-medical products, such as fuel oil or milk.

Sales can be made through either the national or the local groups by formal written or more casual verbal contracts. Testing procedures to accept or reject a product are likely to be less involved on the local level. In addition, products with little effect on the lives and safety of patients are also likely to receive only casual testing. Cleansing tissue, for example, will be subject to much less intensive testing than intravenous fluids.

Generally there are three levels within an association at which a product must be accepted in order to be distributed through the association. The first contact would be made with the executive director at the staff level. If he feels the product in question has merit, he will pass it on to the purchasing agents' advisory committee. Once it has passed that hurdle, the product will go before a committee of hospital administrators who will then accept or reject it. In many cases testing will be carried out before a final decision is made.

Once the product is accepted, it is listed among the agreements made with suppliers so that members can order. Often the members will be invoiced directly, and a monthly tabulation will be sent to the association. Alternatively, the association may be invoiced. Because the association has no warehouse space, products must be drop-shipped. Hospitals in many areas expect one-day service, necessitating local warehousing by the manufacturers.

In addition to their distribution function, the associations have substantial influence through their counselling and research activities. The monthly publication of the national organization, for example, offers purchasing and technical product information. Product testing can also be performed on request for a member hospital.

A purchasing association is one way to distribute large volumes of hospital supplies and equipment. The need to pass several committees and possibly stringent testing, however, requires an excellent product and presentation. ●

* For a list of these associations in the Midwest, write to the Editor, *Foreign Trade*.

by subscription fees from member hospitals and a small service fee per order. (See box feature on page 13.) Agents other than the three covered above place a 15 to 40 per cent mark-up on products.

The mark-up technique used by a hospital supply house is a good example of how the exact mark-up within the agent's range is chosen. General sales and servicing require a 15 to 25 per cent mark-up and 25 to 40 per cent is required for additional promotion effort, such as trade show promotion and advertising. Dollar volume has a bearing on where within these two ranges the mark-up falls. A new product, too, is generally at the high end of the scale.

All Group I equipment (regardless of distributing agents) and all products sold through a manufacturer's representative, are drop-shipped. Any other supplies or equipment are warehoused by the distributing agent.

The individual factors considered in the marketing of each class are:

a. The distributing agent

b. Persons influential in the purchase

c. Product factors, such as price, quality and service.

The functions of the buying agent and other influential persons overlap to some extent. Although the purchasing agent may actually do the buying, some other influential person may, in reality, be authorizing the purchase. For example, a radiologist specifying a particular X-ray machine may guarantee its sale.

For this reason the primary function of any distributing agent is to reach and sell not only the buying agent but the person who influences the purchase as well. The administration of a hospital can always direct sales personnel to the buying agent or other buying influences if it is not obvious from past experience which contacts are required.

Part II of this article, to appear in our next issue, will cover the marketing methods that apply to the various types of equipment—Editor.

Jamaica Expands Food Processing

THE LAST TWO YEARS have seen significant developments in the Jamaican food processing industry—developments that are affecting Canadian food exports to that country, reducing some opportunities and opening up others.

The processing and canning of citrus products, mainly for export, began on a fairly large scale about 40 years ago. About that time also, a few firms produced from locally grown materials guava jelly, marmalade and sauces, also for export. This situation remained basically unchanged until about three years ago, except that several other firms, including a citrus processing company and a condensary, entered the field. The range of products being processed was thus broadened to take in canned ackees, mango slices, pickles, preserves and jams.

In 1964, to reduce the country's dependence on imported foodstuffs, which cost over $60 million a year—a severe drain on a country of only 1.8 million people—the Jamaican Government embarked on an extensive program of import substitution. Import restrictions were imposed on a wide variety of foodstuffs, fresh or processed. As a result, virtually all the local demand for jams and jellies, nectars and juices is now being filled here, and the making of condensed soups, salad dressings, etc., is going forward rapidly. It is estimated that before 1964 only about 25 per cent of total production of the canneries, amounting to approximately 250,000 cases, (excluding the citrus plants and condensary which accounted for perhaps another two million) were for the domestic market, as against approximately 50 per cent of the present output of slightly over 500,000 cases.

There are about 18 canneries of various sizes in Jamaica, with two modern plants now under construction. These will add at least two million cases of 24 cans each. In addition, other plants are being set up for making meat products, chocolate confectionery, flavourings and frozen foods. For some time certain beverages, ham, bologna, bacon, etc., have been produced here.

This expansion within the last few years can be attributed to a large extent to the stimulating effect of the import substitution program. At the beginning of 1966 the Government designated it Food Processing Year. Since that time the larger commercial organizations, which formerly specialized largely in distributing exported foodstuffs, have been diversifying their activities and getting into the manufacturing or processing field. Alternatively, they contract with independent processors to pack under their labels. As a result, most of the internationally famous food brands in the United States and Canada are being steadily replaced in local supermarkets by Jamaican brands, except in a few instances where local manufacturers have been licensed to produce these international brands.

The significant role that the Jamaican government has played in the growth of the food processing industry has not been limited to providing a suitable basis for a viable food processing industry primarily by restricting imports. The Food Technology Division of the Ministry of Trade and Industry, as a result of considerable research, has come up with a wide range of frozen pre-cooked Jamaican dishes which are packed in plastic bags. They seem to have encouraging sales possibilities not only in the domestic market but also in North America and Britain. A plant costing over $300,000 to mass produce these frozen foods is now nearly completed. The fruit preservation unit of the Social Development Commission is also spearheading research into the possibility of processing the many varieties of the minor fruits, such as pawpaw and soursop, which are found all over the island.

With this rapid expansion of food processing in Jamaica, access for Canadian foods to this market will be steadily curtailed. Canadian firms should therefore look seriously into the possibility of manufacturing in Jamaica. By participating in the ownership and management of processing facilities here, they can ensure that they will at least be able to retain a share of the local market. Where formerly they exported consumer packaged food products, Canadian companies could provide meats, soup bases, concentrates for juices and nectars, dehydrated fruits and vegetables and many other items which are required by the rapidly expanding processing industry here. In addition, the experience and technical knowledge of Canadian food processors could be invaluable to Jamaica in the vigorous program both Government and the private sector are now pursuing to establish a more viable food processing industry.

—PHILIP HO FATT, *Commercial Assistant, Kingston.*

Geographical Listing for Exporters

Need Information on Foreign Markets?

You can get it from the Trade Commissioner posts around the world, or from the Office of Trade Relations in Ottawa. This breakdown tells you which TC post and which OTR Division is responsible for the country in which you are interested.

Country	TC Post	OTR Division
Aden	Beirut	Commonwealth
Afghanistan	Rawalpindi	Asia and Middle East
Albania	Vienna	Europe
Algeria	Paris	Europe
Andorra	Paris	Europe
Angola	Johannesburg	Europe
Argentina	Buenos Aires	Latin America
Aruba	Caracas	Europe
Australia	Sydney, Melbourne and Canberra	Commonwealth
Austria	Vienna	Europe
Azores	Lisbon	Europe
Bahamas	Kingston	Commonwealth
Balearic Islands	Madrid	Europe
Barbados	Port-of-Spain	Commonwealth
Belgium	Brussels	Europe
Bermuda	New York	Commonwealth
Bhutan	New Delhi	Asia and Middle East
Bolivia	Lima	Latin America
Bonaire	Caracas	Europe
Botswana	Johannesburg	Commonwealth
Brazil	Rio de Janeiro and Sao Paulo	Latin America
Britain	London Liverpool Glasgow Belfast	Commonwealth
British Honduras	Kingston	Commonwealth
British Solomon Islands	Sydney	Commonwealth
Brunei	Kuala Lumpur	Commonwealth
Bulgaria	Vienna	Europe
Burma	Kuala Lumpur	Asia and Middle East
Burundi	—	Europe
Cambodia	Hong Kong	Asia and Middle East
Cameroun	—	Europe
Canary Islands	Madrid	Europe
Cape Verde Islands	Lisbon	Europe
Cayman Islands	Kingston	Commonwealth
Central African Republic	—	Europe
Ceylon	New Delhi	Commonwealth
Chad	—	Europe
Chile	Santiago	Latin America
China, Communist	Hong Kong	Asia and Middle East
China, Republic of (Taiwan)	Manila	Asia and Middle East
Christmas Island (Indian Ocean)	Sydney	Commonwealth
Cocos-Keeling Islands	Sydney	Commonwealth
Colombia	Bogota	Latin America
Congo (Brazzaville)	—	Europe
Congo (Kinshasa)	—	Europe
Cook Islands	Wellington	Commonwealth
Costa Rica	Guatemala City	Latin America
Cuba	Havana	Latin America
Curacao	Caracas	Europe
Cyprus	Tel Aviv	Commonwealth
Czechoslovakia	Vienna	Europe
Dahomey	Lagos	Europe
Denmark	Copenhagen	Europe
Dominican Republic	Santo Domingo	Latin America
Ecuador	Bogota	Latin America
Egypt	(see United Arab Republic)	(see United Arab Republic)
El Salvador	Guatemala City	Latin America

Country	TC Post	OTR Division
Ethiopia	Cairo	Asia and Middle East
Falkland Islands	Montevideo	Commonwealth
Fiji	Wellington	Commonwealth
Finland	Stockholm	Europe
France	Paris	Europe
French Guiana	Port-of-Spain	Europe
French Oceania	Wellington	Europe
French Somaliland	Cairo	Europe
Gabon	——	Europe
Gambia	Lagos	Commonwealth
Germany	Bad Godesberg, Duesseldorf, Hamburg	Europe
Ghana	Accra	Commonwealth
Gibraltar	Madrid	Commonwealth
Gilbert and Ellice Islands	Wellington	Commonwealth
Greece	Athens	Europe
Greenland	Copenhagen	Europe
Guadeloupe	Port-of-Spain	Europe
Guatemala	Guatemala City	Latin America
Guinea, Republic of	Accra	Europe
Guyana	Port-of-Spain	Commonwealth
Haiti	Santo Domingo	Latin America
Honduras	Guatemala City	Latin America
Hong Kong	Hong Kong	Commonwealth
Hungary	Vienna	Europe
Iceland	Oslo	Europe
India	New Delhi	Commonwealth
Indonesia	Singapore	Asia and Middle East
Iran	Tehran	Asia and Middle East
Iraq	Beirut	Asia and Middle East
Ireland, Republic of	Dublin	Commonwealth
Israel	Tel Aviv	Asia and Middle East
Italy	Rome	Europe
Ivory Coast, Republic of	Accra	Europe
Jamaica	Kingston	Commonwealth
Japan	Tokyo	Asia and Middle East
Jordan	Beirut	Asia and Middle East

Country	TC Post	OTR Division
Kenya	Nairobi	Commonwealth
Korea	Tokyo	Asia and Middle East
Kuwait	Beirut	Asia and Middle East
Laos	Hong Kong	Asia and Middle East
Lebanon	Beirut	Asia and Middle East
Leeward Islands	Port-of-Spain	Commonwealth
Lesotho	Johannesburg	Commonwealth
Liberia	Accra	Asia and Middle East
Libya	Rome	Asia and Middle East
Liechtenstein	Berne	Europe
Luxembourg	Brussels	Europe
Macao	Hong Kong	Europe
Madeira	Lisbon	Europe
Malagasy Republic	Johannesburg	Europe
Malawi	Nairobi	Commonwealth
Malaysia	Kuala Lumpur	Commonwealth
Mali, Republic of	Accra	Europe
Malta	Rome	Commonwealth
Martinique	Port-of-Spain	Europe
Mauritania, Republic of	Accra	Europe
Mauritius	Johannesburg	Commonwealth
Mexico	Mexico City	Latin America
Monaco	Paris	Europe
Morocco	Paris	Europe
Mozambique (Portuguese East Africa)	Johannesburg	Europe
Nepal	New Delhi	Asia and Middle East
Netherlands	The Hague	Europe
Netherlands Antilles	Caracas	Europe
Netherlands Guiana	Port-of-Spain	Europe
New Caledonia	Sydney	Europe
New Guinea (North-east) and Papua	Sydney	Commonwealth
New Hebrides (British-French Condominium)	Sydney	Commonwealth and Europe
New Zealand	Wellington	Commonwealth
Nicaragua	Guatemala City	Latin America
Niger, Republic of	Lagos	Europe

Country	TC Post	OTR Division
Nigeria	Lagos	Commonwealth
Norway	Oslo	Europe
Okinawa	Tokyo	Asia and Middle East
Pakistan	Karachi and Rawalpindi	Commonwealth
Panama and Canal Zone	Guatemala City	Latin America
Paraguay	Buenos Aires	Latin America
Persian Gulf Area	Beirut	Asia and Middle East
Peru	Lima	Latin America
Philippines	Manila	Asia and Middle East
Poland	Copenhagen	Europe
Portugal	Lisbon	Europe
Portuguese Guinea	Lisbon	Europe
Portuguese East Africa	Johannesburg	Europe
Portuguese West Africa	Johannesburg	Europe
Puerto Rico	Santo Domingo	United States
Reunion	Johannesburg	Europe
Rhodesia	——	Commonwealth
Rio de Oro	Madrid	Europe
Rio Muni	Madrid	Europe
Rumania	Vienna	Europe
Rwanda	——	Europe
St. Helena	Cape Town	Commonwealth
St. Pierre and Miquelon	Paris	Europe
Saudi Arabia	Beirut	Asia and Middle East
Senegal, Republic of	Lagos	Europe
Seychelles Islands	——	Commonwealth
Sierra Leone	Lagos	Commonwealth
Sikkim	New Delhi	Asia and Middle East
Singapore	Singapore	Commonwealth
Somali Republic	Cairo	Europe
South Africa, Republic of	Johannesburg and Cape Town	Commonwealth
South West Africa	Cape Town	Commonwealth
Spain	Madrid	Europe
Spanish Sahara	Madrid	Europe
Sudan	Cairo	Asia and Middle East
Surinam (Netherlands Guiana)	Port-of-Spain	Europe

Country	TC Post	OTR Division
Swaziland	Johannesburg	Commonwealth
Sweden	Stockholm	Europe
Switzerland	Berne	Europe
Syria	Beirut	Asia and Middle East
Tahiti	Wellington	Europe
Taiwan (Republic of China)	Manila	Asia and Middle East
Tanzania	Nairobi	Commonwealth
Thailand	Singapore	Asia and Middle East
Togo	Accra	Europe
Tonga	Wellington	Commonwealth
Trinidad and Tobago	Port-of-Spain	Commonwealth
Trucial States	Beirut	Asia and Middle East
Tunisia	Berne	Europe
Turkey	Athens	Asia and Middle East
Turks and Caicos Islands	Kingston	Commonwealth
Uganda	Nairobi	Commonwealth
United Arab Republic	Cairo	Asia and Middle East
United Kingdom	(see Britain)	(see Britain)
United States	Washington Boston Chicago Cleveland Detroit Los Angeles New Orleans New York Philadelphia San Francisco Seattle	United States
Upper Volta, Republic of	Accra	Europe
U.S.S.R.	Moscow	Europe
Uruguay	Montevideo	Latin America
Venezuela	Caracas	Latin America
Vietnam	Hong Kong	Asia and Middle East
Virgin Islands (U.S.)	Santo Domingo	United States
Western Samoa	Wellington	Commonwealth
Windward Islands	Port-of-Spain	Commonwealth
Yemen	Beirut	Asia and Middle East
Yugoslavia	Belgrade	Europe
Zambia	Nairobi	Commonwealth

trade fairs

Canada's Giftware Draws U.S. Applause

ENTHUSIASTIC buyer reaction to Canadian handicrafts at the New York Gift Show, August 13 to 18, resulted in many orders and important business contacts for the 21 exhibiting Canadian companies.

Sponsored by the Department of Trade and Commerce, the Canadian show drew excellent news coverage and generated widespread interest among buyers from across the United States. This was Canada's debut at the annual New York show and it proved an outstanding success.

Exhibitors, mostly from Quebec and Ontario, generally were enthusiastic. One Ontario company reported the sale of $20,000 worth of pottery—its first selling venture in the U.S. An exhibitor from Quebec said that his plastics display attracted constant attention and paid off in on-the-spot orders.

From New Brunswick a manufacturer of mocassins was somewhat apprehensive about the reaction to his unique product. He was right, but admitted that inquiries resulting from exposure to this new test market would eventually mean long-range orders.

And what were the products which aroused so much attention? The extensive list included authentic carvings and pottery handmade by Indian craftsmen; original soapstone carvings depicting the artist's philosophy and the Eskimo way of life; handblown glassware created in exciting colours; bright, lively ceramics; ultra-modern lampshades in brilliantly coloured aluminum; warm parkas trimmed with fur; thick duffle sportswear; souvenir stationery and postcards, and prints for framing —all created by skilled Canadian craftsmen. ●

Lively Canadian Exhibit at Barcelona

WELL KNOWN for his love of colour and dramatic display, the Spaniard's appreciation of Canada's spectacular exhibit at the Barcelona International Samples Fair, June 1 to 15, was spontaneous.

Although the exhibit was smaller than last year (11 companies compared with 21 in 1966), the over-all presentation of each company's products made a striking display. Products included hydraulic pumps, automatic high-speed diecasting machines, electric soldering irons, measuring tapes and rules, vulcanizing equipment, clay digger and paving breaker tools, woodworking power tools, and air compressor units.

From opening day to the end of the fair, the Canadian pavilion won admiration from a succession of visiting businessmen and the public. At one time Canadian fair officials found it necessary to enlist the help of guards to direct the constant flow of traffic passing through the exhibit and to assist in meeting the enormous demand for Canadian literature.

Mass giveaways of maple leaf pins and gay red and yellow shopping bags were keen attention-getters and proved popular with Barcelona families, especially schoolchildren. Easily recognizable, the brightly coloured bags carried Canada's image throughout the fair grounds and were seen as far away as Bilboa, 60 miles south of Barcelona.

Pamphlets and brochures telling the Spanish people of Canadian happenings and giving industrial information were in constant demand, particularly leaflets describing Expo 67 and Canada's Centennial birthday celebrations.

All the exhibiting firms reported high product interest. Several found the lively trading sessions lucrative, with orders and firm follow-up requests for information. Others located representatives or distributors.

One Montreal exhibitor, Northern Electric Company Ltd., won the top award for new product presentation. This company showed a complete range of new telephones, telecommunications equipment, cable and wire, and switching equipment. ●

Canada at the Paris Air Show

THE RAPIDLY growing aviation market in Canada was given a full-scale opportunity to show its progressive manufacturing and design ability at the Paris Air Show, May 26 to June 4. Sleek, sophisticated aircraft of today were compared nostalgically with the frail-structured planes of yesterday, as each group demonstrated its prowess in the skies over Paris.

In the main exhibition area a comprehensive Canadian exhibit, provided by 21 aviation companies, displayed the latest achievements in aeronautic technology. On show were avionics and communications systems, aeronautic hardware, advanced test facilities, safety devices, powered flight inventions and, for the first time, an electrically animated model of a modern airport.

A special feature of the show was the reunion of six Canadian World War I air aces with some of their French counterparts. ●

The opening day visit of Spanish officials to the Canadian pavilion at the Barcelona International Samples Fair proved exciting. This animated conversation took place in front of one Canadian exhibit, Dynacast of Montreal. (Left) Senor Don José A. Tiffon Brugavolas, General Fair Manager, and Senor D. Faustino Garcia Monco, Spanish Minister of Commerce, with Eli Yaffe (pipe in hand), President of Dynacast Limited.

These two interested spectators at the Paris Air Show are comparing notes on a full-scale sectional model of the PT-6A-20 free turbine engine. Designed and built by United Aircraft of Canada Ltd., Quebec, it attracted a great deal of attention at the show.

Lima to See Canadian Pavilion

CANADA'S re-entry into the Pacific International Trade Fair in Lima, Peru, after six years' absence will be heralded by the erection of a permanent Canadian pavilion. It marks the first time that Canada has built a permanent exhibition pavilion in Latin America, and it is expected to be a Canadian architectural milestone.

Scheduled to be in use at the next edition of the fair (October 27 to November 12), the wood-constructed pavilion is situated on a 2,000-square-metre site and was designed by the Canadian Government Exhibition Commission. Leonard Oboler Engineers, S.A., the well known engineering firm in Lima, was awarded the building contract.

Five times larger than Canada's 1961 exhibit, the pavilion will house some 45 displays of Canadian companies, sponsored by the Department of Trade and Commerce. These products and services cover a wide area, from agriculture to domestic appliances, electrical and electronic units, heavy construction, mining and exploration equipment, automotive achievements, and banking services. The Association of Consulting Engineers of Canada will also be represented.

Built of Canadian materials, such as Douglas fir plywood box beams and panels, the pavilion features two buildings. The main exhibition area is constructed of wood panels stretched horizontally across the roof and there is a smaller circular building formed with vertical wood panels which stands immediately before the main building entrance. This will be used as an information-type exhibit on Canada.

Companies eager to exhibit at this important fair have booked all the available space well in advance of the show. ●

Swiss Industries on View

FOR TEN DAYS each April, many of Switzerland's industries are on display at the Swiss Industries Fair in Basle. Here, under one roof, businessmen have a unique opportunity to see examples of almost all products manufactured in Switzerland and to meet the people who produce them. This year, the 51st event, over 2,600 exhibitors in 27 trade groups displayed their wares in 25 halls covering 42 acres of floor space.

One of the main attractions each year is the watch industry. Some 30,000 clocks and watches were displayed this year by 200 manufacturers, among them brand names of international importance. Examples of up-to-the-second developments in electronic timekeeping, clocks made from quartz, time clocks for use at the 1968 Olympic Games, a model of Expo 67's timekeeping system, and actual wristwatches worn by Gemini astronauts in space were prominently displayed.

One of the most exacting examples of timekeeping was an atomic clock used for space research. The time variations of this clock are computed at no more than one millionth of a second daily (a maximum of one second in 3,000 years). Switzerland's total watch exports in 1966 topped Can.$500 million, an indication of its monopoly of world trade in timekeeping.

After viewing the multitude of watch and clock designs in a variety of colours and materials (precious metal, plastic, stone, enamel, and jewels), it was easy for the visitor to realize that Switzerland really is the timekeeper of the world.

Textiles, Switzerland's oldest industry, also occupied a prominent position at the fair. Dozens of imaginative displays, demonstrations, and fashion shows gave the visitor an impressive view of the skill and creativeness of Swiss clothing designers and manufacturers.

To compile a complete list of goods shown would be an endless job because thousands of products were exhibited. These included examples from the various fields of heavy and light mechanical engineering and metalworking, industrial technical products, lighting fixtures, domestic appliances, furniture, plastics, sports and camping equipment, gardening tools, office equipment, machine tools, industrial electronic products, toys, heating equipment, pumps and valves, trucks, rolling stock, cable cars and tractors, boats, materials handling equipment, and minirails similar to those used at Expo 67. The advanced state of Swiss technology is fully evident in all these products.

Apart from the vast display of manufactured goods, visitors were probably surprised at the number of familiar names on view—some perhaps not recognized as Swiss—names such as Nestlé, Elona, Omega, Ovaltine, and Hermes.

Watchmaking, textiles, and chemicals are Switzerland's three largest industries and of these the chemical industry was the only one not directly represented at the fair. This is because Basle is the centre of the Swiss chemical industry and the headquarters of chemical giants such as Ciba, Geigy, Sandoz, and Hoffman-La Roche. These companies invite visitors to their plants during fair time.

Attendance this year was over one million and of these, one in ten came from countries other than Switzerland. Although the fair is open to the public, its principal object is to provide a meeting place for Swiss manufacturers and the trade. It also gives foreign exporters of raw materials, parts, and complementary goods an opportunity to contact Swiss manufacturers who require them.

Almost any Canadian businessman travelling in Europe during the latter half of April would find it profitable (and entertaining) to spend time at the Swiss Industries Fair.

—G. E. BLACKSTOCK,
Commercial Secretary, Berne.

Development Planning in India

KENNETH G. DEWOLF,
Assistant Commercial Secretary, New Delhi.

Planning Procedure

The official bodies which participate in the planning procedure are the Planning Commission (consisting of the Prime Minister, the Minister for Planning, several other cabinet ministers, and advisors); the Cabinet; the National Development Corporation (the Prime Minister and the Chief Ministers of the various States); and Parliament.

The Planning Commission gives the original general direction to the Plan. The Plan goes through four stages as it is refined and expanded—Draft Memorandum, Draft Outline, Fresh Memorandum, and the Final Plan. Each of these papers is prepared by the Planning Commission. The process is finished when the Final Plan receives approval by Parliament. The execution of the Plan is the responsibility of the Central and State Governments.

Planning Agency

Planning Commission, Yojana Bhavan,
Parliament Street,
New Delhi—1.

Duration

Five years. The current Plan runs from April 1st, 1966 to March 31st, 1971 and is the fourth of India's Plans.

Sectors Emphasized

(i) Agriculture, including complementary industrial development, such as the manufacturer of fertilizers, insecticides, agricultural implements, diesel engines and tractors.

(ii) Essential consumer goods production such as textiles, sugar, drugs, kerosene, and paper.

(iii) Heavy industry, such as industrial machinery, metals, mines, oil.

(iv) Power and irrigation.

(v) Transportation and communications, especially railways and roads.

(vi) Social services, especially family planning.

Relative priorities are not indicated, except that agriculture has the greatest emphasis.

Plan Available

The Draft Outline of the Fourth Five Year Plan was published in English by the Planning Commission, Yojana Bhavan, Parliament Street, New Delhi—1, but is now out of print. The Final Plan has not yet been prepared.

Cost and Financing

The total cost is Rs.237,500 million. Rs.190,500 million is to be met by internal financing (Rs.38,320 million from the Central Government, Rs.74,680 million from the States and Union Territories, and Rs.77,500 million from the private sector). External financing is envisaged to provide Rs.47,000 million.

Role of International Financing Organizations

Approaches will continue to be made to all International Financing Organizations, including the World Bank, IDA and the various agencies of the United Nations, during the term of the Plan. Loans and other assistance are being provided by these organizations on a continuing basis for a vast range of projects.

Local Development Banks

There are many industrial development banks operating in India and their functions range from term lending and guaranteeing internal and external loans to underwriting shares and debentures, including direct equity participation in industries. Some even sponsor new industrial ventures and the expansion of existing ones.

The chief private institution is the Industrial Credits and Investment Corporation of India (ICICI). On the public side are such bodies as the Industrial Finance Corporation (IFC); the Life Insurance Corporation of India (LIC); the National Industrial Development Corporation (NIDC); the various State Financial Corporations; the Unit Trust of India (UTI); and the recently constituted apex body, the Industrial Development Bank of India (IDBI).

Co-ordination of Foreign Aid

The Aid-India Consortium, formed in 1958 under the auspices of the International Bank for Reconstruction and Development (IBRD), has attempted to ensure an adequate and sustained flow of assistance from its twelve members for India's Five Year Plans. Canada is one of the founding members.

Canadian Aid

Canada has a continuing capital assistance program for India for the provision of both project and non-project aid including industrial materials, fertilizers, spare parts and equipment. Signed contracts to date under Section 21A of the Export Credits Insurance Act total $108.86 million.

Private Canadian Financing and Investment

Private Canadian investment in India is mainly devoted to the manufacture of aluminum, zinc, footwear, lamps, tractors, and industrial air conditioning equipment. Canadians have also set up consulting engineering firms with Indian partnership. ●

What's current in commodities?

Consumer Goods

Northern California

Top quality products of good design, well packaged, are in demand. Good sellers include sports equipment, gourmet foods, and entertainment products.

D. S. BAKER,
Vice-Consul and Assistant Trade Commissioner, San Francisco.

CANADIANS interested in expanding their export sales or entering the export market should not overlook Northern California. California is the most heavily populated state of the Union and its focal point is the San Francisco/Oakland area. Some 4.5 million people live in that area, about 60 per cent of the population of Northern California.

The growth in population and buying power in the last few years here has been phenomenal. Personal income, estimated to exceed U.S.$23 billion in Northern California, is higher than in the states of New Jersey, Massachusetts or Florida, and only slightly less than in Texas or Michigan.

Consumer Sales

Californians buy mainly those goods and services which increase the enjoyment of their informal way of life, and are particularly noted for their fashion awareness. They can afford and demand well-styled clothes and the excellent recreation facilities of this sunny state encourage many outdoor activities such as skiing, boating, surfing, fishing, and camping. Interest in a wide variety of sports goods is therefore high.

The Canadian Bombardier Ski-doo has met with great success in the Californian Sierras and so has the Toni Sailer ski. This ski, recently introduced into the Californian market, has already been used by a large number of skiers who demand top quality equipment. Canada's first-class reputation in international winter sports has probably increased the interest in these and similar products.

In his home, the Californian likes to surround himself with attractive decorative items and he also enjoys good food and drink. The excellent wines produced locally lend themselves to sophisticated dining habits. Californians also pursue many home hobbies, using a wide variety of durable goods to provide services and entertainment. All these factors contribute to large sales of good quality, distinctive consumer products. Retail sales exceeded some U.S.$10 billion in 1963.

What Canada Sells

The variety of consumer goods sold by Canada in this wealthy American market may be a surprise. Although we still hold far from a large share of sales, it is continually growing. The following list is a good example of the range of products which sell here successfully:

High fashion women's leather boots
Fashionable rainware
Pleasure boats
Decorative glassware
Radio-phonograph combinations
Jams, jellies, and marmalade
Fresh apples
Hams and bacon
Gourmet malt vinegar
Sparkling apple cider

The business community of Northern California is accustomed to handling varied consumer imports, and has had much experience in world trade. Good products, well packaged, are always in demand—often packaging can be a critical buying factor.

One San Francisco importer remembers the good quality Canadian honey he imported in simple plastic containers like those seen in many Canadian stores. In spite of a reduction in price, sales were poor. After some thought, the honey was repackaged in attractive glass jars with eye-catching labels. The product sold—and at a higher price.

Export Help

For the exporter who wants to explore new markets or expand established contacts, this office can offer a number of services. We will:

- explore the market potential for your product
- survey the interest of prospective buyers, agents, and distributors
- relay back to you information about competitive products
- suggest ways in which to approach and finally obtain suitable distribution channels.
- check your product to ensure that it meets state regulations (i.e., labelling and content standards for foods)
- tell you if we fail to find worthwhile markets.

If you wish to visit California, we will make business appointments for you and advise you on travel matters. Our interest is to help you establish markets successfully in this area, and to answer your business inquiries. Don't forget to contact us at 111 Pine Street, San Francisco, California 94111. Address your inquiries to R. M. Dawson, Consul and Trade Commissioner, Commercial Division, Canadian Consulate General. ●

Components for Mobile Homes

Detroit—One in five of the new single-family homes built in the United States last year was a mobile. That means a good market for Canadian components and materials for this industry.

ROBERT T. MERCER, *Commercial Officer, Detroit.*

ONE of the most dramatic changes in the U.S. housing pattern since World War II has been the increase in the use of mobile homes. Trailers (as they were originally called) once were almost exclusively the domicile of the fisherman and the highway vacationer. Wartime housing shortages led to their adoption as consumer housing. As more living space was demanded, they grew in size. Today they are purchased by choice as more Americans are discovering the benefits of mobile home living.

It is estimated that since 1947, more than 2.25 million mobile homes have been produced in the United States. Seventy per cent of them are currently in use as primary dwelling units, housing more than four million persons. Preliminary estimates indicate that last year 220 firms in 354 plants produced approximately 217,000 mobile homes which were sold to consumers as primary housing—almost four times as many as in 1947.

Consumer Tastes Change

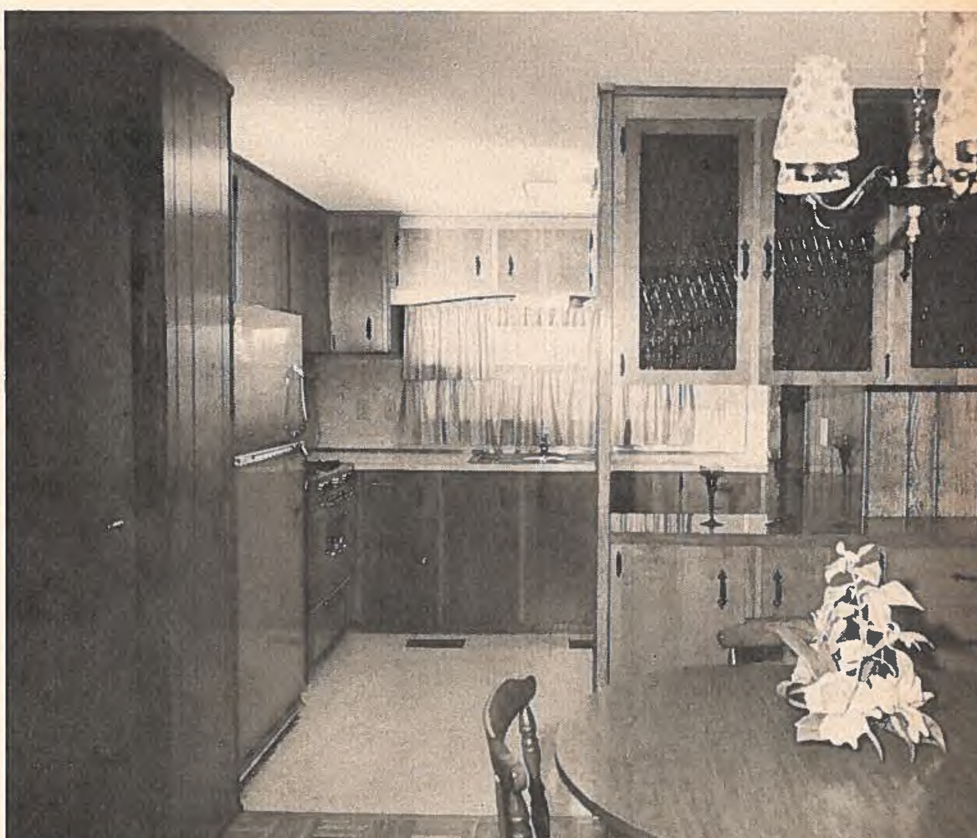
The mobile home of today is a far cry from the pre-World War II trailer and the trailer-coach that followed it. When the industry realized about 1950 that mobile housing was here to stay, it made a number of marketing studies to learn what type of people needed mobile homes and what Mrs. Consumer wanted in hers. As of 1966, it was determined that 50 per cent of the sales of mobile homes were made to the young-married group, 25 per cent to persons retiring, and most of the remainder to construction workers and military personnel. The mobile home of today offers more per square foot than any other form of housing, which accounts for the fact that 75 per cent of all single-family houses sold for $12,500 and under were the mobile type.

Mobile homes also differ from other houses because they are for the most part completely furnished, even to pictures on the wall. The young bride selecting a mobile home may have her choice of colonial, Mediterranean, French or Italian provincial, or contemporary decor. This is not possible in any other area of the housing field. Most major mobile home manufacturers today employ not only architects and engineers but also professional decorators.

Sectionalized Units

The latest developments are in size and space. In some areas, the mobile house is now moving into what is known as the sectionalized house. In other words, instead of a 12-foot wide, 55-foot-long unit being delivered, two units 10 feet wide and possibly 50 to 60 feet long are delivered to a site and joined together there. They are still, however, fully furnished houses, built like the mobile home itself.

As sectionalized houses are expanding from the 10-foot-wide and 12-foot-wide mobile home, they are



This is a good example of the beautifully fitted interiors that are making mobile homes so popular in the United States. The market for components for these homes—plumbing supplies, electrical materials, tile, appliances, furniture, lumber, plywood and veneer—is growing rapidly.

beginning to assume more of the design and proportions of what may be called conventional houses. This may bring a new phase into the industry. The mobile home as such has never successfully copied a small home in design and in that area the customer has not desired it. It is believed, however, that as the mobile home grows in size through sectionalization, this may change.

Within the past five years, the concept of the mobile home community has taken hold. This type of subdivision has from 200 to 1,000 mobile homes and is designed by professionals to an over-all plan. It includes large spaces for privacy, but not so large that the convenient living of a mobile home is lost to yard maintenance. Complete facilities for recreation may be provided, including well-equipped service buildings, a swimming pool, or even a par-three golf course. The entire area is landscaped according to an over-all plan.

Develops Its Own Standards

The Standards Committee of the Mobile Home Association has written a number of its own standards and is continuing to improve upon construction standards which are gradually being accepted by communities and estates and other standards-making bodies. The Mobile Home Manufacturers Association and the Trailer Coach Association on the West Coast adopted a set of standards covering equipment and installation for plumbing, heating and electrical facilities in July 1959.

These were then submitted to the American Standards Association and in March 1963 American Standard A119.1 became a recognized fact. It provides for the use of any new product if it is at least equivalent in quality, strength, effectiveness, durability and safety to the product it is replacing.

Performance construction standards have also been established to cover protective requirements, wall, floor and roof structural requirements, and general construction, and to ensure that proper techniques and materials are used in the manufactured products.

Recreational Vehicles

The related recreational vehicle industry has capitalized on the desire of many Americans for enjoyment of leisure time in the great outdoors but with a maximum of luxury. Travel by recreational vehicle has assumed an important role in the life of the vacationing American and is dramatically reflected in the sales of recreational vehicles. A record 320,000 units with a retail value of $576,129,590 were sold in 1966. These "R.V.s", as the industry calls them, included travel trailers, pickup campers, tent trailers and motor homes. The two U.S. producers of motor homes, Dodge Motor Homes and Cortez Division of Clark Equipment Company, are located in Michigan.

In Michigan, the territory covered by the Canadian Consulate in Detroit, there are 25 plants producing mobile homes and 52 producing recreational vehicles. Production of mobile homes in the state last year reached 17,000 and should climb to 75,000 units by 1972. Because of the increased leisure time, higher incomes and a greater inclination to enjoy the outdoors, the recreational vehicle industry also should continue to experience growth for the next ten to fifteen years.

Canadian manufacturers of lumber, plywood, veneer, plumbing supplies, electrical materials, tile, appliances, furniture and all the other components required in stationary housing can sell to the builders of mobile homes and recreational vehicles. A variety of other components for both mobile homes and recreational vehicles are bought in quantity. This is a big and rapidly expanding market. We would be delighted to help you explore it. ●

Jamaica Expands Cosmetics Industry

JAMAICA TODAY has 14 firms engaged in the cosmetic industry, employing over 400 people and turning out colognes, powders, brilliantine of several types, creams, pomades, talcum powder, perfume, nail polish, shampoos, shaving lotions, and a number of other products. It also exports to nearly 40 countries.

The industry has developed particularly rapidly during the last few years, in part because of the Government's restrictions on imports of a wide range of cosmetics, imposed in 1965. In that year, foreign and domestic sales of locally produced cosmetic and toilet preparations totalled about Can.$2.4 million. In 1966 they increased to Can.$4.5 million and this year are expected to reach about Can.$5.5 million. Increased exports to the Commonwealth Caribbean and to Britain helped to bring about this rise in sales.

Several new factories have ventured into the production of internationally known cosmetics, and are expected to increase the local output by at least 33⅓ per cent. The industry's ability to compete in the export market results in part from the fact that it is allowed to import needed raw materials, containers, and packaging and labelling materials duty-free. In fact, this has been a major factor in its development.

Perfume compounds are the key to the industry but Canada's share of the market for raw materials is very limited. Most of the essential oils are imported from Holland, the chemicals from Germany, glass from Belgium and metal containers from Hong Kong. Glycerine and the materials for making powders, such as talc, come from Germany and zinc oxide and zinc stearate are imported from Britain. Although Jamaican manufacturers would have no tariff advantage in importing raw materials, containers, etc., from Canada because they obtain their supplies free of duty, they would in many instances prefer to purchase from Canada. One benefit is that by using more Canadian raw materials in their products, export sales of Jamaican cosmetics would qualify more easily for preferential tariff treatment, especially in Britain, a very important market.

Canadian firms interested in opportunities for supplying raw materials, chemicals, containers and other lines to the local industry should contact the Trade Commissioner in Kingston, who will be glad to put them in touch with the appropriate local manufacturers or distributors.

—G. H. McFARLANE, *Commercial Assistant, Kingston.*

Mexican Petroleum Industry Expands Further

Canadian exporters of equipment for the petroleum or the petrochemical industries should investigate Mexico, where capital expenditure is now close to $300 million a year.

G. E. BELANGER, *Commercial Assistant, Mexico, D.F.*

PETROLEUM is Mexico's main natural resource and the basis of much of the country's industrial development. It provides 90 per cent of industry's energy requirements, fuel for motorized transportation, and raw materials for a rapidly-growing petrochemical industry.

Oil from surface seepage was known in Mexico before the Spanish Conquest and used as a coloring agent, to make incense and glue, and for medicinal purposes. But the first important oil strike was not made until 1901. By 1911 production had passed 10 million barrels and in 1921 it reached a peak of 193 million barrels—over one quarter of the world's production at that time.

Mexican Oil Nationalized

For many years the Mexican Government made a levy on the profits of foreign oil companies operating within the country. Then in 1938, President Lazaro Cardenas expropriated the property of the oil companies and nationalized Mexico's oil resources. The satisfaction of domestic needs has today first priority and the export of refined products takes second place. Exploration, production, refining and marketing are a monopoly of Petroleos Mexicanos (PEMEX), an agency of the Mexican Federal Government.

The production of crude oil and absorption liquids, which in 1938 was only 38.5 million barrels, rose to 108.7 million in 1960 and to 132.1 million in 1965. At the end of 1965, Mexican reserves were estimated at 5,078 million barrels—enough petroleum for 25 years and enough natural gas for 30 years. The PEMEX investment program includes $1 billion for exploration in the 1960-1970 decade.

Large investments in purification plants and pipelines have made possible a considerable increase in the production of natural gas. At the same time, more refining capacity has expanded the output of end products to satisfy the home market and allow for some export.

Imports have tended to diminish and are now largely confined to liquefied gas, highly specialized products, and fuel in the northern border zones. Exports have risen from 7.5 million barrels in 1960 to 17.7 million in 1965. The principal exports in 1965 were fuel oil, natural gas, and crude oil; small quantities of gasoline, lubricating oil, grease and paraffin were also exported.

Petrochemical Plant Built

A new ethylene plant was built in 1966 at Minatitlan, Veracruz, at a cost of $14.5 million, as part of a complex to produce 34,000 metric tons of ethylene and 12,000 tons of ethylene chloride annually (to be converted into 37,000 tons of ethylene dichloride). Other new plants include a unit to produce 19,600 tons of vinyl chloride for water treatment and new refinery facilities at Minatitlan to increase throughput to 42,500 barrels of crude. The industry's total expenditure on plant in 1966 was over $300 million. Imports of petroleum products were valued at $14 million.

How to Obtain Business

During 1967 PEMEX will invest $35 million in drilling; $16 million for maintenance and small projects; $62 million for replacement of existing equipment and the purchase of new machinery, and $176 million for major plant extensions. The $176 million will include expenditure on: refineries ($40 million), petrochemical plants ($43 million), storage tanks ($3 million), distribution facilities ($15 million), pipelines ($18 million), housing and administrative buildings ($5 million), and transportation systems ($2 million).

Canadian suppliers of equipment and services should investigate the opportunities for sales to Petroleos Mexicanos. The next step is the appointment of a local agent. (The Commercial Division of the Canadian Embassy will help you.) The agent, selected for his contacts with PEMEX, can advise on forthcoming tenders of special interest to his principals.

Canadian suppliers of equipment for the petroleum industry wishing to quote must register with PEMEX, giving details of products and services which they can offer. The following data are required and should be submitted on the Canadian company's letterhead:

1. Name and address of the firm.

2. Names of the directors or owners of the firm.

3. Name of export sales manager, telephone and telex number.

4. Name of Mexican representative, including address and telephone.
(In the event no local agent has been designated, the office of the Commercial Counsellor, Canadian Embassy, Melchor Ocampo 463-7th floor may be used.)

5. A detailed list of products and services available for export (enclose descriptive literature).

The above information should be sent direct to the office of the Commercial Counsellor, Mexico City, for transmittal to the correct purchasing department in Petroleos Mexicanos. PEMEX will give each supplier a reference number and will notify the appropriate companies when it wants a quotation. The majority of PEMEX's foreign purchases are handled by its international office in Houston, Texas. ●

Britain Farms for Fish

H. G. GARLAND,
Attaché (Fisheries), London.

CATCHES by British vessels fishing in the traditional grounds of the North Sea and the Atlantic have declined in recent years. Britain is already dependent on imports for a large proportion of its consumption of fish and the authorities decided in 1962 to investigate the possibility of augmenting supplies by the artificial hatching and cultivation of selected marine species.

First Experiment with Plaice

The first species chosen was plaice, a relatively high-priced fish, whose popularity with consumers can scarcely be satisfied by the British catch and the large quantities imported from Europe. After much experiment, scientists of the Ministry of Agriculture, Fisheries and Food devised a method of hatching fish in captivity so that they had a far greater chance of survival from the egg to the adult stage than they would in the open sea. Using these techniques, the White Fish Authority and the Ministry established a hatchery on the Isle of Man. In the late summer of 1965 they were able to transfer 200,000 young plaice, which had grown to postage-stamp size after being fed on brine shrimps, to a five-acre holding pond on the northwest coast of Scotland.

The pond was created by building a concrete dam containing sluices and weirs across the arm of a sea loch. The death rate of the plaice during transfer was about 16 per cent but the survivors appeared to settle down and began to feed both in the holding pond, where they were kept at about 50 fish per square yard, and in the main loch, where the density was reduced to about five fish per square yard.

Plenty of Problems

The authorities acknowledged from the beginning that it would take several years before they could establish a workable method of farming fish and more time after that before they could make the process economic. In the first year of operation in Scotland the stock of plaice was seriously reduced by an incursion of crabs, eels and other fish. In addition, heavy rains of over one inch in 24 hours proved to be too much for the system. The large amount of organic matter brought down with the rain water and concentrated in the sand began to decompose, reducing the oxygen and causing heavy mortality to the fish. When the pond was drained at the end of 1965, only about 500 plaice were left.

Before restocking could be carried out in 1966, the whole area had to be cleared of decaying weeds and other debris and another dam built to divert fresh water away from the main pond. The problem of deoxygenation was tackled by a research unit from a Scottish university and equipment to provide artificial aeration was installed.

Techniques Improving

The slow process of experimentation is gradually improving the techniques to be followed at each stage of the development. Sole as well as plaice are being hatched at the Isle of Man establishment and will be transferred to holding ponds in the same way. The available information about the growth rate of these two valuable species was found to be limited and the White Fish Authority initiated controlled temperature experiments in the hope of showing the relationship between growth and temperature, and different feeding levels with different types of food.

The restocking of oyster beds had depended on supplies imported from other countries and in an effort to lessen this expenditure, a seed oyster hatchery was established in North Wales in 1965. At the outset an attempt was made to rear larvae to the settlement stage. After some initial success, however, the experiment encountered a series of failures, when the larvae showed poor growth and died before settlement. These difficulties were overcome, however, and in 1966 young oysters were able to grow and settle satisfactorily. The research unit at the hatchery then began to concentrate on producing sufficient quantities of oyster larvae food and spat to evolve a reliable and consistent technique. At a later stage, the experiment will include clams and mussels.

The White Fish Authority is also investigating methods by which the warm water discharge from the cooling systems of coastal power stations can be used in marine husbandry. For the preliminary investigation, two different types of warm water sources were chosen, one of them a nuclear power station in Scotland and the other a conventional power station in Wales.

Warm Water Speeds Growth

The first trials were carried out on plaice. The results showed that this species, which makes little growth under natural conditions in the winter, maintained a steady growth rate throughout the year and did not suffer any adverse effects. After this successful start, sole were also transferred from the Isle of Man hatchery, as well as oyster spat from the hatchery in North Wales. The results suggest that fish grown in the warm water environment may reach marketable size in two years or even less, compared with four years under natural conditions.

The fish are kept in tanks, with a continuous flow of water giving a complete change every ten hours. The main diet is crushed mussel and much work has to be done on the conversion ratios of this and alternative artificial foods before the most economical method of feeding can be determined. One of the many complications was the presence of chlorine, which is usually added to condenser intake water at power stations to prevent the growth of marine life likely to reduce efficiency in the cooling system. It was shown, however, that by the time it reaches the tanks, the level of chlorine is so low that it can be tolerated by the fish without any ill effects.

Experts Take Cautious View

The power station projects have not yet progressed to the stage where a pilot plant can be set up but, if the present experiments are successful, the warm water discharge at many coastal centres can be put to productive use. The holding pond development is further advanced and seems capable of producing fish in greater quantities. Nobody concerned with these experiments is inclined to be very optimistic about the results but this may be natural caution. The prospect of being able to rear a calculated quantity of fish of predetermined size, giving processing plants and fish markets a regular supply, is obviously of such importance that the British authorities are expected to continue their experiments as long as is necessary. ●

Unloading the catch at the Aberdeen, Scotland, fish market. One of the fish-farming experimental stations has been located near a nuclear power station in Scotland. The fish thrive in tanks filled with the warm water discharge from the station's cooling system and reach marketable size in two years.

Foreign Exchange Rates

These nominal quotations may help exporters in checking prices, but they should consult their banks before making any firm commimtents. 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 August 31	Value of Canadian dollar in foreign currency units at August 31
Algeria		
Dinar	.2194	4.56
Argentina		
Peso (free)	.0031	322.58
Australia		
Dollar	1.20	.8333
Austria		
Schilling	.0417	23.98
Bahamas		
Dollar	1.049	.9514
Belgium and Luxembourg		
Franc	.0217	46.25
Bermuda		
Pound	2.997	.33
Bolivia		
Peso	.0904	11.07
Brazil		
Cruzeiro (official free)	.3981	2.51
Britain		
Pound	2.997	.33
British Honduras		
Dollar	.7493	1.33
Burma		
Kyat	.2259	4.44
Ceylon		
Rupee	.2248	4.44
Chile		
Escudo (bank rate)	.2287	4.79
(free)	.1868	5.35
China, Republic of		
New Taiwan Dollar (official)	.0233	42.92
Colombia		
Peso (fixed)	.066	14.95
Congo, Republic of[1]		
Franc	.0072	139.50
Costa Rica		
Colon	.1624	6.16
Cuba[2]		
Peso	....	....
Czechoslovakia		
Koruna	.1494	6.68
Denmark		
Krone	.1551	6.45
Dominican Republic		
Peso	1.076	.93
Ecuador		
Sucre (official)	.0598	16.67
(free)	.0543	18.42
El Salvador		
Colon	.4304	2.32
Fiji		
Pound	2.700	.37
Finland		
Markka	.3362	2.97
France, Monaco, etc.[3]		
Franc	.2194	4.56
Franco-African Republics[4]		
Franc	.0044	227.79
French Pacific[5]		
Franc	.0121	82.64
Germany		
D Mark	.2688	3.72
Ghana		
New Cedi	1.054	.95
Greece		
Drachma	.0357	27.86
Guatemala		
Quetzal	1.076	.93
Guyana		
Dollar	.6244	1.60
Haiti		
Gourde	.2152	4.65
Honduras		
Lempira	.5380	1.86
Hong Kong		
Dollar	.1873	5.34
Hungary		
Forint (official)	.0921	10.86
Iceland		
Krona (official)	.0250	40.00
India		
Rupee	.1426	7.00

Country and Currency	Value of Foreign Currency unit in Canadian dollars at August 31	Value of Canadian dollar in foreign currency units at August 31
Indonesia[6]		
Rupiah	....	....
Iran		
Rial	.0142	70.42
Iraq		
Dinar	3.013	.33
Ireland		
Pound	2.997	.33
Israel		
Pound	.3586	2.79
Italy		
Lira	.0017	581.86
Japan		
Yen	.0030	335.37
Kenya		
Shilling	.1402	7.13
Lebanon		
Pound (free)	.3335	3.00
Malaysia		
Dollar	.3515	2.85
Mexico		
Peso	.0861	11.61
Morocco		
Dirham	.2134	4.68
Netherlands		
Florin	.2992	3.34
Netherlands Antilles		
Florin	.5705	1.75
New Zealand		
Dollar	1.492	.67
Nicaragua		
Cordoba	.1537	6.51
Nigeria		
Pound	2.997	.33
Norway		
Krone	.1506	6.64
Pakistan		
Rupee	.2248	4.44
Panama		
Balboa	1.076	.93
Paraguay		
Guarani (free)	.0090	112.36
Peru		
Sol (free)	.0401	24.94
Philippines		
Peso (free)	.2754	3.69
Poland		
Zloty (fixed basic rate)	.2690	3.72
Portugal & Colonies[7]		
Escudo	.0374	26.66
Saudi Arabia		
Riyal	.2066	4.84
Sierra Leone		
Leone	1.499	.66
South Africa		
Rand	1.499	.66
Spain & Dependencies		
Peseta	.0180	55.55
Sweden		
Krona	.2084	4.80
Switzerland		
Franc	.2479	4.00
Syria		
Pound (free)	.2817	3.55
Thailand[1]		
Baht (free)	.2522	19.25
Tunisia		
Dinar	2.066	.48
Turkey		
Lira	.1195	8.36
United Arab Republic		
Pound (official)	2.475	.40
United States		
Dollar	1.076	.93
Uruguay		
Peso (free)	.0087	114.94
Venezuela		
Bolivar (official free)	.2393	4.18
West Indies		
Dollar[8]	.6244	1.60
Pound[9]	2.997	.33
Yugoslavia		
Dinar (official)	.0861	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.

businessman's bookshelf

Businessmen Around the Globe

The Editors of Fortune. *252 pages. $6.00.*

VEHBI KOG is a shrewd Turk who can parade big-name licensing arrangements from some 100 European and United States firms. And Morgens Pagh, chairman and presiding managing director of East Asiatic, is the company's tennis champion.

These are items culled from *Businessmen Around the Globe,* a collection of profiles of men who have seized upon international opportunities "using remarkably similar methods to achieve remarkably similar results".

Fortune and *Fortune* have singled out these 87 personalities because of their mastery of the mysterious workings of the economic machine. Based on articles which have appeared in the magazine, this fascinating volume offers glimpses of men who have displayed the vision and entrepreneurship which have shaped lives, products—and sometimes even governments—in other countries.

Order from: George J. McLeod Ltd., 73 Bathurst Street, Toronto. (*After October* 1).

LAFTA—Key to Latin America's 200 Million Consumers

Business International. 68 pages. $50.00.

THIS IS a useful survey designed for businessmen of the creation and future prospects of the Latin American Free Trade Association. While it deals succinctly with the legal and political aspects of the Treaty of Montevideo, the emphasis throughout is on the role of business in promoting common tariff policies and industrial development and planning for economic growth within the Association, which now includes nearly all Latin American nations.

Beginning with brief comment on the background to LAFTA and a clear description of its institutional framework, the study first discusses the national and common tariff lists and the way in which local manufacturers and traders have been drawn into the negotiation of these tariff revisions. The other two-thirds of the paper suggests how industry should react if it is to shape LAFTA in the most efficient and dynamic fashion, with sections on complementation agreements and other methods of integration, local content requirements, escape clauses, transportation, finance and other problems. A final chapter offers advice on how firms should organize for LAFTA.

Plentiful use is made of examples of decisions by named companies on investment, plant and office location, organization of production and distribution, and staffing. The main sources of LAFTA information in each member country are noted and the most effective techniques for making governments aware of business needs suggested.

This study would interest any Canadian firm concerned about the possible effect of LAFTA on its Latin American sales or considering investment in Latin America.

Order from: Business International, 757 Third Avenue, New York, N.Y. 10017.

Middle East Economic Digest

Economic Features Ltd. Weekly, £30 a year (£40 by air).

THE Middle East Economic Digest (MEED) came into being in 1957 after the Suez crisis, to meet the need in Britain for a straightforward presentation of information from the Middle East. For ten years it consisted of typewritten sheets turned out on an office duplicator, but in 1967 the presentation was greatly improved and advertising matter was included for the first time.

MEED is mainly concerned with economic, commercial and industrial developments; political changes are reported when they have economic significance. The territory covered includes the thirteen Arab League states—Algeria, Iraq, Jordan, Kuwait, Lebanon, Libya, Morocco, Saudi Arabia, Sudan, Syria, Tunisia, the United Arab Republic, and Yemen—plus Iran, Aden and South Arabia, and the Persian Gulf states. It has its own correspondents in capital cities in the Middle East but the greater part of its material is taken from press, agency and radio reports emanating from the Arab world.

An issue has usually about 30 pages of text, half devoted to news items and half to features. The feature section contains reports on important industries (this summer there was a detailed survey of airlines in the Middle East), broad economic changes, and development plans. Government documents are reproduced in translation either in full or in precis form, and there is also a certain amount of statistical information. Of particular interest to exporters are the two or three pages of tenders. (MEED offers to supply additional information on request.)

Because it is primarily addressed to British readers, money is expressed in pounds sterling and there is probably rather more emphasis on developments known to affect British interests. Canadian exporters already doing a substantial trade with the Middle East or surveying the market there will find MEED a useful supplement to sources of information such as their agents and the Canadian Trade Commissioner Service. Weekly publication helps to ensure that the news is still hot when it reaches the reader. (An extra £10 a year is charged for airmail.) Cumulative indexes are printed quarterly.

Because the cost of the magazine is fairly substantial, anyone interested might write to the publishers for a specimen copy before deciding to subscribe.

Order from: Economic Features Ltd., 84-86 Chancery Lane, London W.C.2, England.

Canadian Trade Index

Canadian Manufacturers Association. 1,354 pages. $24.00.

THE *Canadian Trade Index* was first published in 1900. Over the period of time to the recently-released 1967 edition, this comprehensive guide to Canadian industry has taken on impressive proportions in catering to the need for an authoritative directory of products, producers and associated services in Canada.

A section on exporting introduces the volume, giving basic information on techniques and available services in this field. An alphabetical listing of Canadian manufacturers constitutes the core of the Index, replete with information on plant locations, parent and subsidiary companies, operating executives, brand names, foreign representatives, and numbers of employees. Firms are also indexed geographically, and a finely classified products list completes the cross-referencing system of goods and producers.

Further listings of services (export houses, forwarding agents) and farm produce, and a language glossary of product headings in French (regular edition) or Spanish or Portuguese (limited edition) rounds out the 1967 volume.

Order from: Canadian Manufacturers Association, 67 Yonge St., Toronto 1, Ontario.

Non-Metallic Minerals

The Commonwealth Secretariat. 170 pages. $3.00.

THIS SECOND EDITION analyzes the developments since 1962 in sulphur and pyrites, gypsum and anhydrite, asbestos, asphalt and bitumen, magnesite, graphite, mica and diamonds. Although the emphasis is on Commonwealth producers, statistics and commentary also cover the other major producers, including estimates for the Communist world.

The review begins with a summary of recent trends in production, exports and imports, consumption and uses, and prices. In succeeding chapters the individual minerals are treated in more detail under each of these headings, and estimates made of world resources as well. The book contains about 80 tables covering the years 1960-1965, with five-year averages for the fifties; 1966 figures, where available, are cited in the text.

The 38-page chapter on sulphur emphasizes the increasing importance of byproduct sulphur recovered from oil, natural gas and non-ferrous ores. With the rapid increase in Canadian production of sulphur from the processing of natural gas, Canada has overtaken France as the third largest sulphur exporter. Some of the reasons behind this trend are analyzed. In each chapter, trends such as this are discussed and explained.

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

Trade Commissioners on Tour

Temporary Duty in Ottawa

The following officers will be on temporary duty in Ottawa. Anyone who wishes to see them should contact the Trade Commissioner Service, phone: 992-1366.

R. W. Burchill, Assistant Commercial Secretary in Rio de Janeiro, Brazil, September 25-October 6.

H. M. Maddick, Commercial Counsellor in London, England, September 18-29.

P. Stuchen, Commercial Counsellor in Kuala Lumpur, Malaysia, October 9-13.

J. D. Tennant, Assistant Commercial Secretary in Melbourne, Australia, November 6-17.

In Territory

California—D. S. Baker, Vice Consul and Assistant Trade Commissioner in San Francisco, will visit Sacramento October 23-27.

Hawaii—R. M. Dawson, Consul and Trade Commissioner in San Francisco, will visit Honolulu October 9-13.

Japan—R. A. Food, Assistant Commercial Secretary in Tokyo, Japan, will visit Osaka and the Kansai area during the second week of October.

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

Marketing Data Sheet

NEW ZEALAND

Area

103,700 square miles.

Climate

Average mean temperatures 59°F in the north, 54°F in the central area, 49°F in the south, with recorded extremes of 101°F and −3°F. Humidity in the 70 to 80 per cent range at coast, 10 per cent less inland. Fahrenheit scale is used.

Population

In 1964, total population was 2.7 million, of which 1,326,000 were males and 1,311,000 were females.

	Males	*Females*
35 and over	505,000	529,000
25 to 34	159,000	152,000
15 to 24	215,000	205,000

Households

In 1965, there were 708,000 dwellings, of which 565,000 were private residential dwellings. There were 6,100 multiple dwellings.

Income

GNP in 1966 was Can.$5.7 billion. National income in 1964-65 was Can.$4.89 billion, per capita income $1,578.

Bank Account

700,000 current accounts, over 3 million savings accounts.

Retail Sales

In 1965, Can.$2.27 billion (an increase of 87 per cent in ten years), per capita $840.

Motor Vehicles

984,000 registrations in 1965, of which 688,500 were passenger cars, 245,600 commercial vehicles and 50,000 motorcycles and scooters.

Telephones

364 per thousand persons.

Radio and Television

647,800 households have radio, 421,100 have TV receivers (625 lines per picture). Radio and TV stations are publicly owned.

Water Supply

Safe to drink. Average pressure 270 feet.

Electric Power

50-cycle a.c. 230/400 volts single- and three-phase, variation + or − 5 per cent, with frequency stability + or − 2 per cent. The distribution system has a ground wire and a grounding conductor is required in the electrical cord attached to the appliance. The total number of customers is 940,000. National capacity is 2,430,000 kw.

Coal

Coking coal, sub-bituminous coal and lignite available. In 1965, production was 2.9 million tons, consumption 2.8 million. Reserves estimated at 752 million tons.

Gas

Production of manufactured gas in 1965 was 6 million cubic feet and of natural gas 5 million cubic feet. The Government plans to pipe local natural gas to nine major centres in North Island; reserves are sufficient for 25 years.

Manufactured gas with 450 BTU's per cubic foot costs approximately Can.$1.90 per 1,000 cubic feet; natural gas will sell for about 15 per cent less. At present there are 142,900 consumers, domestic and commercial.

Petroleum Products

Local crude production was 282,000 gallons in 1964. Imported crude is also refined. A full range of refined products is available. Gasoline grades are 86 and 93 octane.

Weights and Measures

Imperial.

Screw Thread

Whitworth right hand.

Standards

Official approval is mandatory for electrical and fuel appliances, but not for gas. New Zealand may adopt the Canadian Gas Association standards when natural gas comes into more general use in 1969.

The address of the approval organization is: Standards Association of New Zealand, Private Bag, Wellington, New Zealand.

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

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