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FOREIGN TRADE

DEPARTMENT OF TRADE AND COMMERCE, OTTAWA

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FOREIGN TRADE

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COMING—DOING BUSINESS IN EASTERN EUROPE, JANUARY 20 ISSUE

94304—1

Have You Thought of Advertising in the Soviet Union?

A growing number of internationally famous firms are advertising their products in specialist Soviet journals and are using the daily press to attract the public to their stands at exhibitions. The writer suggests the approach which Canadian exporters might take.

W. J. COLLETT,
Commercial Counsellor, Moscow.

UNDER the 1966-1970 Five Year Plan, the Soviet Union's aim is to produce more consumer goods than ever before. This will put a heavy burden on industries supplying raw and semi-manufactured materials and production machinery, as well as on those that turn out the final product. There is a big drive to up-date plant, equipment and production techniques. Planning methods have also been revised and new incentives created to encourage greater initiative by management throughout Soviet industry. Factory managers, ministries and the various committees concerned with production are taking a keen interest in foreign products and study their technical merits closely. These experts make recommendations which culminate in the decision to import. It is to them that your main advertising effort

НА МЕЖДУНАРОДНОЙ ТОРГОВОЙ ЯРМАРКЕ В БРНО

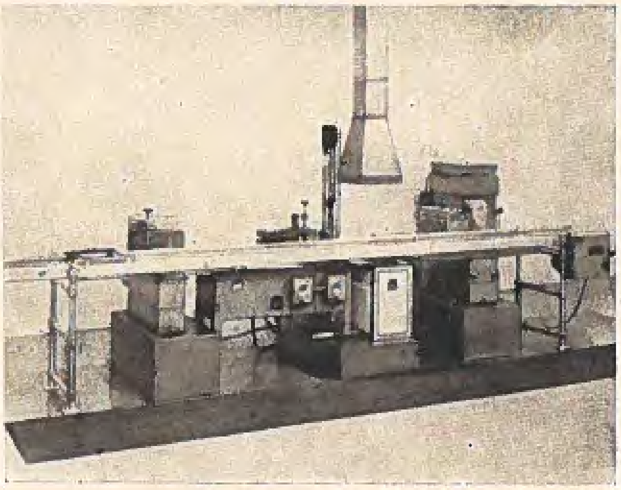
с 10 по 19 сентября

«ЭЛЕКТРОВЕРТ ЛТД»

ПОКАЗЫВАЕТ КОМПЛЕКСНУЮ СИСТЕМУ ВОЛНОВОЙ ПАЙКИ МОДЕЛИ В ДЕЙСТВИИ

Если Вы планируете посетить ярмарку в Брно, полную информацию об этом оборудовании Вы сможете получить на стенде фирмы «Электроверт ЛТД». Печатную брошюру с описанием всего оборудования «Электроверт» для волновой пайки можно запросить по адресу:

ELECTROVERT
LTD
3285, CAVENDISH
BLVD,
MONTREAL,
QUEBEC CANADA



A Canadian firm, Electrovert Limited of Montreal, ran this advertisement in Electrocvyas this year. This company has also used the Soviet direct mail service described in this article.

should be directed—the state trading corporations are more concerned with the mechanics of procurement.

Advertising Increasing

The volume of advertising of foreign products in the Soviet Union in 1966 was twenty times what it was in 1962. Agencies of East European Governments were responsible for much of it but well-known Western firms also took part—ICI, English Electric, EMI Electronics, and Platt Brothers of Britain; Air Liquide of France; AEG, BASF, Hoechst, Bayer, and Siemens of West Germany; Tetra Pak, Atlas Copco, FACIT, and Akers of Sweden; Mitsubishi, Yokohama Rubber, and Hitachi of Japan; Montecatini, Olivetti, and Snia Viscosa of Italy; Philips and Honeywell of Holland, and CIBA and Geigy of Switzerland are examples. The response was often overwhelming. The Société Générale Minière of Belgium received 600 requests through Vneshtorgreklama for more details after publication of information on cobalt, and Bayer of West Germany had over 1,000 following its advertisements for microlone and siloprene, two of the new polymers. The precise origin of such requests is not usually released to the foreign advertiser, however; he is told only the category of the inquirer, such as research institute, manufacturer, etc.

Magazine Advertisements

There are many specialist journals in the Soviet Union which are regularly read by technical people in industry (the practice of reading them in the library should be remembered when you are looking at the circulation figures), and there are periodicals with a broader appeal such as *Ekonomicheskaja Gazeta* which is popular with administrators. The *Bulletin of Foreign Commercial Information* (BIKI) is published three times a week. Vneshtorgreklama, the central advertising agency, has its own periodic issue, *Foreign Firms Offer*. Advertisement magazines devoted entirely to the products of one country are a recent innovation but ten have already been produced or are in preparation. Notes on a selection of Soviet journals accompany this article.

All advertising of imported goods must be channelled through Vneshtorgreklama, with a head office in Moscow and affiliated offices in eleven Soviet cities. It maintains close contact with advertising organizations throughout the country and with government agencies. In Canada, Vneshtorgreklama is represented by McConnell Eastman for placement of Soviet advertisements in Canadian media. Up to now, no arrangement has been concluded for the sale of space in Soviet media; you must deal directly with Vneshtorgreklama.

Every foreign request for space must first be assessed for product acceptability through consultation with Vneshtorgreklama, a procedure that may absorb valuable time. Once the go-ahead for an advertisement in a specialist type of magazine is received, you have to provide a layout, a well retouched photo original, one copy of the text in Russian, and one copy of the text in your own language (English or French, as the case may

How to Arrange Direct Mailing in the U.S.S.R.

All arrangements for direct mail in the U.S.S.R. must be made through Vneshtorgreklama, the Soviet publicity agency. Here are Vneshtorgreklama's terms and conditions for circulating printed material such as magazines, pamphlets and leaflets.

Charge for distribution—40 kopecks for each copy of printed matter weighing up to 50 grams. For every additional 50 grams or part thereof, 20 kopecks. When over 1,000 copies of one type of advertisement are circulated a reduction of 1 to 8 per cent is offered.

Number of addressees—Determined by Vneshtorgreklama on the basis of a sample of the printed advertisement, three copies of which are to be submitted by the client. Tbe list of addressees is not available. Advertisements sent by mail must not contain requests for the addressee to write direct to the client for further information. This rule applies both to the text and to tear-off stubs. Tbe present procedure is for requests for further information to be sent to Vneshtorgreklama which then forwards them to the client.

Payment—To be made by the client within a week after receiving the bill from Vneshtorgreklama and the accompanying note giving the total number of addressees in a given branch of industry (without naming individual enterprises). Payment is made by transferring the required sum, agreed upon by both sides in accordance with the set rates, to the account of V/O Vneshtorgreklama No.48001298 at the U.S.S.R. Foreign Trade Bank in Moscow.

Packing—The printed matter is to be packed in cardboard boxes. The gross weight of one box must not exceed 25 kilograms. The packing must protect the contents from damage during transportation. All transportation expenses and other expenses connected with the dispatch or return of the shipment are taken care of by the client.

Shipment—The printed matter is to be shipped only after receiving Vneshtorgreklama's agreement to distribute it. Consign to: Moscow D-98, Zhivopisnaya Ulitsa 56, marked for V/O Vneshtorgreklama.

Notification of shipment—Client is to telegraph (teletype) within two days after shipment, giving date of shipment, receipt number, number of boxes and total gross weight.

Soviet Magazines for Specialists

THERE are a great many magazines of a specialist nature in the Soviet Union—20 on economics and finance; 100 on mathematics, physics, crystallography, mechanics and astronomy; 57 on biology; 122 on metallurgy and processing metals; 37 on energetics; 52 on chemistry; 12 on light industry, and 20 on the food industry, and other categories. A few of them are described briefly below.

Paper Industry—monthly, circulation 5,000. Intended for technical readers in the pulp and paper industry, engineering institutes, research organizations and for plant engineers. Advertising rate: 200 roubles* for one page.

Oilman—monthly, circulation 7,000. Deals with oil-producing equipment and technology. Intended for readers in the oil and gas industry, designers, research workers and teachers in technical institutes. Advertising rate: 200 roubles for one page.

Machines and Instruments—monthly, circulation 20,000. Intended for technical readers in the metal processing and machinery industries, research workers and teachers in technical high schools. Advertising rate: 240 roubles for one page.

Instrument-Making—monthly, circulation 9,000. Intended for technical readers throughout industry, research workers and teachers in technical institutes. Advertising rate: 220 roubles for one page.

Mechanization and Automation of Production—monthly, circulation 19,000. Deals with automation of production processes and of loading, unloading, storage and transport operations. Advertising rate: 240 roubles for one page.

Welding—monthly, circulation 13,000. Deals with welding techniques, automation of welding operations, flame fusion and cutting. Intended for readers in industry, designers, research workers and teachers in technical institutes. Advertising rate: 220 roubles for one page.

Automobile Industry—monthly, circulation 15,000. Largely devoted to new developments in cars and engines. Directed to technical readers in automobile plants, research institutes and design offices. Advertising rate: 240 roubles for one page.

Railroad Transport—monthly, circulation 20,000. Deals with construction of rolling stock, modern operating techniques and transportation economics. Directed to transport workers. Advertising rate: 220 roubles for one page.

Chemical Industry—monthly, circulation 5,000 copies. Covers a wide field of products and production problems. Intended for technical readers in industry and research and for teachers in technical institutes. Advertising rate: 240 roubles for one page.

Mining Magazine—monthly, circulation 11,000. Deals with exploitation of ore deposits, utilization of labour in mining, new mining equipment, automation in mines and concentrating plants. Intended for readers in the mining industry and teachers in high schools. Advertising rate: 240 roubles for one page.

*At the time of going to press, the rate of exchange was 0.8333 roubles for one Canadian dollar.

Standardization—monthly, circulation 10,000. Describes theory and practice of standardization and interchangeability. Advertising rate: 200 roubles for one page.

Marine—monthly, circulation 11,000. Deals with developments in sea transportation, rationalization of cargo delivery, advanced methods of propulsion. Wide readership appeal. Advertising rate: 240 roubles for one page.

Automobile Transport—monthly, circulation 171,000. Intended for workers in road transport industry and deals with problems of deliveries, maintenance and repairs, vehicle design and operation and road transport economics. Advertising rate: 240 roubles for one page.

Herald of Communication—monthly, circulation 9,000. Deals with technological achievements in the fields of communication, mechanization and the automation of production processes. Directed to readers in the communications industry. Advertising rate: 220 roubles for one page.

Textile Industry—monthly, circulation 8,500. Directed to readers in the industry, scientific workers and teachers in technical institutes. Covers a wide field, from engineering to organization of production and developments in the treatment of textile fibres. Advertising rate: 240 roubles for one page.

Sewing Industry—six times a year, circulation 17,000. Deals with styling, design for mass production and organization of labour in needle trades. Directed to economists, technical staff and scientific workers in the industry. Advertising rate: 240 roubles for one page.

Farming—monthly, circulation 40,000. Covers problems of intensification of agricultural production, labour productivity, irrigation, mechanization, and the use of chemicals in farming. Wide readership appeal. Advertising rate: 240 roubles for one page.

Meat and Dairy Cattle Breeding—monthly, circulation 40,000. Intended for wide farm readership. Advertising rate: 220 roubles a page.

Soviet Trade—monthly, circulation 40,000. Intended for wide readership among workers in domestic distributive trades. Covers theory and practice of domestic trade, economics, organization of wholesale and retail trade, staple commodities. Advertising rate: 240 roubles a page.

Foreign Trade—monthly, circulation 5,000. Intended for workers in Soviet foreign trade organizations. Deals with foreign economic policy of U.S.S.R., the development of trade connections with other countries, and participation in international economic corporations. Advertising rate: 200 roubles for one page.

New Commodities—monthly, circulation 75,000 copies. Addressed to the public, this magazine describes new products and their characteristics and also products intended for mass production shortly. Advertising rate: 500 roubles for one page. ●

be). This must be done no later than three montbs before the desired date of publication. Because your message is directed to specialist readership, it should be factual and as informative as possible. The decision whether or not to investigate your product will often be made by people to whom you have no direct access and the initial presentation is therefore of paramount importance. Compared with North American trade magazines, Soviet journals carry fewer advertisements and in consequence each receives more attention.

Newspapers, Radio, TV

The Soviet Union has a large number of newspapers of various kinds but to the foreign advertiser the most important are the 23 with national circulation, the 140 which cover the republics, and the 200 which have regional and city readership. *Nedelya*, the Sunday supplement to *Izvestia*, and the evening papers such as *Vechernaya Moskva* (Moscow), *Vecherny Leningrad* and *Vecherny Kiev* are particularly useful for publicizing exhibitions because they draw their readers from a broad economic spectrum. These papers also carry advertising of consumer goods from abroad that are normally available on the Soviet market.

Both radio and television in the U.S.S.R. broadcast advertisements which they group together in 10- to 15-minute periods between programs at peak viewing hours. Radio coverage is almost 100 per cent and there are 17 million television sets in use now with another 20 million scheduled for production by 1970.

Direct Mail

Vneshtorgreklama will distribute literature in the Soviet Union on behalf of foreign firms. This is a useful means of reaching a selected audience and providing more detailed information than can be conveyed through an advertisement in a trade magazine.

Direct mail advertising facilities were first offered in 1966 and the cost remains at 0.40 kopeks (Can.$0.48) per address for a package up to 50 grams in weight. This price includes supply of envelopes and postage. The list of addressees is not available to the foreign client but responses for additional material are funneled to him through Vneshtorgreklama with comment on destination by categories, such as production ministries, trading organizations, plants, engineering institutes, research bodies, libraries, etc.

Direct mail has been used by East European state trading organizations and has proved very popular witb Western firms, notably the Swiss and Swedes, in the last few months. Mr. Nicholas Fodor of Electrovert Ltd., Montreal, has been a recent client of the Soviet direct mail service. He used it to draw attention to his firm's automated soldering equipment for the electronics industry which was demonstrated at the 1967 Brno International Trade Fair. The immediate response in direct connection with the International Trade Fair was moderate, but Mr. Fodor has since done a second direct mail campaign in the Soviet market, independently of the Brno Trade Fair, and in response he received from the Soviet agency a request for 250 copies of additional information which, by the way, he bad printed in Russian. It should be noted that in a direct mailing a reply card may be enclosed but it has to be addressed to the Soviet agency, so that the advertiser has no direct knowledge from whom the inquiries arrive and has to rely on the government agency for information. One order from the U.S.S.R. has already been received and it is expected that more will follow. Mr. Fodor made the arrangements direct with the agency in the U.S.S.R., sending copies of all correspondence to the Canadian Commercial Counsellor in Moscow who helped to smooth out problems as they arose.

Start with Trade and Commerce

Canadian exporters who are already selling to the U.S.S.R., or who intend to do so, are invited to write to the Commercial Counsellor, Canadian Embassy, 23 Starokonyushenny Pereulok, Moscow, or the European Division, Office of Trade Relations, Department of Trade and Commerce, Ottawa, and discuss their plans. Examples of advertisements for foreign products which have been published in the Soviet Union are being collected and will be made available for individual firms or trade associations to study. When you feel you are ready to go ahead, you should contact V/O Vneshtorgreklama, Moscow G-200, U.S.S.R., and get down to matters of detail.

In many markets you appoint agents or go yourself to seek out prospects and sell your product; in the Soviet Union you use rather different methods. If you decide to advertise, be sure that the publication you choose is the one which reaches the real decision-makers. Answer all correspondence promptly and fully. If your product is what the reader wants, the state trading corporation will be asked to procure it from you.

Germany Expands Paper Production

THREE West German firms are expanding production of wood-free paper. Aschaffenburger Zellstoff AG is putting in a second paper machine at Stockstedt which will have a capacity of 60,000 tons. Zellstoffabrik Waldorf of Mannheim is planning to install a new paper macbine to make between 50,000 and 60,000 tons a year. Nordland Papier GmbH and Co. KG laid the foundation stone of its mill at Doerpen, close to Emden and Bremen, in September 1967 (Nordland was recently establisbed by two Finnish firms, Kymmene AB and Ey Kaukas AB, who wanted a mill inside EEC). The consumption of wood-free paper in Germany has been rising by 10 per cent each year since 1956 and reached 470,000 tons in 1966.

Newsprint production will also go up. E. Holtzmann & Cie. AG Weissenbacbfabrik, Murgtal, expects to have its new 100,000-ton newsprint machine ready by 1969. Georg Haindl of Augsburg now makes two-thirds of West Germany's newsprint and will install a new 100,000-ton machine expected to go into production in 1969. Almost three-quarters of the country's requirements have to be imported at present—Hamburg. ●

94304—2½

Don't Forget about Ireland

Stop over on your way to or from Britain and you may discover an interesting market for your products. This article defines it.

Noon-hour traffic in Dublin, capital, largest city, and business center of the Republic.

EDWARD C. H. SHELLEY, *Assistant Commercial Secretary, Dublin.*

IRELAND, like Canada, has a very large neighbour. As a result, many businessmen tend to concentrate on the bigger market and forget about the smaller one. Often an export-conscious firm establishes an agent in Britain and, as an afterthought, includes Ireland in his territory. This is a mistake. For one thing, Irishmen prefer to deal with their countrymen. Second, non-residents tend to neglect the Irish market because of the distance involved and customer complaints are rarely if ever discussed with them personally. This does not improve the image of either the firm or the product.

If you are a businessman who forgot to go to Ireland on the way home from Britain, this article may induce you to examine the Irish market more closely. It may be well worth your while.

Geographically, the Republic of Ireland is straddled by the 51st and 55th parallels which puts it in about the same average latitude as Edmonton. However, the climate is roughly equivalent to that on the west coast of Canada because of the moderating effect of the Gulf Stream. An average of 45 inches of rain falls each year and the climate is generally mild (average summer days about 65 degrees F, average winter days about 40 degrees F).

Cities Are Growing

Dublin is the capital city and, with a population of 732,000, the largest in the Republic. The next biggest are Cork (126,000) and Limerick (57,000). Although Dublin is the major business centre, Cork is undergoing some expansion and at present boasts the tallest building in Ireland. The majority of the population lives in rural areas, although the urban population (towns with 1,500 population or over) has risen by 26 per cent in the past 20 years. Over the same period, the rural population fell by almost 20 per cent compared with a decline in total population of 2.5 per cent. Ten per cent of this urban increase took place over the last five years. The 1966 census was the first one since 1951 to show a national population increase (up 2.25 per cent over the 1961 figure).

With about 2.9 million people distributed over 17 million acres, Ireland has a rather low population density by European standards. Because 12 million acres are arable, it is natural for the country to have an agricultural economy. About 31 per cent of the

Unloading foodstuffs at Dublin. Canada sells here a number of foods new to the Irish.

population is employed in agriculture and only 28 per cent in industry. Commerce, insurance and finance (collectively) employ 15 per cent and other economic activities 26 per cent. However, industry accounted for 32 per cent of the national income, compared with only 19 per cent provided by the agricultural sector. The national income in 1966* was U.S.$2,363 million and the GNP U.S.$2,982 million, slightly more than a 4 per cent rise increase over 1965 (less than 1 per cent in real GNP increase). This is the smallest growth recorded since the recent economic expansion began in 1958 and was largely the result of a deflation in the first half of 1966. However, recovery started in the third quarter of 1966 and has continued. Consumer demand is expected to improve as the recent expansionary budget takes effect. Furthermore, it has been predicted that consumer spending will continue to increase well into 1968.

Some Imports Restricted

Irish import regulations are designed to protect industry and agriculture. In addition to the ordinary import duty, there is turnover tax (2½ per

*All figures are for 1966 unless otherwise specified.

They Came to Ireland and . . .

The experiences of three recent business visitors may serve to illustrate some of the advantages of coming to Ireland.

The **first** was a mechanical engineer selling hydraulic winches. The Commercial Section was able to arrange appointments for him because he had given sufficient notice of his arrival in Ireland. Although he was only in Dublin for two days, his appointments paid off well. As a direct result of his discussions with a mechanical engineer from the Department of Lands, he sold $7,500 worth of equipment, with an excellent chance of further orders. His talks with local wholesalers allowed him to select an agent and to learn about problems previously encountered in importing and selling his type of machinery.

The **second** visitor was from a Canadian plastic bag firm. He interviewed a purchasing officer who had been recommended by the Commercial Section and with whom he had had previous correspondence. He found that this firm had not purchased Canadian bags because the price was 25 per cent too high. However, he learned that it might be possible to surmount this problem if he could prove that his thinner gauge and cheaper bags were as strong as the material being used. Because the bags had to withstand a voyage to the U.S., this was an important point. But the Irish exporter was unwilling to risk customer complaints, even though these would provide the necessary information on the Canadian bags. Finally the Irishman and Canadian agreed on a suitable test. When the latter returned to Canada, 350 of the thin bags would be filled with a product similar to the one the Irish firm was exporting to the United States. Then these bags would be shipped to the potential Irish customer. In this way the effect of an Atlantic crossing could be observed. This sort of direct negotiation greatly facilitates the solving of such problems.

The **third** Canadian caller was selling women's and children's anoraks. The Commercial Section was able to contact the major clothing buyers in Dublin before his arrival and appointments at half-hour intervals were arranged. After the Section staff helped to get the samples through Customs, the anoraks were set out on racks in the Commercial Assistant's office in preparation for the arrival of the buyers on the following day. When the buyers appeared, they were able to see the anoraks on a hired model. Within 24 hours of his arrival in Dublin the Canadian businessman was back on the plane with orders for $5,700 worth of his products.

TABLE I

IRISH SPENDING PATTERN

	1964 (Can.$ million)	%	Change from 1960 %
Food, drink and tobacco	1,002	50.3	+3.0
Clothing and footwear	222	11.2	+0.7
Travel, entertainment	213	10.7	+0.6
Rent, fuel and power	210	10.5	−0.4
Durable household goods	129	6.5	+1.9
Transportation equipment	66	3.3	+1.4
Other	327	16.4	+0.7
Minus expenditure by non-residents	−177	−8.9	+.09
Total	**1,992**	**100**	

TABLE II

SELECTED CANADIAN EXPORTS TO IRELAND 1966

Commodity	*(Can.$)*
Aluminum (in all forms)	5,152,732
Newsprint	1,719,388
Canned salmon	1,016,270
Lumber (softwood)	999,895
Wheat (except seed)	943,589
Mine quarrying machinery and parts	520,455
Oats	463,117
Asbestos milled fibres	321,000
Apples and crab apples (fresh)	270,601
Steel (castings, plate, etc.)	243,695
Lumber (hardwood)	215,367
Linseed oil cake and meal	142,703
Antibiotics for human use	138,214
Broad woven fabrics	123,963
Wood pulp	116,850
Rock drilling and related machinery and parts	114,898
Fire brick and similar shapes	101,542
Tobacco bright Virginia flue-cured	99,592
Upper leather	93,533
Grass seed timothy	90,834
Canned sardines	88,270
Copper (in all forms)	87,839
Peas frozen	76,684
General purpose industrial machinery and parts	63,034
Furs, dressed	57,552
Contractors' equipment and tools	56,298
Pumps, pumping systems and parts	51,152
Pipe fittings iron and steel	46,078
Total, including all others	**14,948,267**

TABLE III

SELECTED CANADIAN IMPORTS FROM IRELAND—1966

Commodity	*(Can.$)*
Cocoa sweetened in blocks, cakes	911,185
Diamonds (industrial)	520,876
Medical and surgical equipment, instruments and parts	464,847
Refractory cements and motors	372,395
Boots and shoes	360,051
Metal carbide inserts	281,649
Dogs	270,632
Wool	243,341
Rock drill bits	173,341
Chocolate confectionery	152,697
Tableware ceramic	142,461
Cortical hormones	126,764
Woollen fabrics	125,491
Jute yarn	108,611
Sweaters, cardigan, knit (wool)	104,022
Knitted fabrics	100,681
Sugar preparations and confectionery, n.e.s.	95,258
Antibiotics	94,625
Hemp jute and sisal mats and matting	96,623
Biscuits and cookies (except soda biscuits)	91,728
Wool yarn worsted, spun	88,041
Veneer hardwood	73,208
Chrome in ores and concentrates	66,250
Acrylic waste	61,083
Tumbler and stemware (glass or crystal)	60,218
Cranes and derricks	49,559
Mixed and blended yarn containing wool	48,650
Cap screws	45,048
Total, including all others	**6,511,928**

cent) and wholesale tax (5 per cent). Both of these taxes are assessed on the value obtained by adding the value for Customs purposes and the duty payable. Other special taxes include spirits duty, glass jar duty, package duty, and duty on electroplated parts. Some of the products subject to quota and/or licensing restrictions are listed below.

Boots and shoes
Brushes
Electric filament lamps
Felt hats (women's and girls')
Hose, silk and artificial silk of value not exceeding Can.$7.50/dozen pairs
Motor vehicles, chassis, bodies, body shells, etc.
Screws, tapered thread
Spark plugs and metal component parts
Springs (laminated) and leaves thereof for vehicles
Superphosphates
Bacon
Broiler chickens and turkeys (dead or alive)
Butter
Cereals and cereal products (with certain exceptions)
Pigs, live
Tobacco
Trees, forest and many types of plants
Hay, straw or peat moss litter
Sugar
Fruit, fruit juice and fruit pulp (certain exceptions)

For goods entered for home use, the importer must complete either Form Cu 107 or Form Cu 23 (used in the case of goods deemed 'Free' in the Schedule of Customs Duties and on which turnover tax is not payable). The Brussels Nomenclature is used and sample products for Customs evaluation must be submitted to the Revenue Commissioners. However, the Commercial Section of the Canadian Embassy will do this on your behalf if you send the sample(s) to them. Canadian products enjoy what is termed the special preferential rate in the Customs and Excise Tariff of Ireland. Here we have an advantage over the United States, which pays the full rate. Some of the products permitted duty-free entry are listed below.

Protective clothing for use in industry (except footwear)
Shipbuilding, repairing and refitting materials consigned to a shipyard registered by the Revenue Commissioners
Flours and meals of meat offals, fish, crustaceans or molluscs unfit for human consumption
Mineral products (salt, iron pyrites, graphite, asbestos, mica, earth colours, etc.)
Miscellaneous ores, slag and ash
Coal
Paraffin (and similar) waxes
Virtually all inorganic elements and many organic chemicals
Muriate of potash and some other fertilizers
(Many) leather tanning materials
Artists' colours, including amusement colours and the like
Fuel, wood
Glass fibre, wool yarn fabrics and articles made therefrom
Precious and semi-precious stones (unworked)
Pig iron, sponge iron or steel
Nickel and many parts thereof
Zinc waste scrap and shapes
Steam and other vapour generating boilers
Leather-working machinery
Calculating machines, accounting machines
Aircraft and related products
Medical, optical appliances and instruments, surveying and chemical analysis equipment
Measuring and calculating devices (drafting machines, micrometers, etc.)

TABLE IV

RATES OF DUTY ON SELECTED CANADIAN PRODUCTS

Commodity	*Rate**	*Commodity*	*Rate**
Honey	15 c. lb.	Travel goods (rucksacks, suitcases, etc.)	Free to 40%
Camping goods of textile fabric (sleeping bags, etc.)	40%	Agricultural hand tools	Free to 26.7%
Air fresheners	26.7%	Agricultural and horticultural machinery	Free to 32%
Antibiotics	Free	Linoleum textile based	25 c. square yard
Textile articles (including apparel)	20%-45%	Molybdenum	Free
Apparel of rubber	40%	Refrigerators	Free
Electricat cooking appliances (domestic)	Free	Rock woot and similar mineral wools	Free to 60 c. cwt.
Cocks, valves, etc.	26.7%	Electric shavers	32%
Dairy machinery	Free to 40%	Syrups, artificiat honey, caramel, etc.	7½c. lb.-25%
Disinfectants, weed killers, fungicides, etc.	20%-26.7%	Tableware, china, etc.	40%
Feedingstuffs for animals	Nil to 3¼ c. per lb.	Electric toasters (domestic)	32%
Fertilizers	Free to nil (generally)	Coffee percolators (electric)	13.3%
Glassware	Free to 50%	Trays made of wood	33.3%
		Rubber tires	45% or $9.00 each
		Winches and other lifting or unloading machinery	26.7%-37.5%
		Wrenches and spanners (not including tap wrenches)	Free
		Canned salmon	20%

*Meant as a guide only. Rates should be checked with the Commonwealth Division, Office of Trade Relations, Department of Trade and Commerce, Ottawa, before actually transacting business.

As previously mentioned, consumer demand is expected to increase as the economy climbs out of the 1965-66 deflation. Table I shows what a 1964 survey discovered about the Irish consumer's spending habits.

Canada Comes Fifth

Canada is the fifth largest exporter to Ireland, supplying about 2.6 per cent of the total imports. In descending order, the larger exporters to Ireland are Britain, the United States, Germany (Federal Republic) and the Netherlands, followed by Canada, France, Iraq, Finland, Belgium and Sweden. Important commodities traded between Canada and Ireland are listed in Tables II and III.

Canned salmon, apple juice, honey, pickles, canned and frozen corn, canned cocktail nuts and peanuts are some of the Canadian products usually found in supermarkets. An agricultural country may not be the best place to try and sell foodstuffs, but many of our modern or novelty foods do not exist here. Peanut butter is one of the new arrivals. With urban population increasing, these new products may find Irish customers in the near future. Babies' and children's clothing from Canada is being sold in Ireland, although stiff competition is provided by local and British manufacturers. Our anoraks are also popular. Recently the Commercial Section has received inquiries about automobile accessories, camping equipment, high quality carpenters' tools, hobby kits and other do-it-yourself materials, to mention a few.

How to Sell

A short time ago a Canadian firm sent to the Commercial Section in Dublin a set of baby clothing samples, complete with c.i.f. Dublin prices. The samples were shown to various prospective representatives, one of whom expressed interest in them. He borrowed the samples and wrote his first order, which he forwarded with his request to be appointed the firm's agent. Needless to say, his request was granted. A lot of unnecessary delay was prevented because the Canadian manufacturer provided samples and prices at the outset. Although this is not always possible, it did speed up the process considerably because the agent could look at the clothing and compare it with that already on the market. He knew to the penny how much it would have to sell for and so could quote a price to his client. The Commercial Section would be pleased to show your samples (preferably with c.i.f. prices) to the local trade and/or submit them to the Revenue Commissioners to find out what duty must be paid.

If samples are not possible, your promotion literature or catalogues are the next best thing. Please remember to send at least four copies. In this way, the time required for circulation can be reduced. Again c.i.f. prices, preferably in sterling, are extremely helpful, though not essential.

If you find that your samples and/or catalogues have evoked interest in Ireland, why not visit the market? You can then evaluate it at first hand and can interview prospective agents.

In addition to visits to Ireland, advertising can be a valuable sales aid. In 1965 the sales of foreign-made matches were cut by 60 per cent because the Irish competitors advertised. (The slogan used was *Look at the box and makes sure it's Irish*!) Although this may be a special case, it does illustrate the impact that advertising can have in this market.

In Summary

- Check possibility of entering the Irish market by sending samples to the Commercial Section for evaluation of sales potential and/or duty required.
- Sound out local agents' interest by sending c.i.f. prices and literature.
- See for yourself if interest is shown in your product by planning a visit to Ireland.
- Select an agent.
- Negotiate for the sharing of advertising costs with your new agent. ●

Trade Marts

a good sales mediu

ONE of the easiest ways to sell consumer goods (other than food and beverages) in Southern California and the Western States is through a Los Angeles trade mart. Four major consumer goods marts showing jewellery, home furnishings, gifts, apparel, crystal, and other products are located here, offering diversified opportunities to interested exporters.

As the centre of Southern California's fast-growing consumer market, the potential buying power of Los Angeles County is enormous. With a population already approaching eight million and 100,000 new consumers added each year, it is the biggest single market in the West—receptive to new and high quality products. Average family income is over $750 a month.

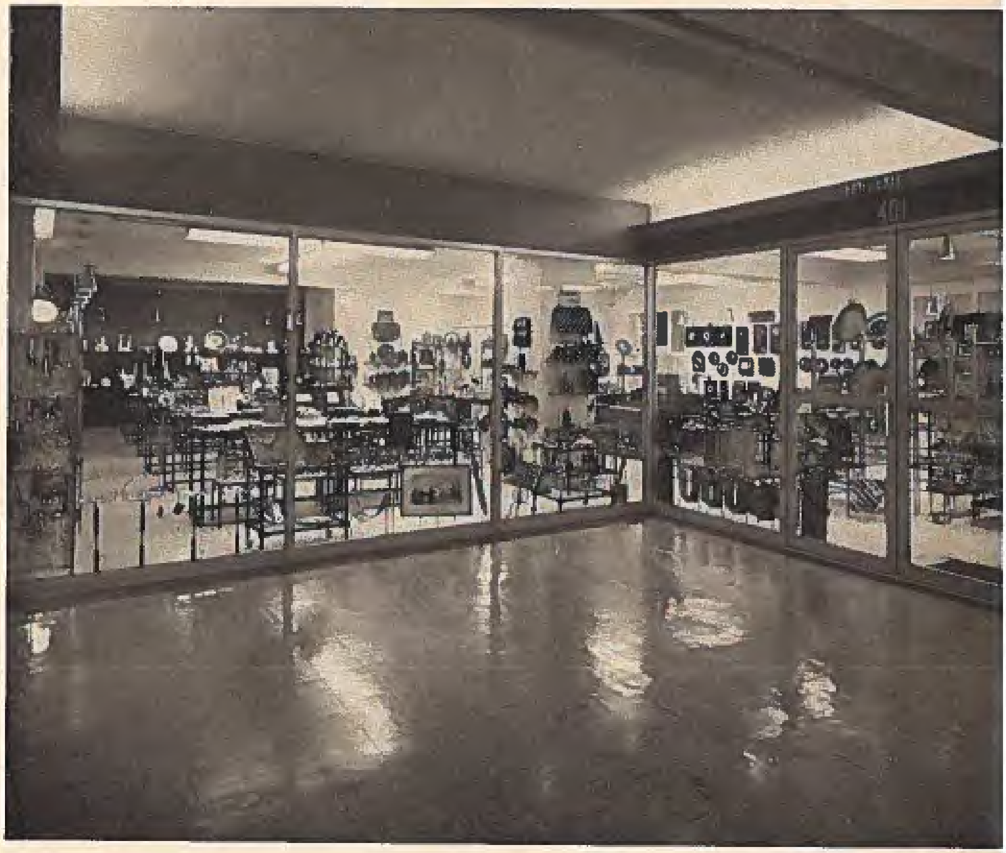
Because of this rapid population growth, Los Angeles has a problem—local consumer demand outpaces local ability to supply. Retail buyers are therefore accustomed to dealing with out-of-state and foreign suppliers. Trade marts provide the selling medium for their products.

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

BUYERS are doing more and more local purchasing f sales showrooms located in four consumer goods m here; a fifth will be operating soon. Each of these incl a marketplace. Depending on the trade, market day be Friday, Tuesday, or every day. The marts are restri to trade and house showrooms of representatives, manu turers, trade association officers, special salons for sonal showings, banks, restaurants, etc. They are large complete and offer the best medium in which to de mine what Southern Californians want and how to to them. Accurate trade information is surprisingly to obtain.

Here is a brief description of four major Los Ang trade marts, their location, and the products they han

These showrooms are in the six-storey Brack Shops building which operates with the 13-storey Merchandise Mart as a single mart. Both buildings are part of the California Gift Show, held twice a year in Los Angeles. Representatives located in these stores usually cover 11 western states.



ı Los Angeles

California Jewellery Mart—This 58-year-old structure is being renovated and when it opens early in 1968 will be the newest trade mart here. The nine-storey building will provide a focal point for 850 local jewellery manufacturers, suppliers, wholesalers, and designers. It is located one block from the Canadian Consulate. It will have a bank-type vault with safety deposit boxes, and an interior decor which enhances the display and sales of jewels and jewellery.

Brack Shops and Merchandise Mart—Although they are operating in separate buildings, these two constitute one mart. The older 13-storey Merchandise Mart and the six-storey Brack Shops overlook busy West Seventh Street, a short distance from Bullocks and the home store buying offices of J. W. Robinson Co. Their stock includes giftware, ceramics, greeting cards, crystal, Christmas decorations, china and glassware, toys, and housewares (except hardware). Representatives located in these stores usually cover 11 western states, but not Hawaii or Alaska. Many of these representatives have branch showrooms or sub-representatives in other western cities. Both buildings are part of the semi-annual California Gift Show, which attracts over 10,000 registered local, national and international buyers and visitors. (Other display rooms are set up in the Biltmore and Ambassador Hotels.) The Department of Trade and Commerce has sponsored three separate exhibits in this important trade show.

California Mart—Six blocks from the Canadian Consulate and close to The May Co. and Broadway department store buying offices is the new home of California's $500 million fashion industry. Two 13-storey buildings, interlinked by an unforgettable chain of escalators, enclose 1.5 million square feet of sales space. Here 850 showrooms display 4,000 lines (women's and children's clothing, baby clothing and furnishings, men's wear, accessories, and store fixture supplies), catering to thousands of buyers who visit the mart every day. Among the newest and biggest vertical marketplaces in the world, it is extremely popular with all segments of the trade and its excellent facilities are frequently used for special fashion shows. Representatives here are specialized, they handle narrow product ranges, and they must be successful to remain in the building. The rents are not cheap!

Los Angeles Home Furnishings Mart—Sales space in this 13-storey building has been almost fully occupied since it opened nine years ago. There is a long waiting list for new space and plans are being prepared for expanding the present 900,000 square feet of display area. Situated a mile from the Canadian Consulate, it contains 600 showrooms where some 2,400 lines of home furnishings are displayed. Like other marts, it is regional. The greatest number of buyers come from Southern California, Arizona, and New Mexico. But there are also regular buyers from Northern California, Oregon, Washington, and Nevada. Market day is every Friday, the first Thursday evening of each month, and week-long markets in July and January, two weeks after the national shows in Chicago.

The 13-storey Los Angeles Home Furnishings Mart, opened nine years ago, has been almost fully occupied since.

Sales Contacts

Ten years ago there were no trade marts in Los Angeles; today they service an industry which is part of this area's trade growth. Trade marts offer the manufacturer an opportunity to profit from this immense consumer market with a modest investment in time and money. They make possible the continuous local exposure needed to reach the many hundreds of smaller specialty stores and, more important, the follow-up required to reach the big buyers from the full-line department stores and keep them sold.

It is in the trade marts that buyers congregate. If you would like to explore them, contact us at the Canadian Consulate in Los Angeles. ●

Fashionable Britons Buy Canadian Luggage

Marketing knowhow and persistence helped Samsonite to build up a thriving business in Britain. Exporters will recognize the problems but will find that some of the solutions are novel.

M. A. JOHNSTON,
Assistant Editor, "Foreign Trade".

"SILHOUETTE" luggage from Samsonite of Canada has become part of the British scene. When Miss Great Britain visited Toronto this fall, she brought a set with her. Gene Westendorp, vice-president in charge of marketing, told me that since it was launched on the British market in 1963, sales have risen by about 40 per cent each year. But life hasn't always looked so rosy for the Stratford firm—for seven years, in fact, major problems stood in the way of export.

The story begins in 1955 when the parent company, the Samsonite Corporation of Denver, Colorado, set up a subsidiary in Canada. Two reasons for doing this were high shipping costs and the customs duty which made it difficult to expand Canadian sales. Luggage exported to Britain and Australia faced the same obstacles. Samsonite thought that by manufacturing in Canada and taking advantage of Commonwealth preference it could build up sufficient business in the three countries—Britain, Australia and Canada—to keep a plant going.

Commonwealth preference meant duty-free entry into the British market instead of a tariff of 20 per cent and, in Australia, 17½ per cent instead of 45 per cent. It was, however, conditional on 50 per cent Commonwealth content for Britain and 75 per cent Canadian or Australian content for Australia. As long as the Canadian operation was mainly assembly, this requirement would be hard to meet.

Valuation for duty of components brought into Canada from the U.S. parent was a key factor in determining the feasibility of export. Samsonite maintained that the valuation on them was unrealistically high and depressed the level of Commonwealth content; it also pushed up prices in the Canadian market. The company did not feel it could plan a major export drive until the matter was settled. Greater sales volume was needed if further investment in the Canadian plant was to be attractive —it was a vicious circle. The question was finally resolved in 1963 and the burning issue was soon forgotten in the rush to develop markets, extend the plant and train more labour.

Marketing Technique All-Important

Samsonite has built up its worldwide reputation on quality. Strength and good design come first, price second. Every effort is made to cut production and distribution costs, but it was clear from the start that there would be no compromise on quality to secure export business.

Even with duty-free entry, it looked as though luggage from the Canadian plant would sell in Britain at between 50 and 100 per cent more than the less stylish British products. The economics of final assembly in Britain and of packing small cases inside larger ones to reduce shipping space were studied, but savings in one direction were offset by expense in another. It was apparent that success would depend very largely on the way the product was marketed.

The first step was to collect published data on the British luggage market. Official statistics and trade sources indicated that total sales in 1963 would reach Can.$21 million (at manufacturers' prices), about double the Canadian market for luggage at the time. Four large firms shared 60 per cent of the market; many of the smaller firms produced luggage as a sideline or were in some way associated with the big four. Imports amounted to 10 per cent of sales. A thorough on-the-spot investigation convinced Samsonite that by and large, the manufacturing efficiency of the British firms was high but their products tended to be overly functional and they paid little attention to style.

Using the *U.K. Census of Distribution and Other Services* as a guide, Samsonite narrowed down potential outlets for its luggage to 545 of the better class department stores and 147 of the larger independents. Many of these were visited during the planning stage. Because few of them were outside London and the Southeast, it would be possible to concentrate sell-

A joint publicity campaign run in the Sunday Times this year benefitted both Samsonite and BOAC; Samsonite ran a competition and the airline supplied the prize—a trip to Canada. The advertisements were used with displays set up in stores.

ing effort and promotion in a small area. This would simplify service too.

Sales Organization

Samsonite prefers to sell direct to retailers with a uniform discount on suggested retail price, regardless of volume. When the price to the retailer is not negotiable, the manufacturer has to provide outstanding service, particularly if his product is more expensive than that of competitors. As one example, Samsonite aims to deliver any size or colour that the store needs within two or three days, better service than domestic luggage manufacturers in Britain offer.

Samsonite therefore wanted to keep marketing and sales in its own hands. The Canadian Trade Commissioner Service, which had helped right from the start, suggested the use of an international factor to look after the routine work. LAS Limited was chosen to do the job and fits into the scheme admirably. LAS buys the luggage f.a.s. (free alongside ship) Hamilton, Ontario, warehouses it in Britain, and looks after shipping and invoicing to the customer. This arrangement dispenses with the need for a British subsidiary and all the extra accounting and tax obligations it would entail. LAS has undertaken not to handle other firms' luggage and manufacturer and factor agree on sales policy. Samsonite provides the sales force—the sales manager covers London accounts and a representative calls on out-of-town buyers —and all orders are passed to LAS.

Al Knight, Samsonite of Canada's president, told me that he had recommended this arrangement to a number of his friends but he didn't think that any of them were using it yet. If other Canadian firms are interested, he would be glad to provide information about it.

Promoting the Product

Father still wears the pants in Britain, and he buys the luggage too. A general purpose case is most commonly used for the family holiday and frequently bought at the last moment. Things are changing (Samsonite is making sure of that!) and luggage is becoming a gift item, but there is a long way to go before stylish luggage is as widely appreciated as in North America.

Fashion consciousness in luggage didn't really start in Britain until the vogue for vanity cases (train cases) in the 1950's and it hadn't developed far when Samsonite of Canada entered the market in 1963. In such a situation, public relations pays off better than straight advertising. Samsonite lost no time in hiring a British agency to see that as many celebrities as possible were photographed with luggage—two or three matching pieces—that was plainly identifiable as the company's product. This was backed up with advertising in prestige magazines to underline the social importance of travelling with fashionable luggage.

Samsonite went about creating a demand for luggage in sets by showing several pieces together in advertisements and in pictures with press releases. Stores were encouraged to group luggage in sets in their displays. The logic of this is commonplace in domestic markets but strangely rare in the export trade—when a customer has bought (or been given) one of a set, he is predisposed towards buying the rest; the product's prestige and the collector's instinct form a combination that is hard to resist. The use of distinctive colours in conjunction with distinctive styles also plays an important part in creating brand loyalty. It goes without saying, however, that the basic design must be good enough to last for years; frequent model-changing would defeat the whole purpose.

This year Samsonite ran a major promotion. BOAC wanted publicity for the VC 10 and Samsonite wanted to advertise its luggage. They made a deal: first prizes for Samsonite's competition in the *Sunday Times* would be a trip to Canada. There is nothing very novel about this kind of approach; the significant point is that a Canadian company used the whole of its marketing expertise on a campaign overseas and it paid off handsomely. You can see some of the tie-in material in the picture. Incidentally, Samsonite's promotion budget is a fixed proportion of the previous year's sales turnover—the sales organization has to work hard this year to get next year's advertising appropriation.

Working with the Trade

You can't apply Canadian techniques wholesale in foreign markets. "The British high-class luggage trade has its traditions," Gene Westendorp told me. "Sales clerks have often spent many years at their jobs and have acquired a great deal of knowledge. If you want to make a change, you have to persuade them to go along with you. The big British stores don't favour high-pressure sales courses by one of their suppliers. You use tact and the 'soft sell' instead. Samsonite's representative is now allowed to check inventory in many stores—we like to see a good inventory and plenty of choice on the sales floor—but it took us years to get into this position. In some cases, we've even reached the point where our man writes out the order and the store will sign it. The company's policy, by the way, is to hire British salesmen with good selling experience but no previous connection with the luggage trade."

Wise as Serpents, Harmless as Doves

There's no place like a trade fair if you want to meet buyers and get to know what your competition is doing, but the Leather Trades Fair in London is restricted to British and European firms.

"We discovered that Macdonald House in Grosvenor Square, which houses the Canadian Trade Commissioner Service in London, is only a short walk away from where the Fair is held," Al Knight told me, "and it is lavishly furnished with chandeliers and works of art—just the place to display a prestige product. We had to plan our approach very carefully though, for we wanted to offer something different which would get buyers to come over. If you've spent any time at a trade fair, you'll know all about sore feet. We decided that this was the answer—invite them to relax, get off their feet, have a cocktail and take it easy for an hour. It worked like a charm. No effort was made to pressure anyone, but those who were interested got all the details they wanted. The agency which does our PR set up the display for us. We had a pretty air hostess to give packing demonstrations and luggage clerks from London stores came in to watch." (An article on display facilities at Macdonald House appears on page 17 of our December 9 issue.)

It's Different Down Under

"Marketing strategy which is ideal in one market doesn't always work in another. The reason may be different social habits, the way the trade is organized, or simply that the market is neither big enough nor sufficiently concentrated. We haven't tried to apply the methods which have been so successful in Britain to the Australian market. We sell through a distributor," Gene Westendorp explained. "The 17½ per cent duty adds considerably to the price, and the travelling population—the people who travel far enough to want luggage—is still relatively small."

Samsonite is studying other Commonwealth countries, assessing their potential as markets for luggage. A break-through in production methods by the parent company will make it possible to sell high-quality luggage to people who could not previously afford it and it is hoped that the Canadian plant will soon be able to install the new equipment.

Export Means Pay Cheques

Although it took several years for Samsonite to develop its markets, the plant in Stratford is now busy twenty-four hours a day and the labour force has gone up from 80 to 425. The volume of output is increasing, more and more manufacturing processes are being carried out and fewer components imported. Polypropylene and ABS (acrylonitrile butadiene styrene) pellets are extruded there into sheet, laminated, and vacuum-formed into case bodies; magnesium alloy sections are bent, pierced and slotted to make the frames which give Samsonite luggage its great strength; bolts of cloth are transformed into beautiful linings. Besides luggage, Samsonite of Canada makes furniture and (as any father knows) Lego toy building blocks.

"Thriving export and domestic markets go hand in hand," Al Knight explained. "You need the bigger volume to make today's specialized equipment pay. Volume creates more business for local suppliers too." ●

Yellow Pages Go International

THE International Yellow Pages, much like the yellow pages of your own telephone directory, "let your fingers do the walking" to find buyers and sellers in more than 150 countries, including most Soviet Bloc nations. The directory lists names, addresses and telephone numbers of suppliers of goods and services, such as the eleven contractors offering bulldozing services in Ougadougou, Upper Volta, or the wood carvers of Dar-es-Salaam in Tanzania. Order from: The Reuben H. Donnelly Telephone Directory Co., 235 East 45th St., New York, N.Y. 10017. U.S.$20.00 per copy. ●

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Electronics Becomes Britain's Money - Spinner

THE BRITISH electronics industry expanded rapidly to meet military needs during the Second World War and the combined military and industrial stimulus since has made it one of the big growth industries of the postwar era. By no means wholly British, it represents a complex of British, U.S. and European interests and its structure tends to follow the pattern of the U.S. industry. Although United States production is ten times as great as Britain's, Britain is second in the world and is followed by West Germany, Japan and France.

The British electronics industry will turn out $3 billion worth of products a year by 1970. Canadians can share in this growth as suppliers of components, but first they must become better known.

W. D. WALLACE, *Commercial Counsellor, London.*

Gross fixed investment in the electronics industry between 1961 and 1964 came close to $66 million a year and in 1966 it reached approximately $80 million. Accurate production and sales figures are not easy to obtain but it is estimated that the gross output increased from $926 million in 1961 to $1,284 million in 1964 and may have climbed to $1,400 million in 1966. If such a growth rate were maintained until 1970, electronics output (including telephone and telegraph equipment) would then be over $3,000 million.

Capital Equipment

In Britain, only twice as much electronics production goes into capital goods as goes into consumer goods. However, if the present trend continues, the ratio will be three to one by 1970. Britain is very strong in radar and navigation aids, radio communications equipment, industrial control systems and equipment, measuring and testing equipment, computers, and telephone and telegraph apparatus. The output of electronic capital equipment (80 per cent is accounted for by less than 30 companies) increased by two-thirds between 1961 and 1965 when it was estimated at $795 million. Exports accounted for 25 per cent of sales; Britain ranks as the world's second exporter of electronic capital goods. On the other hand, imports from overseas suppliers enjoy about 14 per cent of the British market.

The production of telephone and telegraph equipment amounts to 20 per cent of Britain's output of electronic products. The industry is dominated by six major producers but a number of smaller manufacturers are expanding rapidly. It is estimated that production in this sector increased from $186 million in 1961 to $318 million in 1965. The domestic market absorbs about two-thirds of it and the rest is exported. Imports are relatively small and in the past few years have totalled something over $6 million a year.

Consumer Goods

The consumer goods sector of the electronics industry, which includes television sets, radios and radiograms, phonographs and turntable units, accounts for 24 per cent of the output of the industry. Six large companies share 90 per cent of the production; their output was $329 million in 1966 but has dropped since due to a reduction in domestic demand. Television receivers are the major product and the one likely to expand most rapidly in the near future with the introduction of colour television. Different television standards and competition from European and Far East countries have resulted in comparatively small British exports. On the other hand, there has been a steady growth in imports of low-cost goods from the Far

East. There have also been considerable imports of items other than television sets from the advanced countries.

Components

Electronic components, both active and passive, are an important sector of the industry and account for more than 40 per cent of its net output. The main market for them is the equipment manufacturers who prefer to obtain their requirements from domestic sources—this enables them to have supplies close at hand and allows for quick technical consultations when necessary. The industry has developed a substantial export business with overseas manufacturers. There are, however, considerable imports of components into Britain, a fact attributed to technical advances in some supplying countries, lower prices, quick delivery and rationalization of production by international companies.

During the past few years the production of active devices, which includes valves, tubes and semi-conductors, has remained fairly constant at $213 million a year; with demand for semi-conductors rising, output should increase to over $300 million by 1970. Imports and exports have tended to balance as a whole but Britain is a net exporter of valves and tubes and a net importer of semi-conductors.

In the field of passive and other components there are a great number of manufacturers producing a wide range of products. In 1964 and 1965 output reached about $532 million a year, compared with $474 million in 1963 and $414 million in 1962. Exports of passive components have been averaging 25 per cent of output and are expected to rise to 33 per cent by 1970. Imports, which have been increasing slowly, share about 7 per cent of the home market but Britain is a net importer of some components like resistors, variable capacitators and special components for computers—either because these parts are not available in Britain or domestic producers have not been able to meet technical specifications.

The demand for micro-electronics (which includes complete circuits, solid circuits, thin film and thick circuits) is increasing rapidly and this year's sales in Britain may total $9 million. The market has been dominated by U.S. companies. The British Government, through the National Research Development Corporation, is giving financial support to local firms for an automated production process to make miniature electronic products. British production in this field is expected to rise from $3 million in 1965 to well over $36 million in 1970 and 85 per cent of it will be solid circuits.

Exports and Imports Rising

It is difficult to obtain accurate figures on exports by the electronics industry because of variations in classification and the difficulty of knowing exactly what products fall into the various categories. Britain is an important exporter of electronic products, capital goods and telephone equipment; consumer goods make up a small proportion of the total (see Table I).

There has been a steady growth of exports in all sectors, with the total increasing from $287.1 million in 1961 to $392.7 million in 1965. The principal markets for British electronic products are the Commonwealth countries, EEC and EFTA countries,

TABLE I

BRITISH EXPORTS OF ELECTRONIC PRODUCTS

	1961	*1962*	*1963*	*1964*	*1965*
			(million dollars)		
Capital goods	95.7	112.8	147.0	167.1	160.5
Telephone equipment	74.4	83.4	92.4	86.4	89.4
Consumer goods	15.3	19.5	13.2	15.6	17.1
Active components	29.7	35.1	36.0	37.8	43.5
Passive components	72.0	72.6	64.2	69.0	82.2
TOTAL	287.1	323.4	353.8	375.9	392.7

TABLE II

BRITISH IMPORTS OF ELECTRONIC PRODUCTS

	1961	*1962*	*1963*	*1964*	*1965*
			(million dollars)		
Capital goods	49.5	60.6	54.0	110.4	111.0
Telephone equipment	2.7	5.1	6.6	6.6	8.1
Consumer goods	22.4	30.6	31.5	38.1	39.3
Active components	17.1	19.2	28.2	38.4	41.7
Passive components	1.8	1.5	16.5	37.8	42.3
TOTAL	93.5	117.0	136.8	231.3	242.4

TABLE III

CANADIAN ELECTRONIC EXPORTS TO BRITAIN*

	1963	*1964*	*1965*	*1966*
		(Can.$)		
Telephone apparatus	5,769	14,887	10,042	20,468
Telegraph apparatus	——	47,612	5,707	1,040
Radar equipment and related devices	110,336	201,937	226,270	243,230
Radio, television equipment and parts	499,498	385,826	—*	—*
Radio receiving sets	14,379	31,910	—*	—*
Sound receiving equipment and parts	43,148	44,251	—*	—*
Commercial communication equipment	—*	—*	235,766	152,875
Combination receiving sets and record players	—*	—*	6,353	5,628
Radio, phono and receiving antennae	—*	—*	140,211	180,385
Television receiving sets	2,557	13,643	123	—
Electronic tubes and parts	267,632	641,609	610,844	220,196
Components for communication and related equipment	180,436	203,872	350,641	674,643
Semi-conductors and parts	——	52,103	10,503	12,640

*Classifications were changed in 1965.
Source: DBS

he United States. A complete own of electronic exports to a is not available but in terms l British exports of electronics re not large. For example, ex- o Canada of telecommunications tus—including television and electrical line telephone and ph apparatus, microphones, telegraph and radio telephone ission and receiving apparatus unted to $12.3 million in 1964 11.4 million in 1965.

ain's imports of electronic ts have risen steadily from million in 1961 to $242.4 mil- n 1965. This reflects increasing n competition, international liberalization and rationalization ernational firms (see Table II). largest gains in imports have in radios (especially transistor computers, valves, transistors semi-conductors. The United is the chief source of supply, ed by West Germany and the rlands. Canada supplies about cent of the total imports (see III).

Market for Canada

will be noted that the leading lian export is components for unications and related equip- Then comes radar equipment elated devices which made sub- l gains from 1963 through 1966. onic tubes and parts, in 1964 1965 the largest item in the ry, dropped sharply in 1966, bly due to increased production itain. Gains have been made by , phono and receiving antennae, mports from Canada of com- al communications equipment declined.

ere are opportunities in Britain anadian producers to sell special- equipment, semi-conductors and onents and also for firms wish- o have their products manu- red under licence. If you intend netrate this market, begin by ishing personal contact and be to employ an active and techni- qualified agent. Keep potential mers supplied with latest cata- s, technical literature and quota- (c.i.f. if possible). Participation de fairs such as the Instruments, ronics and Automation Exhibition helps and the showroom at Macdonald House, 1 Grosvenor Square, (see *Foreign Trade*, December 9, 1967, issue) may also be used to exhibit and demonstrate equipment. Cross-licensing agreements or a subsidiary company in Britain to manufacture or complete final assembly, adding some British content to the final product, may sometimes be advantageous.

The Canadian Electronics Marketing Mission which visited Germany, Sweden and Britain in May 1966 found a disturbing lack of knowledge about Canada's electronic industry and its achievements. It seemed to be commonly believed that it was part of the United States electronic industry. This misconception can be overcome by stepping up the flow of information to industry in Britain and Europe. Canadian firms should follow the Mission's excellent suggestion of putting prestige advertisements in British and European trade magazines and journals and at the same time keeping media supplied with information and releases on their new Canadian products and developments.

Argentina's Tobacco Industry

THE LARGEST tobacco crop in Argentina's history coincides with a period of continued expansion and diversification in the industry. In this last crop year (1966/1967) 65,300 hectares of tobacco were under cultivation, 1,000 more than in the previous year, and almost 20,000 more than the average for the last ten years.

Current production of 60,000 metric tons is 34 per cent above the 44,700 tons of the previous year, 21 per cent higher than the five-year average and 38 per cent higher than the ten-year average. Most tobacco growing (97 per cent) is concentrated in the northern and north-eastern provinces of Corrientes, Misiones, Salta and Jujuy. This year Corrientes more than doubled its output over 1965/1966, and thus stands first with 36 per cent of the total, followed by Salta (24), Misiones (23) and Jujuy (14).

The two main types of tobacco raised in Argentina are local types or "black", and the more "exotic" types, such as Virginia, Burley, etc.

Current production of local types of tobacco, at 40,000 metric tons in 1966, is double that of the exotic types, which totalled 20,000 tons, with Virginia in the lead (15,000 tons), followed by Burley (2,300) and Bahia (1,600).

Production of local varieties is concentrated in Corrientes and Misiones, although Salta contributes 6,800 metric tons to the total. The "criollo" tobaccos are used domestically and also exported; the other local varieties are consumed almost entirely in Argentina. Cultivation of foreign varieties has been extended rapidly in the last years. This trend is increasing to provide raw materials for the well-known brands of cigarettes now being produced in Argentina under licence or by local subsidiaries of foreign firms. Most tobacco producers have small plantations, but there are some exceptions, especially in the Province of Salta, where there are a number of properties of several hundred hectares.

Both imports and exports of tobacco are rising. On the export side, both local varieties and some of the foreign varieties such as Virginia are being sold abroad—even to the United States. Exports of leaf tobacco totalled 8.3 million kilos in 1966, with France and West Germany the leading markets. Canada purchased 15,411 kilos (Correntino variety).

The Argentines are cigarette-smoking people and cigarette production far exceeds output of pipe tobacco and cigars, at approximately 1.2 billion packages in 1966. There are five large tobacco manufacturing plants producing the whole range of black and Virginia-type cigarettes, pipe tobacco, etc. In addition, there are a fairly large number of small factories.

There are opportunities for Canadian exporters to supply equipment to the tobacco industry and Canadian tobacco curing and binding machinery has already been sold here. There are opportunities also to sell curing and handling equipment, and technical expertise.

Our office would be pleased to hear from any Canadian company able to offer these and related lines and to determine sales possibilities for them.

—A. G. GLADE, *Commercial Assistant, Buenos Aires.*

of the scarcity of other sources, for Britain's catering and manufacturing trades. Attention to quality is essential, however, because of some oxidization problems with this fruit. British importers and users of these bulk products place great reliance on the Canadian federal grade certificates covering these consignments.

The volume of import trade in frozen fruits without sugar is greater; when technically possible, the trade prefers the product in this form to avoid payment of sugar surcharge upon entry.

Peas Most Popular

Statistics of products grown for freezing are not separately given but Table III shows the prominence of green peas in these crops. Much of this acreage is grown under direct contract to the freezing and canning processors, who generally supervise the operation from seeding to harvest, down to the smallest details. Larger, more efficient and sophisticated field viners are being used by processors to overcome the problem of handling the increasing volume of peas during the short time they are at the desired maturity.

A comparison of Tables III and IV shows that of the 1966 pea crop of 172,000 tons, 44,600 were processed frozen; in addition, 16,400 tons were imported in bulk.* This item alone represents almost two-thirds of the industry's total freezing capacity.

Although there are no official estimates of the 1967-68 pea crop yet, field reports suggest it was the largest ever and that despite improved field equipment, it could not all be handled; some losses were estimated at between 10 and 15 per cent. Exceptionally warm weather at the harvest, greatly accelerating maturity, was the main cause of difficulty. The average yield of peas is estimated at 38 cwt. per acre which may indicate a crop in excess of 180,000 tons in 1967 for canning and freezing.

The same harvesting problems have not arisen for other produce, freezing of which has tended to fluctuate. However, with the continued predominance of peas, frozen vegetable production rose to 97,000 tons last year and will probably increase again in 1967.

Shopping Habits Important

The development of the British frozen food industry has been synonymous with the growth of the convenience foods market but the rise in output has been somewhat inhibited by the lack of domestic refrigerators. This in turn has affected British shopping habits and has imposed on the industry a retail pattern of small, less economical packages. It is felt that there will not be a real breakthrough until domestic deep freezers become popular; the first signs of this are appearing.

Changes in Growing Areas

The growth of this industry is directly affecting the pattern of vegetable growing in Britain. Since 1947, when the main horticultural acreages were concentrated in southeast England, the emphasis on pea and bean growing in particular has switched to East Anglia and is now moving northwards into Yorkshire. Acreages of cabbage and other greens have correspondingly declined as more farmers, as opposed to horticulturalists, have moved into contract growing for freezers.

Originally the more important freezing plants were located at the principal fishing ports, Grimsby and Hull in particular, on the east coast; it happens that the large flat tracts of Lincolnshire and areas surrounding the Wash behind them are ideally situated to growing produce on a large scale for freezing. This is giving impetus to the shift in production patterns and in the future, potato growers may also benefit from this trend.

Retail trade in frozen foods continues to be dominated entirely by domestic processors, of which Birds Eye (Unilever) claims 65 per cent of the market. This area is shared by a relatively few brand names competing intensively, most of which are household words because of sustained national TV and press promotion. Pressure on retail shelf space is thus severe and imported prepacked lines would have little chance of gaining a foothold, except in the category of high class, more sophisticated or specialty products

In the catering and field, brand names are m and although the larg packers still enjoy the t trade, some imported cat have a significant share o Moreover, British packe over 40 per cent of thei bulk in 1966 and (see Canada is the major bulk

Imports of bulk froze in the first seven months are already running abov by the end of 1967 wi reach a new record. Ca of this trade has been creasing and now runs a third of the total, mainly prominence as a suppli peas, french fried potato products.

French Fries Popular

The only official s french fries are Canadia ments to Britain are give

TABLE VI

CANADIAN EXPORTS O POTATO PRODUCTS TO

	(pound
1964	6,493,27
1965	8,678,49
1966	14,945,07
1967 Jan.-May	10,971,49
1966 Jan.-May	5,464,34

Source: DBS

British import figures rate frozen potato prod the past few years Cana the principal, if not the per to Britain. The climbed steadily and is lil a new peak by the end This trade follows the of bulk supplies for repac local retail brands and c for institutional use. gained an excellent re quality and consistency i but local processors also ing their output.

After a lack of intere years, potato growers located near the mai centres of Hull and growing varieties and

*See Table V

out for this specific purpose. This development is being carried a stage farther by some larger grower-processors who have installed their own freezing plants on the farms and who sell bulk frozen chips to the packers.

British processing of french fries is not officially known but could be estimated this year at approximately 12,000 to 15,000 tons, giving a total market in excess of 22,000 tons. As with other frozen foods, expansion has been inhibited by lack of domestic freezer capacity. The retail market, which absorbs three-fifths of the supply, is geared mainly to the 12-ounce pack which retails at an average of 30 cents. If, as the industry hopes, Britain becomes home-freezer minded, five-pound catering packs will become popular with housewives, prices will be lower, and consumption will rise.

Expansion Expected

Growth in the frozen food industry in recent years has not generally been at the expense of other products, so that it represents almost entirely actual market expansion. Green peas for the fresh market and some types of green vegetables have declined in favour of the frozen products, however.

The major processors predict a rise in the industry's output in the next few years; Birds Eye estimates that the present market of £108 million will increase to £350 million by 1980. Last year, Birds Eye sales alone increased by £18.25 million.

Canada's Opportunity

It is evident that the British industry is not likely to become self-sufficient in the foreseeable future and there are good opportunities for Canada to participate in this expansion in the British market.

Britain's fruit crops, with the exception of strawberries, were much below average this year because of late frosts; the coming season should thus be firm for frozen fruits. Retail sales are not very large, but there should be a steady demand from caterers and bakeries and possibly jam-makers. With lack of interest in contract growing locally, the processing industry will continue to seek bulk supplies from abroad and there are good long-term prospects for Canada, provided quality is maintained.

On the vegetable side, the final details of this year's pack, now in cold store, are not yet known but processing for the third quarter of the year should be revealing. It was a generally good summer with high output of processing vegetables and most packers appear to be satisfied with performance. The only doubtful aspect was the over-rapid maturity of the pea crop which may affect quality now in store. Canadian exporters will probably find sales of frozen peas somewhat more competitive this coming season but there should be better opportunities for other frozen vegetables. Frozen corn remains in the semi-luxury category but the rapid growth in sales of the canned product may be of some benefit here.

French fries may prove to be the most rapidly expanding section of this trade; current availabilities of approximately 22,000 tons could rise to 30,000 tons by 1969-70, or more than double the figure of a few years ago. Domestic output, which is marginal compared with other frozen products, could be quickly expanded and the likelihood is that much of the market expansion will be taken up by domestic growers and processors, who are already showing evidence of this capability. There will remain a market for Canadian french fries because of quality but competition is bound to increase. ●

Components for Scotland's Electronic Firms?

SCOTLAND has in the past ten years attracted some 40 new electronics and instrumentation plants producing a wide range of products, from highly advanced electronic systems and specialized components to computers, radar equipment, micro-switches and transistors.

The electronics industry has about 17,000 employees now and is expected to employ over 20,000 by 1970 when existing firms reach full capacity. The list includes both new companies and such leaders as Ferranti, IBM, Pye, Elliot Automation, Honeywell, Hughes International, and Beckman Industries. Burroughs and National Cash Register Company employ between them almost 8,000 workers in Scotland and are moving more and more towards electronics manufacture as they expand there. The same is also true of Standard Telephone and Cables in East Kilbride, Dictaphone and Hewlett-Packard. Burroughs is producing its "E1000" electronic accounting machines at Cumbernauld in Stirlingshire, and National Cash Register makes its "395" and "500" computing units in Dundee. Up to now, Remington Rand and Olivetti have confined their activities to typewriters and employ about 1,000 people in the Glasgow area.

Why has the electronics business made such a breakthrough in Scotland? One reason may be that the freedom of trade which Britain now enjoys with the members of the EFTA trading community helped to spark the industry. Another reason is that certain companies wanted to get a foothold in Scotland so that they could enjoy the Commonwealth preferential tariff and perhaps the lucrative European markets later on. A third reason is that the shrewd Scots industrialists recognized the need to diversify into new technologies as a means of complementing established heavy industries.

The electronics industry plays an important part in Scotland's economy. It is built on solid foundations and has a turnover in excess of $150 million (of which some $45 million in 1966 represented exports) and will keep on growing.

Scottish firms have been quick to reap the benefits which computing systems offer and computers are already being used at three of the largest shipyards on the Clyde as well as in steel plants, textile factories, insurance companies, banks, regional hospitals, and universities. Data Processing Centres have been set up which offer expertise and facilities to smaller firms.

The electronics industry will continue to import component parts but as output picks up momentum, the tendency will be to manufacture more of them locally. Components are an area which Canadian firms may wish to explore.

—A. B. BRODIE, *Trade Commissioner, Glasgow.*

Doing Business with German Firms?

. . . you may sometimes be confused by the forms of business organization and uncertain about the functions and titles of businessmen whom you meet in this status-conscious country. Here is help with your problem.

ROBERT J. BUCHAN, *Assistant Commercial Secretary, Bad Godesberg.*

HAVE YOU been doing business with German firms for years without properly understanding the forms of business organization or, specifically, with whom in each organization you have been dealing? Do the many and varied forms of incorporation in Germany leave you as confused as the variety of titles given to the employees of commercial companies? Trade Commissioners when they are first posted to Germany encounter this problem too. The following short guide to German commercial terminology which has proved useful to us may also assist you or your export manager to differentiate between an unlimited partnership and a joint stock enterprise, or between junior clerks and managing directors. A knowledge of the various forms of business organization also often permits you to judge quickly whether or not you should extend credit without special guarantee to a new customer.

Two Common Forms

The most common forms of business organization in Germany are the "Aktiengesellschaft" (abbreviated as AG) and the "Gesellschaft mit beschränkter Haftung" (abbreviated as GmbH)—even the Germans prefer to use the abbreviated forms. The rapid translation of these terms gives a rough but sometimes misleading idea of the difference between an AG and a GmbH. "Aktiengesellschaft" translated literally means "stock corporation", "Gesellschaft mit beschränkter Haftung" translates simply as "corporation with limited liability."

Both are legally incorporated companies with limited liability of the owners (or shareholders) and although they are quite similar in form, the requirements for forming an "Aktiengesellschaft" are, generally speaking, stricter than those for a "Gesellschaft mit beschränkter Haftung." As an example, an AG requires at least five incorporators but a GmbH only two. Similarly, requirements for minimum capital stock or basic capital are DM 100,000 for an AG and only DM 20,000 for a GmbH. To give an indication of the relative popularity and worth of these two most common German forms of incorporation, in 1966 there were 2,420 AG's with a total capital of DM 45.9 billion compared with 58,000 GmbH's with a total capital of DM 29.7 billion.

Other Types

Many small German trading and construction companies operate under the title "offene Handelsgesellschaft" (oHG), which translates literally as "open partnership." In this form of business organization, all of the partners can be held personally liable for the debts of the company.

The open partnership should not be confused with the "Kommanditgesellschaft" (KG) or "limited partnership" as it is known in English. In the latter type, the personal liability of at least one of the partners is limited. A "Kommanditgesellschaft" (KG) is normally larger and more substantial than an "offene Hangelsgesellschaft" (oHG), but as with all general rules, there are notable exceptions.

Another less common form of business organization which you may encounter in your trade with Germany is the "Genossenschaft" or "co-operative." This form of business organization is effectively similar to its Canadian counterpart, but its organization chart resembles a German stock corporation (AG) more than a Canadian corporation. A "Genossenschaft", for example, has a board of managing directors (Vorstand) as well as a supervisory board of directors (Aufsichtsrat) in addition to the general meeting (Generalversammlung). Its Canadian counterpart would not have the double top layer of managing board and supervisory board of directors.

Herr Direktors

This distinction between the two types of boards of directors causes the greatest confusion in the minds of non-German businessmen, as they usually do not fully understand the function or rôle of the many German "Herr Direktors" whom they meet in the course of doing business with German firms. "Herr Direktor" is a very common business title in status-conscious Germany. Many North Americans assume that this means that the "Herr Direktor" in question is a member of a Board of Directors of a large corporation. This is only half true because, as mentioned above, German stock corporations have a "double-decker" type of directorate. The body most closely resembling a Canadian

Board of Directors is the "Aufsichtsrat", which is perhaps better translated as "Supervisory Board" to avoid confusion. The main function of this Board is to protect the interests of the shareholders by overseeing and advising the management at periodic board meetings and particularly the year-end meeting. These meetings are similar to Board of Directors meetings in Canada. The members of the "Aufsichtsrat" are not usually full-time employees of the corporation. The right to use the title "Herr Direktor" does not stem from membership on such a board because it is assumed that by the time one is asked to serve on an "Aufsichtsrat" of an AG, he will already have attained the rank of "Herr Direktor" in another firm.

Reporting to the "Aufsichtsrat" and responsible for the day-to-day operations of the company is another Board known as the "Vorstand" or Board of Managing Directors. This Board is comprised of many "Herr Direktors" whose functions are comparable to those of our presidents and various vice-presidents (of finance, marketing, production, etc.). Therefore, the "Herr Direktor" whom you may meet in your business travels is likely to be the German equivalent of a vice-president or perhaps even a manager of a department in a Canadian corporation.

In the normal GmbH or limited liability company, the functions of the various "Herr Direktors" on the Board of Managing Directors are assumed by one man, the "Geschäftsführer" or General Manager. Therefore, if you are talking to or corresponding with a "Geschäftsführer" of a GmbH, you have the right man.

Middle Management

At the middle management level in German companies, under the "Herr Direktors" or the "Geschäftsführers", come the "Prokurists." A Prokurist may perform many different specialized functions and he is normally equivalent to our branch or division manager. The title "Prokurist" indicates that the company has entered the Prokurist's name in the Commercial Register as one competent to sign on behalf of the company within certain limited terms of reference. Therefore, within his own specialized area a Prokurist can incur debts and obligations on behalf of his company. Normally two Prokurists will sign an official business letter, and the status of the signatories will be indicated by the initial "ppa" (per procura).

This short review of the most common types of German companies and of the role of the employees of these companies may be of some assistance in clarifying a confusing situation. If you are in doubt, always elevate your business correspondent at least to the "Herr Direktor" level.

Canadian Lumber Protects American Trees

CANADIAN TIMBER is used in many kinds of construction and in many countries. But not many people would think of Canadian timber protecting American timber! This is exactly what two of our Trade Commissioners in Chicago saw when they were driving through Evanston, a Chicago suburb.

Huge trees lining the roadway through the campus of Northwestern University were shrouded in lengths of two by six lumber, held in place by steel strapping. The reason: to safeguard the trees from wandering tractors and mechanical shovels while a new sewer was installed.

Looking closely at the lumber, they discovered that each piece had been grade-marked by the Interior Lumber Manufacturers' Association of Penticton, British Columbia, and that it was construction-grade spruce from B.C. Interior Sawmills Ltd., Kamloops.

In our picture J. A. Doyle, Consul and Trade Commissioner, Chicago, examines this Canadian lumber protecting trees on the campus. The Association's grade mark shows up at bottom, right.

Ornamental trees in suburbia are certainly expensive enough to warrant protection. Northwestern may be pioneering a new market for Canadian dimension stock.

foreign tariffs and trade regulations

Commonwealth Caribbean

CUSTOMS DOCUMENTATION—A special Invoice and Declaration of Value Form (Form C.23), instituted in 1961, is required for shipments to the Commonwealth Caribbean, but apparently some Canadian exporters still continue to use the old form. The new form differs little from the old one, except that it requests a breakdown of costs included in c.i.f. price quotations. Use of the old form can cause delays and annoyance to importers in some areas.

The proper form carries the notation "for shipments to Jamaica, Anguilla, Antigua, Bahamas, Barbados, Barbuda, Guyana, British Honduras, Cyprus, Dominica, Falkland Is., Grenada, Mauritius, Montserrat, Redonda, St. Kitts, St. Lucia, St. Vincent, Seychelles, Solomon Is., Trinidad, Western Samoa."

Exporters should assure that the form which they are using is the correct one.

Jamaica

PRICE CONTROLS IMPOSED—Following devaluation of the Jamaican pound the Government of Jamaica imposed widespread price controls in an attempt to hold prices at pre-devaluation levels. Some exceptions have been made for products imported from non-devalued sources, including Canada. Under these exemptions a distributor or wholesaler may increase his prices by an amount equal to the difference between the duty-paid c.i.f. value after devaluation and the same value before devaluation. A list of commodities currently exempted from price controls in Jamaica is available from the Commonwealth Division, Office of Trade Relations, Department of Trade and Commerce, Ottawa, or the Canadian Commercial Secretary in Kingston, Jamaica.

Latin America

IADB ADOPTS NEW PROCUREMENT POLICY—While he was in Canada last month, the president of the IADB, Felipe Herrera, described new measures designed to mobilize additional financial resources from non-member countries for the Bank.

Under these measures, procurement will be permitted in non-member countries including Canada only if such countries have provided resources to the Bank in an amount commensurate with Bank-financed procurement in their territories. Lists of eligible supplier countries will be appended to all Bank loans signed after October 1, 1967, and the new system, Mr. Herrera said, will come into effect January 1, 1968.

In most cases the rate of financing to procurement will be 100 per cent although for the first six months of 1968 only 50 per cent financing will be required to establish country eligibility. In the case of tied trust funds, such as the one Canada has established with the Bank, procurement will be permitted until purchases under the trust fund and under the Bank's own resources together amount to 110 per cent of the total money committed under the trust fund arrangement. Thereafter, Bank-financed procurement would cease, although procurement would continue under the tied trust fund until it was completely expended or new trust fund money committed.

According to Mr. Herrera, the new procurement regulations will have no immediate effect on Canadian procurement and for the foreseeable future Canadians will remain eligible to obtain business from all loans financed by the Bank's ordinary capital resources. Since the Bank began operations in 1960/61 Canadians have obtained business amounting to approximately $16 million under bank financing. To date Canada has made $40 million in development loan funds available to Latin America through the Bank and most of this has not yet been disbursed.

Trade Commissioners on Tour

In Territory

Barbados—J. D. Tennant, Assistant Commercial Secretary in Port-of-Spain, Trinidad, will visit Bridgetown February 11-17.

Britain—J. H. Nelson, Trade Commissioner in Liverpool, will visit Blackpool February 8.

K. Robert Higham, Assistant Trade Commissioner in Liverpool, will visit Leeds January 24 and 25.

A. Lloyd, Commercial Officer in Liverpool, will visit Blackpool January 23, and Nottingham February 14 and 15.

Leeward Islands—J. A. Ahow, Commercial Officer in Port-of-Spain, Trinidad, will visit Antigua, St. Kitts and Montserrat January 21-27.

Libya—P. A. Freyseng, Commercial Secretary, and C. D. Miller, Assistant Commercial Secretary, in Rome, Italy, will visit Tripoli and Benghazi January 15-24.

Netherlands Antilles—J. E. Kepper, Assistant Commercial Secretary in Caracas, Venezuela, will visit Curacao and Aruba January 15-20.

Businessmen who would like the above to undertake assignments for them should write to the post as soon as possible.

businessman's bookshelf

Cammanwealth Trade 1966

Commonwealth Secretariat. 114 pages. $1.70.

This Memorandum, prepared in the General Economic Division of the Commonwealth Secretariat, continues the series formerly issued annually by the Commonwealth Economic Committee. Information in the study covers 1962 to 1966, with special reference to changes between 1965 and 1966.

The first part of the book presents a general review of Commonwealth trade in the year 1965-66. It begins with the developments in world trade in this period and then discusses the trends in Commonwealth exports, imports, and trade balances. This is followed by a review of both trade within the Commonwealth and between the Commonwealth and its major regional trading partners. The material is presented concisely, with accompanying tables giving export and import figures.

The second part gives the general economic and commercial picture for the 31 members of the Commonwealth, in chapters varying from twelve pages for the more important Commonwealth traders to four for some of the smaller members. Tables are included.

There is a brief statistical appendix on intra-Commonwealth trade and the particular position of the United Kingdom. Tables throughout the book cover mainly over-all import and export figures and breakdown by product is limited to the four top export and import commodities.

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

Oxford Regianal Ecanamic Atlas: United States and Canada

Oxford University Press. 163 pages. $15.00.

THE BUSINESSMAN tends to think of distance in terms of dollars per ton and the lead-time required for delivery, and he is more concerned with a market for his product or what labour is available than with population as a whole. But he has to step back periodically and see these things in perspective if he is to avoid the dangers of tunnel-vision. He will find this Oxford Regional Economic Atlas a help.

With all the talk of a Great Lakes megalopolis, it comes as rather a surprise to find that the heaviest concentration of population in the United States is still along the east coast, from the north of Virginia to the south of Maine. Urban plans in the Atlas, all drawn to the same scale, remind us that Montreal or Toronto would fit into a corner of Los Angeles, a fact not always obvious to the visitor who arrives by plane and spends a couple of days downtown. Even that speechifiers' cliché, "the emptiness of the Canadian North and the sparse population of the Prairies," comes brusquely to life on a map.

Atlases have a habit of perpetuating out-of-date information, but not this one. Many of the sources are as recent as 1965, and extensive use is made of trade journals and government monographs. (Census details and geological maps appear at infrequent intervals, however, and can only be modified to a limited extent in the interim.) Canadians figure prominently among the authorities consulted—Professor J. D. Chapman of the University of B.C., Mr. M. Marsden of Sir George Williams, and Professor J. W. Watson (formerly of McMaster).

We ourselves were particularly interested in the maps showing solar radiation and growing days; river flow and water use; wood processing industries; electric power generation (indicating the source of primary energy); population growth, and the principal ethnic groups, but all the topics you would expect to find in an economic atlas are there.

The Atlas is a work of scholarship and is beautifully produced. We cannot help wondering, however, if some of the information couldn't have been more effectively presented in tabular form—the use of symbols becomes almost an obsession, a cartographer's *déformation professionnelle*. For example, the air communications map is virtually meaningless to the ordinary reader, but it must have taken weeks to make. Another criticism concerns the physical makeup of the book: there is no easy means of correlating the information on the maps visually. By means of transparent overlays we might be able to see, for instance, how far chemical production coincided with mining or oil refining.

Published by: Oxford University Press, 70 Wynford Drive, Don Mills, Ontario.

Foreign Exchange Rates

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

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

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

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

Country and Currency	Value of Foreign Currency unit in Canadian dollars at December 8	Value of Canadian dollar in foreign currency units at December 8
Algeria		
Dinar	.2202	4.54
Argentina		
Peso (free)	.0031	322.58
Australia		
Dollar	1.213	.8333
Austria		
Schilling	.0418	23.98
Bahamas		
Dollar	1.051	.9515
Belgium and Luxembourg		
Franc	.0218	46.25
Bermuda		
Pound	2.599	.38
Bolivia		
Peso	.0907	11.03
Brazil		
Cruzeiro (official free)	.3995	2.51
Britain		
Pound	2.599	.38
British Honduras		
Dollar	.6498	1.54
Burma		
Kyat	.2267	4.41
Ceylon		
Rupee	.1814	5.51
Chile		
Escudo (bank rate)	.1876	5.33
(free)	.1626	6.15
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	.1630	6.13
Cuba[2]		
Peso	....	....
Czechoslovakia		
Koruna	.1499	6.67
Denmark		
Krone	.1447	6.91
Dominican Republic		
Peso	1.080	.93
Ecuador		
Sucre (official)	.0599	16.67
(free)	.0540	18.45
El Salvador		
Colon	.4319	2.32
Fiji		
Pound	2.480	.40
Finland		
Markka	.2571	3.89
France, Monaco, etc.[3]		
Franc	.2202	4.54
Franco-African Republics[4]		
Franc	.0044	227.79
French Pacific[5]		
Franc	.0121	82.64
Germany		
D Mark	.2711	3.69
Ghana		
New Cedi	1.058	.95
Greece		
Drachma	.0360	27.86
Guatemala		
Quetzal	1.080	.93
Guyana		
Dollar	.5398	1.85
Haiti		
Gourde	.2159	4.63
Honduras		
Lempira	.5398	1.85
Hong Kong		
Dollar	.1781	5.61
Hungary		
Forint (official)	.0921	10.86
Iceland		
Krona (official)	.0189	52.91
India		
Rupee	.1445	6.91

ountry nd urrency	Value of Foreign Currency unit in Canadian dollars at December 8	Value of Canadian dollar in foreign currency units at December 8
ndonesia[6]		
Rupiah	....	....
an		
Rial	.0142	70.42
aq		
Dinar	3.023	.33
eland		
Pound	2.599	.38
srael		
Pound	.3085	3.24
aly		
Lira	.0017	581.86
apan		
Yen	.0030	333.33
enya		
Shilling	.1402	7.13
ebanon		
Pound (free)	.3347	2.99
alaysia		
Dollar	.3527	2.84
exico		
Peso	.0864	11.57
orocco		
Dirham	.2213	4.52
etherlands		
Florin	.3002	3.33
etherlands Antilles		
Florin	.5725	1.75
ew Zealand		
Dollar	1.216	.82
icaragua		
Cordoba	.1542	6.49
igeria		
Pound	2.599	.38
orway		
Krone	.1512	6.61
akistan		
Rupee	.2267	4.41
anama		
Balboa	1.080	.93
araguay		
Guarani (free)	.0086	116.28

Country and Currency	Value of Foreign Currency unit in Canadian dollars at December 8	Value of Canadian dollar in foreign currency units at December 8
Peru		
Sol (free)	.0269	37.03
Philippines		
Peso (free)	.2759	3.62
Poland		
Zloty (fixed basic rate)	.2699	3.71
Portugal & Colonies[7]		
Escudo	.0376	26.66
Saudi Arabia		
Riyal	.2066	4.84
Sierra Leone		
Leone	1.512	.66
South Africa		
Rand	1.512	.66
Spain & Dependencies		
Peseta	.0155	64.25
Sweden		
Krona	.2086	4.79
Switzerland		
Franc	.2502	4.00
Syria		
Pound (free)	.2826	3.54
Thailand		
Baht (free)	.0524	19.19
Tunisia		
Dinar	2.105	.48
Turkey		
Lira	.1200	8.33
United Arab Republic		
Pound (official)	2.483	.40
United States		
Dollar	1.080	.93
Uruguay		
Peso (free)	.0055	185.18
Venezuela		
Bolivar (official free)	.2405	4.16
West Indies		
Dollar[8]	.5398	1.85
Pound[9]	2.599	.38
Yugoslavia		
Dinar (official)	.0864	11.57

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, Comore Islands, St. Pierre and Miquelon.
5. New Caledonia, New Hebrides, French Polynesia.
6. Because of the complexity of the Indonesian exchange rate system, it is impractical to quote a single representative rate for the rupiah.
7. Approximately same rate for Portuguese territories in Africa.
8. Barbados, Trinidad and Tobago, Leeward and Windward Islands.
9. Jamaica.

Marketing Data Sheet

THAILAND

Area

200,000 square miles.

Climate

Tropical, with mean temperature of 85°F. Centigrade scale is used.

Population

Total population was 26.2 million in 1960 census.

	Male	*Female*
15 to 24	3,000,000	3,100,000
25 to 34	2,500,000	2,400,000
35 and over	1,900,000	1,900,000

By 1967, the population was estimated to have risen to 30 million.

Income

In 1966, the gross national product was U.S.$4.3 billion, U.S.$130 per capita. Average hourly wage for skilled workers varies from U.S.$0.30 to $0.40.

Bank Accounts

About 40 per cent of householders in Thailand have a bank account.

Wholesale Sales

Wholesale sales totalled U.S.$744 million or U.S.$25 per capita.

Motor Vehicles

60,000 passenger cars and 72,000 commercial vehicles.

Telephones

At present there are 55,000 telephones but considerable expansion is expected during the next Five Year Plan.

Radio and Television

There are 80 radio broadcasting stations in the country. Metropolitan Bangkok has three FM stations and 30 AM transmitting stations. Radio and television (525 lines) are controlled by the Government.

Water Supply

It is advisable to boil drinking water.

Electric Power

50-cycle a.c. 220 and 380 volts one- and three-phase. There is a ground wire in the three-phase 220/380 distribution system. National capacity is 1,000 million kwh.

Coal

The country has lignite deposits; yearly output is 100,000 tons which is used by power stations.

Gas

Bottled butane is available. There is no manufactured gas.

Petroleum

Small amounts are produced in the north. Exploration is being carried out in the Gulf of Siam.

Weights and Measures

Metric system and local measures.

Screw Thread

Various threads are used.

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