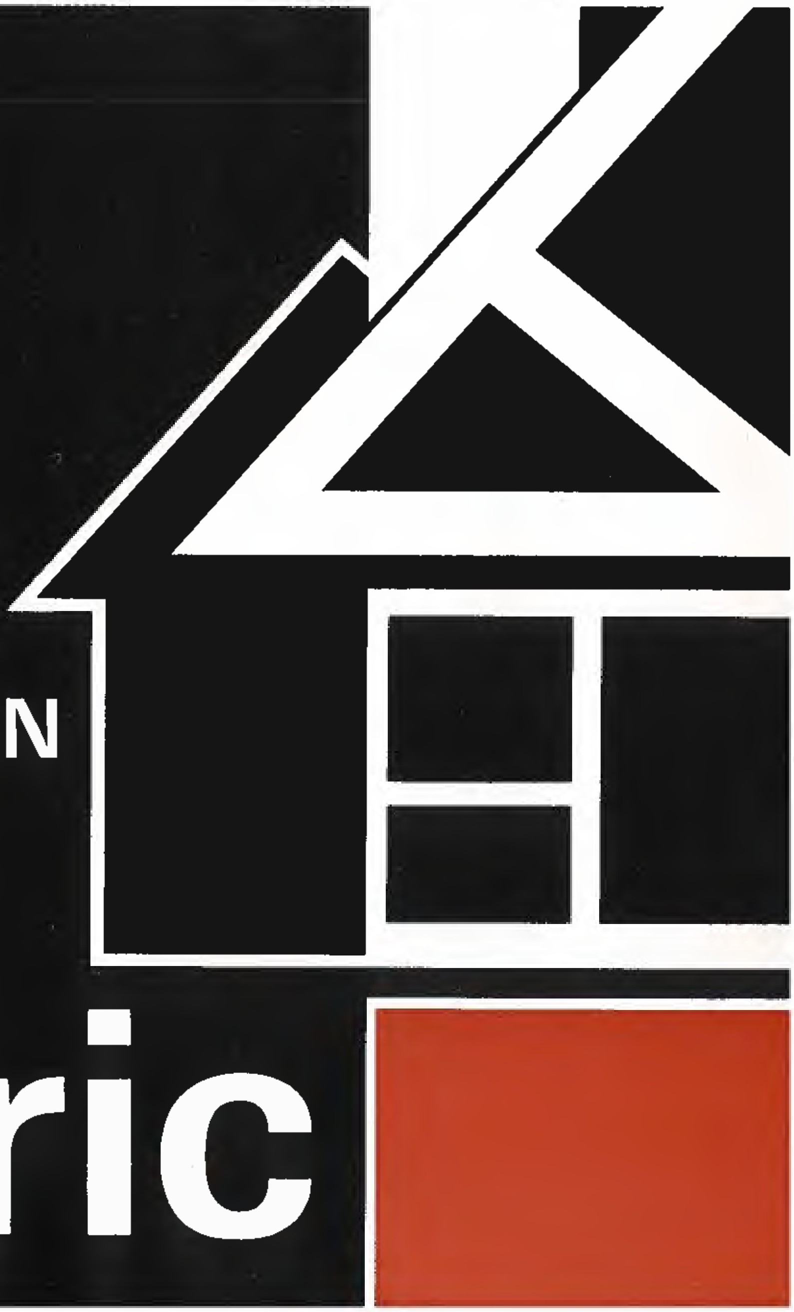
NOVEMBER 9. 68

FOREIGN TRADE

DEPARTMENT OF TRADE AND COMMERCE, OTTAWA



BRITISH CONSTRUCTION INDUSTRY IS GOING metric

IN THIS ISSUE VOL. 130 NO. 10

One of our objectives in putting together each issue of *Foreign Trade* is to present information in such a way that the busy exporter can absorb it quickly. Occasionally we go a step farther. When we publish an article that we feel readers will want to keep, we place it in the center of the magazine so that it can be taken out without ripping pages and spoiling the rest of the issue.

This time the "lift-out" section contains two articles that should have a longer-than-usual life. The first one comes from London and analyzes the impending changeover to the metric system as it affects the building trades. We reproduce the actual time-table that the British construction industry has worked out. This covers far more than lumber and plywood; literally hundreds of products that go into a building are included, down to kitchen fittings and eavestroughs. Exporters to Britain will find that it gives them a thorough briefiing.

When we wrote the first article in our handbook for exporters, *How to Win World Markets,* many months ago, we made the statement that trade statistics put out by other countries were not difficult to obtain and were invaluable in market research. This brought a telephone call from Bernard Ower, the chief librarian at the Dominion Bureau of Statistics. Mr. Ower pointed out that these figures are, on the contrary, hard to come by but that DBS could supply them to interested exporters.

Our Assistant Editor explored the matter further with Mr. Ower and some of his staff and the result was the second article in the lift-out section, detailing the help that DBS is prepared to give to those in search of significant marketing figures. The attached table shows how extensive the Bureau's collection of foreign statistics is and the introduction tells how business can use them in its planning.

Our next issue will probably carry in its central section that indispensable directory, "Foreign Trade Service Abroad." The articles will turn the spotlight on the Commonwealth Caribbean, where the changing economy is dictating changes in the trading pattern.

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Dallas Is the Place to Start ... if you want to sell consumer goods in the Southwest

FRANK M. WEBB
Commercial Officer, Dallas

■ The most important distribution center for consumer goods in the Southwest U.S.—Texas, Oklahoma, Kansas, New Mexico, Arkansas, and the northern part of Louisiana—is Dallas, the focal point for the region. This is a growing market, with a population of over 20 million expanding rapidly and a total personal income of $42.1 billion. About $25 billion, it is estimated, is spent on consumer goods. There is no sign of this spending decreasing and the prospects for Canadian suppliers of apparel, giftware and accessories, toys, sporting goods and foods are excellent.

The claim has been made that Dallas is today the number one gift and accessories market in the United States, number two in toys, men's shoes, women's and men's wearing apparel, and number three in housewares and home furnishings. Until recent years, most professional buyers in the Southwest travelled to Chicago and New York to do the bulk of their purchasing. Now much of that buying is done in Dallas and this tendency is increasing. Approximately 150,000 buyers of consumer goods attend the 17 market shows held in Dallas eacb year and spend some $350 million on merchandise shown.

Here is some market information to guide Canadian producers in various fields who would like to try selling in the Southwest.

The Dallas Trade Mart complex contains over 500 permanent showrooms where qualified huyers in the Southwest can examine merchandise such as lighting fixtures.

Apparel—Because of tbe relatively warm climate, the average consumer in the Southwest prefers lightweight sports and casual clothes, lightweight knits (including polyester knits), and woven cottons and blends for summer wear. The market for heavy winter clothing is strictly limited. Consumers here are fashion-conscious and sophisticated; there are several fine department stores and many specialty shops doing a large volume of business. Price is not necessarily the prime consideration; quality and originality of design are also important.

The appointment of a representative is an effective way to penetrate the market. A large number of these representatives have permanent showrooms in the Dallas Apparel Mart or the Merchandise Mart and there is some advantage in obtaining a representative with these facilities. A number of apparel shows are held throughout the year at the Apparel Mart and Canadian manufacturers should consider participating in tbese either directly or through a local representative.

A point to note is that tags indicating fabric content must be attached to each garment under U.S. laws. Washing and cleaning instructions are not mandatory but it is recommended that they be supplied—most reputable suppliers do this.

Gifts, Accessories and Toys—Probably the best way to sell gifts, accessories and toys in this area is to appoint a manufacturers' agent located in the Dallas Trade Mart complex. Open only to qualified buyers, the building contains 500 permanent showrooms with over 2,500 lines of home furnishings, gifts, accessories, jewellery, toys and housewares. Most of the representatives with showrooms at the Trade Mart travel throughout

THE SOUTHWESTERN CONSUMER MARKET

				States in Dallas Territory*			
		Totals	Texas	Oklahoma	Kansas	Arkansas	New Mexico
Population Jan. 1, 1967	(millions)	18.7	10.9	2.5	2.3	1.9	t.t
Number of households	(millions)	5.5	3.2	0.8	0.7	0.6	0.3
Consumer disposable income 1966	($ million)	39,837	23,486	5,327	5,494	3,443	2,088
per household	($)		7,396	6,640	7,803	5,937	7,506
Totat retail sales, 1966	($ million)	27,621	16,969	3,538	3,410	2,468	1,236
food	($ million)	6,121	3,864	794	688	504	290
general merchandise	($ million)	2,922	1,835	385	354	220	127
apparet	($ million)	1,552	993	211	153	129	67

* Figures do not include entire Dallas market trading area.

the Southwest and some cover an even wider area. They are continually searching for good lines, particularly unique or original ones. Market shows held each February, July and September attract several thousand exhibitors and should be considered as an effective means of tapping the market.

Sporting Goods—With plenty of open space, abundant hunting and fishing areas, recreation facilities and a warm climate, sports play a major role in the life of the Southwesterner. As a result, certain types of sporting goods sell extremely well. Canadian producers of equipment for hunting, fishing, camping, archery, swimming, golf, baseball, boating, and other sports have good prospects.

Most sporting goods are sold through manufacturers' agents, although some, such as boats and associated equipment, are often sold direct to retail outlets. Most representatives and buyers from the Southwest will attend the National Sporting Goods Association Convention and show which is to be held in Houston for the first time in January 1969. This would be an excellent starting point for Canadian suppliers interested in this market.

Food Products—Several Canadian food companies are already selling in this area but the market has gone virtually unnoticed by the majority of Canadian food producers. Practically all kinds of food products and gourmet foods are in demand and cheese, canned hams, canned and processed foods, and canned or frozen fish products sell well. The growing sophistication of consumers makes them particularly receptive to imported foods. Unique or high quality items will often sell regardless of price.

The majority of food lines are sold through brokers and this approach is, in general, recommended. The appointment of brokers should be done carefully, bearing in mind that some tend to specialize not only in certain lines but also in types of market; some sell only to retailers and others sell to wholesalers, distributors or institutions. A broker's relations with a particular supplier are not necessarily continuous or exclusive and, conversely, a supplier may work through several brokers in the same territory.

Canadian exporters must secure product, packaging and labelling approval from the U.S. Food and Drug Administration before shipping to this market. (For detailed information on this, see the October 28, 1967, issue of *Foreign Trade.*)

In selling any product to the United States, it is advisable to obtain a binding tariff ruling from the United States Customs. The United States Division of the Office of Trade Relations in the Department of Trade and Commerce, Ottawa, can help in securing this.

Initial Approaches

There is no satisfactory substitute for a personal visit and on-the-spot study. If such a visit is not possible, however, the market need not be neglected. The potential should be surveyed and the Dallas office can provide useful data on buying trends, market characteristics, taste and style preferences, and competitive prices. If we consider that there is a market for the product, we can recommend the most appropriate distribution channels and suitable agents, brokers or representatives.

In approaching us for assistance, an exporter should supply the following information: f.o.b. and c.i.f. prices in U.S. dollars; descriptive literature or catalogues; samples, if appropriate; minimum order requirements; delivery capabilities; terms of payment and discounts, and information on existing distribution outlets in the United States. Once we recommend potential representatives, they should be contacted immediately to ensure their continued interest. We should be kept informed of negotiations or arrangements in case follow-up is required.

Many exporters have benefited from participation in the numerous trade shows held in the Southwest. It is a good way of getting a better appreciation of local market conditions and of making valuable contacts with buyers, brokers and manufacturers' representatives. As an alternative, private showings in the attractive display room at the Consulate in Dallas are also effective.

Mail to Sao Paulo

■ W. G. Huxtable, Consul and Trade Commissioner in Sao Paulo, Brazil, advises businessmen to send only letters to him at tbe Canadian Consulate address: Caixa Postal 6034, Edificio Scarpa, Avenida Paulista, 1765, 9 andar. To ensure prompt arrival of parcels of any kind, the sender should consult Mr. Huxtable first about the method to use.

Germany: Bright Outlook for Imports

Here's a good market for chemicals specialized machinery consumer goods

G. A. BROWNE
Consul General, Duesseldorf

■ With all sectors advancing in the first half of 1968, the German market is now well out of the stagnation which characterized 1966-67. On the strength of improvements in the first quarter, market-watchers forecast an increase of 5 per cent in the GNP for 1968. The recovery is based chiefly on the production and capital goods sector; a more gradual expansion in the consumer goods field is expected to follow. Prices, which have reflected the recessive trend of the past two years, are expected to rise somewhat by the end of the year as a result of the 1 per cent increase in the value-added sales tax from July 1st. Wage adjustments, which are expected to be larger as the upswing progresses, will also contribute to rising prices and may help to take the edge off the buyer's market in most branches of trade.

Prospects for Imports

The Kennedy Round cuts, 40 per cent of which took effect on the Common Market's external tariff on July 1st, will in most cases offset the harmonization increases in the German national tariff on the same date and will be a factor in the 10 per cent increase forecast for Germany's imports this year.

Although the proportion of manufactured goods in Germany's total exports is comparatively high, imports of manufactures are also high and in 1968 may reach $11 billion. Chemicals and fully manufactured products have shown the greatest sustained growth. Chemical imports have increased notably this year and the table shows in what areas these increases are concentrated.

The variety of imported machinery and equipment, components, assemblies and end-products is quite amazing. Early 1968 figures showed increases in Germany's imports of cigarette papers; coated and impregnated fabrics; sheet and safety glass; wire screens and gauze; new and sophisticated equipment for building and construction, processing and packaging, and for the metalworking, plastics, automotive and electrical industries (particularly switchgear and micro-electronic parts). There was a rising trend too in imports of medical and scientific apparatus and equipment and instrumentation.

There are also many opportunities for exporters to sell consumer goods in Germany. The biggest German department store firms carry between 60,000 to 90,000 articles on inventory. In most of these lines domestic suppliers predominate but if an imported article offers something new in design or function, is better or (occasionally) cheaper, the import divisions of these groups' central purchasing directorates are always interested.

Good Agents Scarce

In the highly developed, highly competitive German market—the biggest in Europe for Canadian exporters—chances of success can often depend on the method of sale and the channel of distribution used. In equipment, machinery or materials sold to industry, a good local representative or manufacturers' agent is nearly always a prerequisite. The central association of manufacturers' agents—Centralvereinigung Deutscher Handelsvertreter und Handelsmakler-Verbände (CDH)—has a membership of about 30,000 but only 4,000 are believed to be active in foreign representation. Less than half of these maintain consignment stocks but most have communication and transport services to cover their part of the market. It follows that reliable, experienced, well-established agents are at a premium and will only sell their time and market knowledge for a reasonable return.

The number of importer/wholesalers or import distributors is smaller, but they sometimes offer a more immediate sale. They may absorb the agent's commission or some part of it in addition to their markup, but whether they can be expected to represent the foreign seller as exclusively as an agent does largely depends on the firm and the product.

In recent years, the desire for instant sales without the cost of agent's and wholesaler's commission has caused many sellers to approach department-store chains direct. Of the five major companies in this field in Germany, four have an annual turnover of half a billion dollars or more. Besides these vertical organizations there are about a dozen buying groups purchasing centrally for co-operating retailers of consumer durables, soft goods, household goods and hardware, textiles and leather goods, tools, appliances, housewares and furnishings, etc. The Canadian Consulates General at Duesseldorf and Hamburg and the Commercial Counsellor at the Canadian Embassy in Bad Godesberg will send a list of these chains

This plant at Ludwigshafen produces intermediates for plastics and synthetic fibres.

on request. These organizations represent great purchasing power and are very price conscious. The establishment of successful and continuing sales to them entails numerous problems, some of which smaller suppliers may have difficulty in surmounting.

The expansion of retail chains and self-service retail centers in Germany (a considerable number are now building or projected for the immediate future) offers opportunities to suppliers of merchandising aids, store equipment and decor.

Go to the Fair

The Canadian firm interested in the German market for manufactured goods must have a detailed knowledge of the potential for its products and, most important, the governing price range. It can obtain this information in general terms from the Canadian offices at Duesseldorf, Hamburg and Bad Godesberg. Where possible, the Canadian exporter should obtain the information he needs at first-hand through personal visits to trade contacts in Germany (the Consulates can arrange appointments). His visit should preferably be timed to coincide with the appropriate German international trade fair. The fair gives a unique view of the product's whole field and all aspects of the competition. When he is convinced that his product has a place in the market, the exporter should arrange to exhibit at the fair when it is next held. Buyers and agents from all Europe and overseas regularly attend the major international fairs in Germany. Fairs held during or scheduled for the last part of 1968 are:

7th IKOFA—International Exhibition of Groceries & High-Class Provisions
Munich Sept. 21-29

PHOTOKINA—World Fair of Photography
Cologne Sept. 9-Oct. 10

INTERKAMA—4th International Fair for Instrumentation, Electronics & Automation with Congress
Duesseldorf Oct. 10-15

79th IGEDO—International Fashion Fair
Duesseldorf Oct. 27-31

20th INTERSTOFF—Trade Fair for Clothing Textiles
Frankfurt Nov. 11-22

Half a million people come to see fairs like DRUPA, PHOTOKINA and KUNSTSTOFFE so accommodation must be booked well in advance. Interested Canadian firms should write to the Bad Godesberg, Duesseldorf or Hamburg offices for details of these and other fairs, indicating what kind of assistance they need.

Germany Will Import More of These Chemicals in 1968

- Inorganic chemical elements, especially lithium, selenium and silicon
- Anhydrides, fluorides and oxides of aluminum and nickel
- Carbonates and cyanides of beryllium, cobalt, lithium, potassium and sodium
- Barium and copper sulphates
- Chromates and silicates of barium, lead and zinc
- Selenium and tellurium salts and precious metal amalgams
- Natural and enriched uranium and thorium scrap
- Radioactive isotopes
- Non-ferrous carbides
- Styrene
- Xylenes
- Trichloromethane
- Halogen derivatives
- Synthetic hormone preparations
- Fatty acid salts
- Aromatics and amino alcohols, aldehydes and phenols
- Lecithins
- Thiocarbonates
- Melamines, pyridines and lactates
- Isopropylene
- Vitamins
- Sulphamides and other surface active agents
- Enzymes and alkaloids
- Antibiotics, including retail packs
- Nitrogenous fertilizers in 20-pound-retail packs
- Colors, dyes, lacquers, pigments and artists' paint sets
- Essential oils

90515—2

What's the market for . . .

Foodstuffs in the Netherlands Antilles

J. E. KEPPER, *Assistant Commercial Secretary, Caracas.*

The six islands of the Netherlands Antilles imported foodstuffs worth approximately $30 million in 1966, although they have a population of only 210,000. Well in the lead were flour, beef and veal, chicken, poultry feed, sugar and potatoes, as well as tropical products like coffee. For full details of these imports, see Table II. Canadian food imports into this market represented about 4.8 per cent of the total; the leading ones are given in Table I.

Products imported for the local market must be competitive. Until lately, brand loyalty was a large factor in sales but the recent advent of television advertising has changed this. In fact, most importers ask for an advertising allowance if a product is new to the Antilles market. In general, Canadian goods enjoy a good reputation and are competitive in price in most areas. But they are not as well known because of lack of exposure.

Most importers feel that they must deal in a wide range of products to compete because they serve a small market and cannot order in large and relatively economic quantities. Therefore, the exporter who can supply a wide range of goods from one source makes it possible for the Antillian importer to import less frequently and in more economic lots. Canadian export agents should be able to offer this broad range. One of the major obstacles for Canadian suppliers to Curacao and Aruba is the lack of shipping services and the somewhat higher cost of shipping small amounts to a relatively small market. In spite of these difficulties, Canadian exports to this market are growing.

The import duty on foodstuffs ranges from free for such items as potatoes, margarine and salt fish to 4 per cent ad valorem for sugar confectionery and chocolates, but the most common rate of duty is 4½ per cent ad valorem. In general, cigarettes and tobacco, fruit and alcoholic beverages are assessed at much higher rates than 4½ per cent but on the other hand, commodities for agricultural, commercial and industrial development, as well as certain foodstuffs, come in duty-free. Because there are no customs duties for the islands of St. Maarten, St. Eustatius and Saba, this information on duties applies only to the islands of Curacao, Aruba and Bonaire.

Catalogues, price lists and advertising material are admitted duty-free. Dutiable goods entering the Netherlands Antilles are subject either to ad valorem duties or to specific duties levied on the net weight. The basis for charging ad valorem duties is the value of the goods proper, without outer packaging, at the place of manufacture. It is advisable to show this value separately on the commercial invoice because otherwise importers may be required to pay duties on the f.o.b. or even c.i.f. price which could make the difference between being competitive or uncompetitive.

There are no specific consular requirements but commercial invoices should be completed in triplicate showing weight, sizes, value, and country of origin. All weights should be given in the metric system. There are no regulations in force in the Netherlands Antilles about how trademarks should appear on the goods, but other aspects of trademarks are governed by the Trademark Act of the Netherlands Antilles 1961. Canadian exporters are encouraged to follow the importer's instructions for labelling and documentation. Air and parcel post shipments are governed by the same regulations as maritime shipments. Import licences are not required.

The only supermarket products produced on the islands are beer, liqueurs, ice cream and some milk products, cigarettes and soap. The range of small industries and their production are gradually increasing but foodstuffs must still be imported.

There are a number of well-established and well-organized import houses in Curacao and Aruba which buy from a world-wide network of suppliers. Most importers in Curacao and Aruba have branch offices in other islands of the Netherlands Antilles and all can usually be serviced through one office.

The Netherlands Antilles is a very pleasant place to do business and business visitors will find themselves welcome. There is a great need for salesmen who travel in the Caribbean area to call on these islands. They should be well equipped with samples, pamphlets and c.i.f. price quotations. Any visitor will enjoy the tropical but pleasant climate and the excellent hotels and beaches of Curacao and Aruba. Whenever you can go is the ideal time to visit. Many cruise ships on voyages of more than ten days include Curacao among their ports of call. Or you can fly via New York on either Pan American World Airways or KLM Royal Dutch Airlines. Pan Am has almost daily flights; KLM flies three times a week to Curacao and three times to Aruba. You require only your passport and a smallpox vaccination certificate to enter.

Information on import duties or on the market in Curacao and Aruba may be readily obtained from the Commercial Counsellor, Canadian Embassy, Apartado del Este 11452, Caracas, Venezuela, or from F. W. van Ramshorst, Secretary, Chamber of Commerce and Industry, P.O. Box 10, Curacao, N.A., or A. Polvliet, Secretary of the Chamber of Commerce and Industry, P.O. Box 140, Aruba, N.A.

TABLE I

CHIEF CANADIAN FOOD EXPORTS TO THE NETHERLANDS ANTILLES

	1965	*1966*	*1967*
		(*Cdn.$*)	
Fancy meat	18,522	18,112	10,959
Sausage	15,271	25,388	32,761
Cod, boneless	32,453	27,260	48,633
Pickled salmon	18,659	16,178	5,530
Canned salmon chum	97,164	29,265	41,449
Canned salmon pink	8,537	46,196	96,460
Canned sardines	66,100	74,238	68,887
Skim milk powder	2,287	10,125	74,060
Malt	5,120	29,349	37,173
Flour	619,737	343,011	344,846
Fresh apples	25,437	6,540	10,594
Sugar	809,324	582,666	595,129
Food preparations	45,440	36,740	72,162
Whisky	57,656	39,286	40,165
Dog and cat feeds	—	11,796	18,448

TABLE II — FOODSTUFFS IMPORTS INTO THE NETHERLANDS ANTILLES

N.A. Classification No.	*Product*	*Value 1966 (Cdn.$'000)*
011100	Meat: beef & veal	1,520
011210	Meat: mutton	56
011220	Meat: goat	125
011300	Meat: pork	1,121
011410	Meat: chicken	1,194
011490	Meat: fowl	29
011890	Meat n.e.s. (all this meat is fresh, frozen or cooled)	38
012110	Ham and bacon	199
012120	Porkmeat	299
012910	Beef & veal	112
012990	Meat and organs, n.e.s.	26
013300	Extracts and juices of meat (all this meat is salted, dried, smoked, airtight packed or not)	36
013410	Sausages, airtight packed	287
013420	Sausages, not airtight packed	559
013810	Ham, boiled, airtight packed	406
013820	Corn beef, airtight packed	285
013890	Meat products, n.e.s. (airtight packed or not)	345
022110	Condensed milk without sugar	630
022200	Milk & cream powder (including buttermilk & skim milk)	1,124
023000	Butter	411
024000	Cheese	646
025010	Eggs, chicken	151
031100	Fish, fresh, frozen, cooled	358
031200	Fish, salted, dried, smoked	216
031300	Shellfish, frozen, salted, cooled, dried or fresh	179
032011	Sardines in tins	116
032012	Salmon in tins	179
032019	Fish, airtight, n.e.s., and fish products, airtight or not, n.e.s.	152
032020	Shellfish & molluscs, prepared or conserved	52
042200	Rice, polished, including broken	1,061
044000	Maize, not ground	54
046000	Flour, wheat & mixed	1,504
047022	Flour of (maize) corn	446
047029	Flour & grits of grains n.e.s.	8
048110	Flour & other products of grain not prepared	82
048120	Cornflakes, popcorn, etc.	13
048200	Malt & malt meal	51
048300	Macaroni, noodles, etc.	46
048419	Biscuits, including crackers	168
048421	Biscuits, fine	242
048429	Confectionery products, fine, excl. with meat or fish	90
048820	Babyfood, of meal, pulp or malt extract	112
051110	Oranges	286
051310	Bananas	172
051320	Bananas to fry or cook	103
051400	Apples	280
051500	Grapes	95
051920	Pears	42
051930	Cherries, prunes, peaches, apricots	53
051950	Avocado, mangoes, pineapple, (guayave) guava	72
052000	Dried fruits, e.g. currants and raisins	96
053200	Fruits, fruit skins and parts of plants in the form of maraschino-type fruits, aromatized or not	25
053310	Applesauce	44
053390	Jam, marmalade, fruit jelly	82
053510	Fruit juices	489
053590	Juices of fruits and vegetables, concentrated n.e.s.	50
053910	Nuts, prepared or conserved	94
053990	Fruits, prepared or conserved, n.e.s.	236
054100	Potatoes	619
054200	Dried legumes	204
054400	Tomatoes, fresh	97
054510	Onions, shallots	117
054520	Garlic	29
054590	Vegetables, fresh, n.e.s.	288
054610	Vegetables, frozen	77
054840	Hops	7
055510	Pickles	76
055521	Tomatoes in tins	57
055522	Tomato paste	109
055523	Tomato juice	8
055529	Vegetables, conserved or prepared, n.e.s.	476
061100	Sugar, cane and beet, not refined	25
061200	Sugar, cane and beet, refined	694
061900	Sugars and syrups, n.e.s., e.g. glucose, lactose, maltose	45
062010	Sugar confectionery and sweets	405
071110	Coffee, unroasted	3,383
071120	Coffee, roasted	141
071310	Coffee extract, powder	309
073010	Chocolate & chocolatework	170
073090	Foodstuffs with chocolate	53
074100	Tea, n.e.s.	158
075000	Spices	117
081010	Poultry feed	842
081020	Dog food & cat food	115
081090	Animal feed n.e.s.	182
091300	Lard	127
091410	Margarine	545
091420	Artificial lard	124
099030	Mustard	7
099041	Mayonnaise	66
099042	Tomato ketchup and sauce	184
099049	Sauces & aromas n.e.s.	178
099051	Soup, powder or solid	133
099052	Soup, liquid	229
099062	Yeast	42
099070	Vinegar and its essences	20
099091	Peanut butter	87
099092	Corn, including corn on the cob	18
099093	Cream in powder for pudding and ice cream	165
099094	Powder for lemonade	206
099095	Concentrated extract for the manufacture of lemonade ade	87 87
099096	Complete meals	73
099099	Other foodstuffs n.e.s.	61
	Total	**28,102**

90515—2½

Catering Equipment in Sweden

NORMAN PARSONS
Commercial Assistant, Stockholm

■ Wine and spirits used to be rationed in Sweden but they could be obtained in restaurants if they were served with food. This solved the restaurateur's problems: he had a queue outside his door, whatever the standard of his cuisine. Since the abolition of liquor rationing in 1955, the restaurant business has not expanded, either in scope or in profitability. Now, however, all in the trade are forecasting an upsurge in the immediate future. Demand is bound to increase with today's higher standard of living and the trade is developing a better attitude towards sales and service. This will mean that more efficient production methods must be introduced with the disappearance of the multiplicity of small units. Purchases of catering equipment have in fact doubled over the past five years —to some $30 million—and provide a measure of the opportunities in Sweden for marketing it.

Just under eight million Swedes ate over a billion meals at 34,000 establishments in 1966; this number is expected to double in a few years' time. Restaurants, snack bars and semi-permanent hot dog stands accounted for 40 per cent of the meals served, schools, hospitals and other institutions for another 40, and factory, office and military canteens for the remainder. By value, hospitals, schools and other public institutions are the most important caterers but they buy mostly Swedish equipment. The 1,000 licensed restaurants account for half the total consumer expenditure of $400 million a year and they are also the biggest buyers of imported equipment.

Sweden has few of the Canadian counter-type soda-fountain restaurants; the great bulk of Swedish standard restaurants and cafés have self-service, with customers picking up their food at a counter and carrying it on trays to a table.

Labor costs are as high in Sweden as in Canada and 60 per cent higher than in other European countries such as Britain. Labor-saving methods are therefore a prime characteristic of the new types of restaurants. To reduce labor in serving patrons, greater use is made of self-service. To reduce labor in the kitchen, as much food as possible is supplied ready-cooked. It may be quick-frozen in a factory and then defrosted in electronic or convection ovens in the restaurant. A more direct method, without defrosting and reheating, is for food to be prepared in central factory-kitchens serving a fixed group of restaurants and cafés, packed in insulated canisters, and distributed for consumption within four hours or so. Few new kitchens serve only one restaurant. Even a first-class restaurant is likely to have satellite self-service restaurants supplied from the same kitchen.

Chains of restaurants are being built up for normal everyday eating. They are standard in the sense of having a limited menu supplied from a central kitchen but are by no means uniform or primitive. Indeed, individual atmosphere is practically as important here as in the more expensive restaurants. Most of them use self-service but often only for drinks and courses before and after the main dish which, though ordered by pressing a button on a central menu board, may be served by a waitress. These restaurants usually have at least 120 seats with eight kitchen staff and eight waitresses. An example of the effort that older restaurants are making to gain a new face is the current wave of investment in pubs serving beer and sandwiches on what are considered to be British lines.

Because they are less efficient, small independent family restaurants seem likely to share the fate of small family grocers, which now have little independence within the wholesale organization supplying them. Independent businesses are still by far the biggest restaurant market but the expansion is centered in the chains. The biggest of these are the state-owned Centralbolaget, the co-operative Reso Chains, and Ica-Restauranger, a subsidiary of the Retail Grocers' joint purchasing organization. Factory and

Licensed restaurants are the biggest buyers of imported equipment. This steak house in Stockholm, one of a chain, bas an American gas-fired grill (background, center).

office canteens, which are operated by restaurant caterers such as Ica-Restauranger, are expanding. The railway restaurants and the department-store chains, (Domus, Epa and Tempo) are also important.

Promotion

How can an exporter reach the trade in Sweden? The major wholesalers and buying groups send representatives to Hotelympia in London and Equip-Hotel in Paris, but the best exhibition for those seriously interested in contacting Swedish buyers appears to be Resta, which takes place next in Malmö in October 1969. Advertising is also essential; cost of a full page in a trade publication averages $150 and a front page three times as much. Sales efforts need to be timed several years ahead of actual delivery, especially when equipment is for hospitals and other public institutions.

Distribution Chonnels

It is not only the type of restaurant that has changed in recent years but also the channels of distribution. The overwhelming bulk of equipment is still Swedish, now largely distributed and serviced by Electrohelios, part of the Electrolux group. Imports have been largely concentrated in the hands of three full-range distributors. The biggest is NK-Inredning; Juno and Schaub are smaller but very active. Then there are a score or more agents handling only a few pieces of equipment, including three subsidiaries of foreign suppliers. It is important to choose a distributor who can stock spares and service the whole country because kitchen equipment receives rough handling. Direct sales are rare.

Opportunities for Conodions

Swedish caterers can get most of their requirements from Swedish manufacturers. They are apt to feel that with a local supplier they will have few problems with spares and service and none with Sweden's exacting electrical, hygienic and other regulations. Imports mean risking delay in servicing and the repairing of equipment, so caterers will only look abroad when the imported product embodies a new idea—some feature that cannot be obtained in Sweden and that justifies the risk. Even then, they may only buy if there is a good distributor. Imports consist largely of non-standard machines that Swedish manufacturers cannot make because the home market is too small, or of machines with some improvement not yet incorporated by local manufacturers, or equipment in special sizes. There is also a demand for imported equipment that meets a new fashion, such as the current one for pubs and steak bars. Accessories that are fun and lend atmosphere and interest present further opportunities.

The Swedish catering business is currently experiencing expansion and change. It is not an easy market for casual sales, but offers opportunities to Canadian companies that have new or non-standard products meeting Sweden's special requirements and are backed by a country-wide service organization and a long-term marketing plan. For details on buyers and distributors and the prospects for particular types of equipment, write to the Trade Commissioner's office in Stockholm.

Food (institutional) in Michigan

P. J. WRIGHT
Commercial Officer, Detroit

■ The institutional food industry is experiencing the most rapid development in its history. There are now 17,000 outlets, including 7,000 restaurants, in Michigan alone, a state with a population of some 8.5 million. To give some idea of the size of this market, the ten largest food-service institutions with headquarters in Detroit together accounted for food-service business of $222 million in 1967.

Selling to this industry requires some knowledge of trends in food service. One of these is the increasing use of commissaries. A commissary is a centralized kitchen which prepares great quantities of foodstuffs for distribution to satellite kitchens in cafeterias or restaurants. These commissaries use more specialized foodstuffs (frozen, dehydrated and processed foods) as well as advanced methods such as portion control, packaging, and advanced cooking techniques to provide this greater volume of prepared meals. In short, the commissary has accelerated the trend to convenience by utilizing improved facilities and advanced technology in the preparation of foodstuffs. Thus the current demand for convenience is being satisfied by a parallel development in the means of providing it.

The Institutional Wholesoler

Responsibility for supplying the commissaries and other food-service institutions rests with the institutional food wholesaler, whose specialized function relates to food-service institutions exclusively. He usually obtains his supplies from the food broker who, generally speaking, is the established agent for producing companies interested in this market. He makes his sales through regular, frequent and aggressive promotion among the institutional food wholesalers and by providing them with good service. Unless a Canadian producer is able to provide sales coverage from within his company, he is best advised to select a broker, preferably located in this area, to represent his products. The Consulate can put interested companies in touch with successful brokers.

Examples of the size of orders placed by these wholesalers illustrates the importance of reliable and capable representation. A leading Detroit wholesaler regularly purchases 35,000 cases of processed potatoes (granules), with delivery over a one-year period. These potatoes are in cases of 6 No. 10 cans, totalling 42 million portioned servings. It is customary for another to place orders for cheese calling foı delivery of 40,000 pounds. These orders, although they include a variety of product packages, are placed with single suppliers regularly and frequently over any given year. An order was placed through the Consulate with a Canadian supplier for cheese in these quantities, with the suggestion that the Canadian work out an arrangement for packaging the various sizes with a U.S. firm if assistance in packaging proved necessary. An Ontario supplier of canned pears was recently successful in obtaining an order for 10,000 cases of Canadian pears. These were supplied to an institutional wholesaler for delivery direct to a food-service organization.

Canadian companies contemplating entry into this market could benefit by observing the success achieved by suppliers of Canadian fish. Perch, flounder, cod, haddock, salmon, and halibut are in regular demand in quantity by large fish wholesalers in Detroit. In addition, and surprisingly perhaps when one considers the national baking companies located in this area, there is currently a strong demand for Canadian sweet biscuits.

Clearly, it is the institutional food wholesaler who moves foodstuffs in a hurry and it is to these firms that Canadian suppliers must make sales if they are to succeed in this large market.

Requirements for Admission

To prepare adequately for this market, the Canadian exporter should consider U.S. government regulations as well as business requirements. This includes a knowledge of U.S. tariffs as they apply, of U.S. Department of Agriculture quotas and gradings, and of label requirements of the American Food and Drug Administration. All food items are listed in the U.S. Tariff Schedules. For example, the duty on pears is 19½ per cent, on prepared beef in airtight containers 13 per cent, and on chickens two cents each. Quotas apply to imports of potatoes, cheese, tomatoes, cauliflower, celery, cucumbers, eggplant and lettuce, to mention a few. Labelling requirements* specify that the product must be clearly described on the principal display panel and in the lower 30 per cent, unless the label is less than five inches square. Knowledge of these factors is necessary in preparing a price structure and sales program for this market.

Know the Market

A knowledge of the buyers, their habits and purchasing practices is also essential. Here is a guide to the eight largest food-service institutions with headquarters in Detroit. Their combined food-service sales totalled U.S. $222 million in 1967.

Greyhound Food Management Inc.—1967 food service U.S.$115.8 million; units controlled 510. It purchases through a committee, under the vice-president of purchasing, which decides on an item for the chain. Once a decision is reached—on the selection of a brand of canned tomatoes, for example—all Greyhound outlets are instructed to use this brand and the producer or broker arranges with the wholesalers in the regional areas to stock and supply the local requirements. Purchasing is done through E. Bartoletti, Vice-President Purchasing, 2301 W. LaFayette, Detroit.

S. S. Kresge Company—Food service in 1967 U.S.$52.3 million; units controlled 886. Purchasing is the responsibility of the regional manager and purchasing director who decide on product lines which are automatically supplied to Kresge restaurants. Their addresses: S. D. Langworthy, Central Regional Food Manager, H. A. Seigal, Director of Food Operations, 2727 Second Avenue, Detroit.

Detroit Board of Education—1967 food service U.S.$14.2 million; units controlled 150. Purchasing is done directly by U. St. Germaine, Purchasing Agent, 5057 Woodward Avenue, Detroit, and exclusively from local purveyors. This could, however, include Canadian products.

Al Green Enterprises Inc.—Total food service in 1967 U.S.$11.2 million; units controlled 62. Purchasing is done through the director of purchasing, together with the director of standards: R. C. Lange, Director of Purchasing, Mrs. Barnes, Director of Standards, 1200 Sixth Avenue, Detroit.

City of Detroit—1967 food service U.S.$9 million; units controlled 39. Purchasing is done through Richard Kelly, Director, Department of Purchases and Supplies, 2 Woodward Avenue, Detroit. The Department buys by commodity area, each supervised by a buyer, through bids regularly announced and circulated among the trade. Single orders for supply placed at harvest time and calling for year-round drop shipments are characteristic of this organization.

Cunningham Drug Stores—Total food service in 1967 U.S.$9 million; units controlled 185. Purchasing is done entirely through the Director of Food Operations, Stanley Meredith, located at 1927 12th Avenue, Detroit.

J. L. Hudson Company—A total of U.S.$5.5 million was the 1967 food service volume; units controlled 20. The firm has a corporate buyer as well but with a department-store complex that includes a central bakery, candy manufacturing and frozen food processing centers, the industrial restaurant managers are given wide discretion. They purchase over 50 per cent of their requirements. Currently there is a request from this company for Canadian sweet biscuits.

Fred Sanders Company—Food service U.S.$5 million in 1967; units controlled 57. A confectionery landmark in Detroit, it has a central bakery and candy-making establishment, supplying great numbers of supermarket stores in this area. It supplements this with restaurant confectionery service in its stores. Paul Boney, Director of Purchasing, 100 Oakman, Highland Park, Michigan, does the buying from local institutional wholesalers.

Be a Promoter

Introducing a new item, distributing it and promoting it is often a challenge to sales ability. It requires the best advice obtainable from those successful in and nearest to the market. In this, a good broker and the Consulate staff can assist you greatly. Advertising, for instance, is a matter for consideration in this competitive market. Retail merchants consider radio advertising important in reaching the household buyer, whereas buyers for food-service institutions call for a much more selective approach. In fact, in some cases advertising pieces to reach them must be

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*For information on the labelling regulations, see *Foreign Trade* of October 28, 1967, "U.S. Announces New Labelling Regulations".

custom-tailored, with the wholesaler delivering the advertising pieces together with the order. In other instances, advertising is most effective through trade journals: *Food Service* or *Michigan Restaurateur* are examples of magazines with selective circulation.

The quality of Canadian products is usually good but this needs to be advertised and promoted. Let the buyers know that they buy quality when they buy Canadian. This is often a deciding factor and definitely a determining factor with a buyer who is answerable to internal management and wants to avoid criticism for purchasing products of poor quality.

Work with your broker and particularly with his sales staff responsible for your product. Be prepared to do the introductory sales work with him, such as accompanying him on key calls if your presence is considered helpful. Plan the approach and early development work—this is probably your most productive homework. Acquaint the buyer with the advantages of buying your product. Keep in mind that a new approach need not be totally new—it need only look new to the buyer. Your product must have visual appeal and there should be incentives for quantity purchases. Assure buyers that you have the ability to handle large-volume orders and cite examples of your success in the Canadian market.

The Consulate staff will gladly guide you and assist in bringing your product to the market with the greatest impact.

Agricultural Machinery in California

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

■ California, as the leading agricultural state in the United States, with 1966 cash receipts of U.S.$4,078 million, produces virtually every type of crop and livestock. The ten leading agricultural commodities in California, in terms of cash receipts, are cattle and calves, dairy products, chicken eggs, cotton (lint and seed), grapes, tomatoes, lettuce, oranges and peaches. The state also grows numerous other crops of substantial size, and in fact is the number one producer in the U.S. of no less than 45 distinct crops.

Demand for Machinery

California's agricultural industry uses a substantial amount of farm equipment and machinery. According to a University of California report produced in 1963, the state used 104,597 wheel tractors, 42,793 crawler tractors, 131,019 motor trucks and 9,169 combines in 1959.

Large producers such as International Harvester and Massey-Ferguson are well known in California and Canadian-made machinery is found in every county. None the less, this enormous market provides even more opportunities for Canadian short-line producers interested in expanding into this part of the U.S. Canada's reputation for good equipment and quality can be used to good advantage by Canadian producers who are willing and able to meet the particular demands of the California market.

Major Production Areas

Farm land in California is divided into eight crop districts and the total area, including both irrigated and non-irrigated, exceeds 12.8 million acres. The Sacramento Valley and the San Joaquin Valley are two of the major crop districts which fall within the territory of the San Francisco office. These two valleys have a total of over eight million acres of crop land, with about 6.7 million acres under irrigation. The leading agricultural county of Fresno in the San Joaquin Valley had 1966 cash farm receipts of over U.S.$452 million. It is interesting to note how this farming differs from that in other parts of the U.S. and it is especially important to study the characteristics of farming in California. Canadian manufacturers planning to market equipment in this area should certainly be aware of these.

What Is Needed

California farming has three characteristics of major importance. The first is that farms are already large and are getting larger. The average California farm today totals 458 acres and is valued, with buildings, at over $216,000. The second is intensity. Because of the climate, it is possible to produce more crops per year than in many other areas of the U.S. The third and equally significant factor is irrigation. Irrigation is vital because much of the state's most productive farming land receives 15 inches or less of rainfall a year.

What are the implications of these factors? As one example, intensive farming means a demand for rugged equipment. A given piece of machinery is probably going to be used far more in California than it might be on the Prairies or on a small farm on the East Coast. The trend to larger and larger farms has paralleled the tendency to great mechanization. With a bigger investment, much more specialized equipment is being used. Farming in California is considered to be very progressive and, in fact, all the major farm machinery producers have test facilities there to establish whether new equipment will be acceptable.

What does irrigation and high intensity in farming do to the demand for equipment? Differences in cultivation conditions change demand. For example, grain augers are large sellers outside of California but they sell poorly in this area because grain is not stored on farms. Farmers take it directly to central depots. As another example, the California beet-growing season is much longer than in Canada and therefore both the cultivation practices and types of equipment required differ. A distributor of farm equipment mentioned that irrigation means a heavy yield which requires modification of machines such as corn harvesters, seeders, etc. In other words, they need somewhat heavier equipment. Similarly, because of the intensive farming and irrigation, they use only two-way ploughs in order to keep the ground level and since they raise two or three different crops a year on the same land, they require rapid tillage. Therefore, high-speed equipment is needed; ploughing in Fresno County is done at speeds of five to six miles per hour. Even hay-baling practice differs from Western Canada. It is baled in much larger bundles to suit the truckers because it is hauled directly to other areas for use as feed and because the area is so dry. If they bundle the hay in small units, which is common on the Prairies, it dries out excessively. This does not mean that Canadian equipment cannot be sold: large combines from Massey-Ferguson in Canada are widely used in California. But the exporter must keep these different characteristics in mind if he is considering marketing machinery here.

Although this report is concerned with farm machinery and equipment, there is also a demand for other farming equipment such as storage bins, materials-handling equipment, pumps, etc. Canadian manufacturers whose products have farm application might find buyers here.

Channels of Distribution

As in Canada, the large international farm machinery manufacturers frequently have factory-owned distributors who in turn sell to a network of dealers. There are also a number of independent distributors selling a wide variety of machinery and equipment. It is through these independent distributors that Canadian short-line equipment could reach the California market. There are a number of these distributors and all of them are always interested in hearing of new lines and looking into the opportunities for selling these. We feel that it is essential to work through such a distributor rather than try to set up direct dealer networks, because a distributor normally stocks repair parts and can back up the service offered by dealers. This is a particularly important aspect of sales and to be competitive, it is necessary to offer to replace parts quickly.

Prospects for Equipment

Our contacts with various machinery distributors and dealers in northern California have convinced us of their ready acceptance of Canadian equipment. Many of them sell machinery manufactured in Canada and are familiar with many of the Canadian products. They are interested in meeting Canadian manufacturers to discuss the possibility of handling new lines. In fact, virtually all of them recommended this as the best practice if a Canadian manufacturer wants to sell here.

We Can Help

There is a tremendous volume of statistical and market information on particular crops and particular areas in California which the San Francisco office can supply. We are acquainted with most of the distributors in the area and would be pleased to contact them on behalf of your equipment, make appointments, do a limited amount of market research, and assist you in any other way to sell in this area.

If you are considering California, you will no doubt wish to look at prospects in Southern California and Arizona also, where the climate is similar. For information about those areas, contact the Canadian Consulate General in Los Angeles. In fact, most independent distributors in California have branches in Arizona. Inquiries should be directed to R. M. Dawson, Consul & Trade Commissioner, Commercial Division, Canadian Consulate General, One Maritime Plaza, Golden Gateway Center, San Francisco, California 94111.

EAO Becomes CIDA

■ The External Aid Office, the administering agency of Canada's development assistance programs since 1960, will now be known as the Canadian International Development Agency. EAO's Director-General, Maurice F. Strong, becomes president of CIDA and the External Aid Board, the senior advisory committee, becomes the Canadian International Development Board.

In announcing this, the Minister for External Affairs, the Hon. Mitchell Sharp, pointed out that ten years ago, Canada's aid program was running at about $73 million. The Colombo Plan relationship with the nations of South and Southeast Asia was in its seventh year and aid of $3 million had just been allocated to the Commonwealth Caribbean. Canada had not begun to help the English- or French-speaking nations of Africa and had no plan for Latin America. Contributions to multilateral agencies amounted to slightly more than $6 million.

This year's program will exceed $350 million and will extend aid in an effective, co-ordinated form to Asia, Africa and Latin America. One dollar in seven is being allocated to support the programs of the World Bank, the UN development agencies, and the newly-created regional lending institutions such as the Asian Development Bank. The Government of Canada plans, said Mr. Sharp, to increase assistance to a figure equal to one per cent of Canada's gross national product.

Aid administration, the Minister emphasized, has become a profession, involving a knowledge of all the political, economic, social and cultural conditions that govern the efficient and effective transfer of resources from the industrialized to the developing nations. Although direct aid continues to be necessary to meet emergencies, Mr. Sharp stressed that giveaway aid programs must increasingly be supplemented by a much more complex and sophisticated emphasis in the fields of trade, investment, education, science and technology, designed to support and strengthen the self-help efforts and initiatives of the less-developed nations.

"In short," Mr. Sharp concluded, "the activities in which we are involved in the name of civilization are no longer aid, with its connotations of hand-out and hand-up, but international development in the truest sense of partnership. The new name for our administering agency reflects our dedication to this purpose."

BERNARD A. OWER, *Head Librarian*
MRS. I. ROWINSKI, *Librarian*
Dominion Bureau of Statistics

How DBS Can Help You to Size Up Export Markets

■ The export manager is often called upon to make a quick appraisal of a product's chances in an overseas market. Perhaps demand has fallen off at home. Or capacity has outrun sales in the never-ending pursuit of lower unit production costs. Whatever the reason, he wants an answer in a hurry so that he can take action before profits begin to decline.

There is no such thing as instant market research. A thorough job requires time and effort and usually a considerable amount of money. On the other hand, there are several ways of finding out whether a product has a sporting chance in a particular market or whether it is an obvious non-starter. One way is to look at what the competition is doing.

The first step should be to consult Dominion Bureau of Statistics publications. These will show you where Canadian exporters are selling the same class of commodity. Because exports fluctuate from month to month the December reports, which give the year's total, are the most useful. *Exports by Commodities* (DBS catalogue 65-004, monthly, $7.50 a year) and *Exports by Countries* (DBS catalogue 65-003, quarterly, $4.00 a year) are invaluable to exporters.

A logical next step is to see how foreign exporters are faring. It is much easier to do this now because the DBS library has built up and made available a complete collection of foreign trade statistics published by individual countries and by international agencies. The list which follows gives you an idea of its scope. If you know, for instance, that the United States and Britain make products of the same general kind as yours, you can check their export performance. Wherever possible, look at the importing country's statistics too—there may be a major foreign supplier of whom you aren't aware. If you are unable to visit the DBS offices in Tunney's Pasture, Ottawa, the library staff will look up individual items or obtain other information for you from the trade volumes of foreign countries and, where necessary, will provide photoprint copies of pages. If these are limited in number, there is no charge. Address your query to the Library, Dominion Bureau of Statistics, Ottawa.

Subscribers to *Exports by Commodities* receive *Export Commodity Classification* Volume I (arrangement by commodity groups, DBS catalogue 12-521) free. The other two volumes of the *Classification* arrange items in numerical and alphabetical order and cost $3.00 each. Overseas countries use different commodity classifications. The External Trade Division of DBS will help you to relate Canadian and foreign commodity classifications, but don't expect cut-and-dried solutions every time. Sometimes you will have to be content with approximations. The classifications will not always coincide. For example, one country may break down motors by horsepower rating alone and another differentiate between diesel and gasoline types.

Of course, it would be ideal to have production and consumption figures as well. In many countries, however, commodity production statistics are not as well developed as those published by DBS for Canada. They may be inadequate, out-of-date or not very reliable. The DBS library will provide those which are readily available in the same way as trade statistics. But you will often find that you have to base decisions on the import segment of the foreign market alone, at least until you can do more extensive research.

When you have short-listed possible markets, you can pursue your inquiries with Commodity and Area Trade Officers in the Department of Trade and Commerce and with the Trade Commissioners abroad. When you ask for their advice, send them your catalogues, c.i.f. prices, some indications of how your product is sold in Canada, and an outline of your company's export intentions. This helps them to give you a more precise answer.

FOR YOUR CONVENIENCE

This article and the one beginning on page 17, "British Construction Industry Is Going Metric", have been inserted in the center of the magazine so that both can be lifted out and kept for reference.

Foreign Trade Statistics Available in DBS Library

Monthlies and quarterlies are received approximately three to six months after the close of the period covered. The dates indicate the latest annual available in Ottawa in October 1968.

*** An asterisk means that recent statistics from that country are not available at DBS or information will be supplied from international publications.**

Explanation of abbreviations in the table

BTN —Brussels Tariff Nomenclature

COMECON —Commodity Classification of the Council for Mutual Economic Assistance (Soviet Bloc countries)

NABALALC —Nomenclatura Arancelaria para la Associacion Latinoamericana de Libre Comercio (Latin American Free Trade Association)

NAUCA —Nomenclatura Arancelaria Uniforme Centroamericana (Central American Common Market)

SIC —Standard Industrial Classification (U.S.)

SITC —Standard International Trade Classification

TSUSA —Tariff Schedules of the U.S.

Generally speaking, the more digits in the classification, the more detailed is the commodity analysis.

Country	Commodity Classification	Frequency and Last Available	Values	Text
Aden and Federation of South Arabia	SITC 5 digit	Annual (1962)	Pounds sterling	English
Afghanistan	SITC	Annual (1964)	Afghanis/U.S. dollars	English
Algeria*				
Angola	BTN 6 digit	Annual (1966)	Escudos	Portuguese
Argentina	National 8 digit and BTN 2 digit	Annual (1966)	Pesos/U.S. dollars	Spanish
	BTN 2 digit	Quarterly	Pesos/U.S. dollars	Spanish
Australia	Based on SITC 7 digit	Annual (1966/67)	Australian dollars	English
	Based on SITC 7 digit	Quarterly	Australian dollars	English
	Based on SITC 7 digit	Monthly	Australian dollars	English
Austria	National and SITC	Annual (1966)	Austrian schillings	German
	SITC 3 digit	Twice yearly	Austrian schillings	German
	BTN 6 digit	Twice yearly (1967)	Austrian schillings	German
	BTN 6 digit	Quarterly	Austrian schillings	German
Bahamas	National	Annual (1966)	Pounds sterling	English
Barbados	Based on SITC 6 digit	Annual (1965)	West Indies dollars	English
	Based on SITC 6 digit	Quarterly	West Indies dollars	English
Belgium and Luxembourg	SITC divisions and BTN 6 digit	Monthly	Belgian francs	French/Flemish
Bermuda	Alphabetical list	Annual (1966)	Pounds sterling	English
Bolivia*				
Brazil	National 5 digit	Annual (1965)	Cruzeiros/U.S. dollars	Portuguese
	SITC 3 digit	Annual (1966)	U.S. dollars	English
Britain (see United Kingdom)				
British Honduras	SITC 4 digit	Annual (1966)	British Honduras dollars	English

Country	Commodity Classification	Frequency and Last Available	Values	Text
Brunei*				
Bulgaria	COMECON	Annual (1965)	Leva	Bulgarian/-Russian
Burma	SITC 7 digit	Quarterly (no recent issues)	Kyats	English
Burundi*				
Cambodia*				
Cameroon (see France)				
Central African Republic*				
Ceylon	SITC 5-6 digit	Monthly (1967)	Rupees	Sinhala/English
Chad*				
Chile	BTN 6 digit	Annual (1963)	Escudos/U.S. dollars	Spanish
China, Mainland*				
China, Republic of (Taiwan)	National and SITC 5 digit	Annual (1966)	New Taiwan dollars	Chinese/English
Colombia	National based on BTN and SITC 4-5 digit	Annual (1964)	Colombian pesos	Spanish
Congo, Brazzaville*				
Congo, Leopoldville	BTN 6 digit	Annual (1964)	Congolese francs	French
	BTN 6 digit	Quarterly (1963)	Congolese francs	French
Costa Rica	NAUCA 7 digit	Annual (1966)	Central American pesos and colones	Spanish
Cuba	Based on BTN 8 digit	Annual (1964)	Pesos	Spanish
Cyprus	SITC 7 digit	Annual (1966)	Cyprus pounds	English
Czechoslovakia	National	Annual (1966)	Korunas	English
Dahomey (see France)				
Denmark	SITC 5 digit; BTN 7 digit	Annual (1966)	Danish kroner	Danish
	SITC 5 digit; BTN 7 digit	Monthly	Danish kroner	Danish
Dominican Republic	National and SITC 5-6 digit	Annual (1965)	Dominican gold pesos	Spanish
Ecuador	NABALALC and BTN 7 digit	Annual (1965)	Sucres/U.S. dollars	Spanish
El Salvador	NAUCA 7 digit	Annual (1966)	Colones	Spanish
Ethiopia*				
Faroe Islands (see Denmark)				
Fiji	Based on SITC 5 digit	Annual (1967)	Fiji pounds	English
Finland	BTN 7 digit; SITC 3-4 digit	Annual (1966)	Finnish marks	Finnish/-Swedish/-English
	BTN 7 digit; SITC 3-4 digit	Monthly	Finnish marks	Finnish/-Swedish

Country	Commodity Classification	Frequency and Last Available	Values	Text
France	SITC 5 digit	Annual (1967)	French francs	French
	BTN 6 digit	Annual (1967)	French francs	French
	SITC 5 digit	Quarterly	French francs	French
	Based on BTN	Monthly	French francs	French
French Territories*	Alphabetical list	Annual (1962)	French francs	French
French Africa*	Alphabetical list	Annual (1964)	French francs	French
French Overseas Departments*	BTN 6 digit	Annual (1962)	French francs	French
French Guiana (see France)				
French Polynesia (see France)				
French Somaliland (see France)				
Gabon*				
Germany, Federal Republic	National	Monthly	Deutsche marks and U.S. dollars	German
	BTN 4-5 digit	Monthly	Deutsche marks	German
	National	Quarterly	Deutsche marks and U.S. dollars	German
	SITC 3 digit	Monthly	Deutsche marks and U.S. dollars	English
Ghana*	Based on SITC 6 digit	Monthly	Cedis	English
Greece	Based on BTN 6 digit	Annual (1964)	Drachmas	Greek/French/-English
	Based on BTN 6 digit	Monthly	Drachmas	Greek/French/-English
Grenada	SITC 6 digit	Annual (1963)	West Indies dollars	English
	SITC 6 digit	Quarterly	West Indies dollars	English
Greenland (see Denmark)				
Guadeloupe (see France)				
Guatemala	NAUCA 9 digit	Annual (1964)	Quetzales	Spanish
Guyana	SITC 3-6 digit	Annual (1962)	Guyana dollars	English
Haiti*	SITC 5 digit	Irregular (1959)	Gourdes	French
Honduras	NAUCA 8 digit	Annual (1966)	Lempiras	Spanish
Hong Kong	Based on SITC 6 digit	Monthly	Hong Kong dollars	English
Hungary*				
Iceland	National 6 digit and SITC 3 and 5 digit	Annual (1966)	Kronur	Icelandic/-English
India	Based on SITC 7 digit	Monthly	Rupees	English
Indonesia*				
Iran*	National 5 digit	Annual (1962/63)	Rials	English
Iraq	National 4 digit	Annual (1965)	Dinars	Arabic/English
Ireland (Eire)	Based on SITC 5 digit	Annual (1964)	Pounds sterling	English
	Based on SITC 5 digit	Monthly	Pounds sterling	English

—continued on page 25

British Construction Industry Is Going METRIC

The process will take four years and has important implications for Canadian suppliers.

O. HICKIE, *Commercial Secretary (Timber), London.*

■ Three years ago the British Government announced that it supported the proposal that the metric system of weights and measures be adopted, as a "necessary condition for advance" and for substantially increasing British sales abroad. At the same time, the Government recognized that the process would have to be gradual in industry because of the great practical problems involved. It was therefore suggested that 1975 be the target date for completing the changeover. The British Standards Institution was given the responsibility of co-ordinating the large amount of preparatory work needed, including the preparation of about 1,400 standards covering all kinds of products and commodities and the detailed planning needed for the changeover.

Because the various sectors of industry are closely related, it was essential that the change be carefully co-ordinated and carried out systematically. Any precipitate action in one sector of industry could lead to great confusion in the others. An important first step for BSI was therefore to develop programs for and with the co-operation of the various industries to which these would then have to work.

It was soon discovered that different sectors of industry required different time-tables and that requirements among individual firms in the same sector could also vary. Nevertheless, it was found possible within a broad framework to establisb programs acceptable to the majority in any one industrial group. The major part of this work is now virtually completed.

Construction Industry Program

One of the first industrial sectors for which a changeover program was established was the construction industry. (See the chart on page 20 and the accompanying explanations.) Unlike most other industries, it does not depend on export trade to prosper and, with large national building programs to absorb its entire output for years to come, it does not feel compelled to look at what other countries are doing to guide it in changing to the metric system, except where more advanced, adaptable techniques are concerned. The industry is, however, complex in structure and includes a number of different professions.

It is also one of the most fragmented of all British industries and the products it makes and uses take several years from start to completion. It is also keenly aware of the problems that could develop between purchasing, manufacturing and supply sources. All of these factors made a clearly stated program essential and this was arrived at in February 1967, after extensive consultations. The industry agreed on January 1, 1969, as the starting date for a three-year period of change from imperial to metric design and contract preparation.

What Is Involved

The change to metric in the building industry means that designers and engineers will have to draw and calculate everything in metric units, bills of quantities must be compiled in metric terms, contractors will have to carry out their work to metric designs, and manufacturers will have to supply products to metric sizes. Conversion tables, measuring instruments and reference books will be required and British construction standards, building regulations and codes of practice all have to be revised. Employees at all levels in the industry will need thorough training in the metric system, either given by professional bodies or by training boards set up throughout the industry. Much of this work is now in progress and some is already fairly well advanced, but much still remains to be done.

Dimensional Co-ordination

Because metrication will inevitably involve the resizing of many building products as well as the rethinking of design criteria, the change is widely regarded as presenting the industry with a unique opportunity for applying the concepts and principles of dimensional co-ordination. The technical fraternity looks on these concepts as the key to rapid and substantial advances in British building technology.

Dimensional co-ordination is expected to lead directly to a reduction in the wide variety of products wherever desirable and this could pave the way to standardization and mass production on a grand scale. Cost savings flowing from this would provide the resources to improve quality, suitability for purpose, and reliability. Standardization could also free architects, designers, and other professions from repetitive tasks and permit society to make better use of its expensively trained professional men in creating a better environment for living in the space age. It is expected too that mass production will bring with it sophisticated methods of industrialization which could benefit the construction worker and offer the house buyer more homes, built more speedily.

Timing of Changeover

Because of the conviction that no construction contract can be efficiently carried out using more than one system of measurement, the three-year transition period, it is believed, will provide the time required in which demand for and output of the new metrically dimensioned products can increase gradually until the necessary volume is reached by the time the changeover is complete.

Therefore, for a limited period starting on January 1, 1969, designers and surveyors will begin specifying some products that have already been co-ordinated in metric terms as well as other products in their present sizes but expressed in metric values for selected new contracts. In January 1970, contractors will begin carrying out construction of metrically designed projects prepared the previous year. After that, the process will be stepped up progressively until the change to newly dimensioned metric products is complete. This is expected to be about the end of 1972.

Short-Term Problems

Inevitably the change to metric will present the industry with a considerable number of problems and immediate costs. The precise areas and extent of these are difficult to determine at this stage but the following is a sample of what contractors alone expect to be faced with:

training of staff and operatives

purchase of metric measuring equipment

making good errors made by unfamiliar staff

loss of production due to unfamiliarity

planning and administration of change

recalibration of plant

replacement or modification of office equipment

rewriting of computer programs

purchasing

costing and estimating work

double stocking of components.

The total of these immediate costs is expected to be appreciable and will affect every segment of the industry in varying degrees. These costs will have to be met by individual firms because the Government has decided that it will not directly subsidize any costs involved in the change to metric.

Implications for Canadians

As one of Britain's major sources of supply for timber and plywood, a large proportion of which is used by the construction industry, it is inevitable that the change to metric will vitally affect and pose a number of problems for the Canadian wood products industries. These will arise largely from the fact that the United States, which is by far Canada's largest timber market, is not likely to make a similar move to metric by 1972. If Canadian producers try to cut to both measures they will encounter additional costs which they may find unacceptable. To choose only one would probably limit the advantages of both market diversification and the most efficient use of raw materials. Hopefully, however, the worst effects of these potential problems will have been eliminated or at least minimized by the time the smoke of metrication has cleared. As things now stand, the target date recently announced by the U.K. Timber Trades Federation for the commencement of delivery of metrically sized timber for the British market is April 1, 1970.

International Negotiations

The basis for this hope rests on the fact that from the outset, Canadian representatives at all international negotiations in Europe on the question of metric sizes for softwood timber, in consultation with Canadian industry, have been keenly aware of the implications of this move for our forest industries. Their main objectives and guiding principles throughout the negotiations, therefore, have been to gain the widest possible support for and acceptance of a schedule of sizes that will coincide as closely as possible with the most efficient and economic Canadian production. In their efforts they have received excellent co-operation and sympathetic treatment from European countries, which readily recognized Canada's difficult position and special problems. These factors have made it possible for our negotiations to achieve a considerable amount of success.

Over the past two and a half years, negotiations have been proceeding on two main fronts. First there is the Technical Committee 55 of the International Standards Organization based at Moscow, which is officially recognized as the body responsible for establishing international standards. As a result of its deliberations, which were attended by Canadian representatives, the ISO has produced an all-embracing metric timber schedule which includes more than 250 sizes. However, this has not yet been ratified by many member countries because in doing so they felt that they would be missing a golden opportunity to achieve significant economies in the production, handling and stocking of timber by eliminating many less popular sizes. A substantial reduction in sizes would also simplify the work of and introduce greater discipline to designers and specifiers of timber. This is vitally important to its long-term usage.

European Softwood Conference

The more active and meaningful negotiations that have taken place so far on metrication and reduction in the number of timber sizes have probably been those among members of the European Softwood Importers/Exporters Conference over the past three years. As the name implies, this group represents the interests of softwood timber producers and importers throughout Europe. But Canada, as a major supply source outside this orbit, is also a member with an important voice.

Although this body has no official status or competence on matters pertaining to standardization per se, its decisions reflect accurately the collective views of all the European timber producing and importing countries. As such, these are expected to carry considerable weight with the ISO.

1968 Conference Decisions

At the recent conference of this body held in London on October 15-16, the metric schedules of widths and thicknesses already agreed upon were unanimously ratified at the plenary session. But agreement on the question of metric lengths posed far greater problems than had been anticipated.

Although most member countries before the conference was held had distinctly indicated a preference for length increments of 30 centimeters from a starting base of 1.80 meters, some of the Central European delegates took a firm stand on a starting base of 1.90 meters. After a lengthy debate and despite strenuous opposition and dissent from the Canadian, U.S.S.R. and U.S. delegates, they managed to swing sufficient support to their proposals to have the 1.90-meter base adopted by a majority of the member countries.

If this base for lengths is ultimately accepted and becomes the standard throughout Europe, it will undoubtedly present some problems for Canadian shippers to these markets. But because this decision was accepted by a number of countries only for the sake of unanimity and with considerable reluctance, there is good reason to believe that this question may be re-examined at a later date.

Other possible problem areas arising from the conference involve matters of tolerances and moisture content. European importers again went on record en masse as being firmly opposed to any minus tolerances and insisted on a timber moisture content of no more than 20 per cent on receipt of shipments. Producing countries, on the other hand, strongly opposed this move as being unrealistic and declared their unwillingness to be bound by such fixed rigid limits.

The conference also unanimously agreed to accept one cubic meter as the unit of sale for timber in metric measure and the date for the complete changeover was established as first open water (FOW), 1970. It further agreed that these decisions should be submitted to the ISO as strong recommendations in the hope that they will ultimately be incorporated in the official international metric standards for softwoods.

BSI Metric Standards

Over the past year, several meetings of the BSI Technical Committee T1B/1 have been held in London for the purpose of establishing a new metric standard for softwoods. This standard was finally adopted at a meeting held on September 17 and it is expected that copies of the printed document will be ready for distribution early in the new year.

It is worth mentioning in this connection that Canadian Government and industry representatives were invited to attend the last few BSI Committee meetings for purposes of consultation and were given the opportunity of familiarizing the committee members with the Canadian position and views. As a result of this, the preferred metric sizes that BSI finally adopted were in essence similar to the schedules recently agreed upon by the European Softwood Importers/Exporters Conference at London. The only basic difference is that the separate European and Canadian schedules were combined into a single table of dimensions (see page 23). The Technical Committee insisted on this on the ground that it would make things less difficult and confusing for specifiers.

As for lengths, BSI has adopted the 30-centimeter increments with a starting base of 1.80 meters. We are advised that this will be retained in spite of the recent decision taken by the conference on this question.

See the chart on pages 20 and 21, and the tables on pages 22 and 23.

This Team of Building Specialists Can Help You

■ Canadian builders working on projects overseas and foreign builders using Canadian construction techniques and materials stand to benefit from an advisory service that has been set up in the Department of Trade and Commerce. Its ultimate objective is to help Canadian builders and exporters save on overhead and on the cost of research and development. A team of specialists has been brought together—an architect, a structural engineer and two professional foresters, working under the direction of a section head—and it will begin by providing technical advice and liaison with building authorities and developers abroad. Here in more detail is what it plans to do:

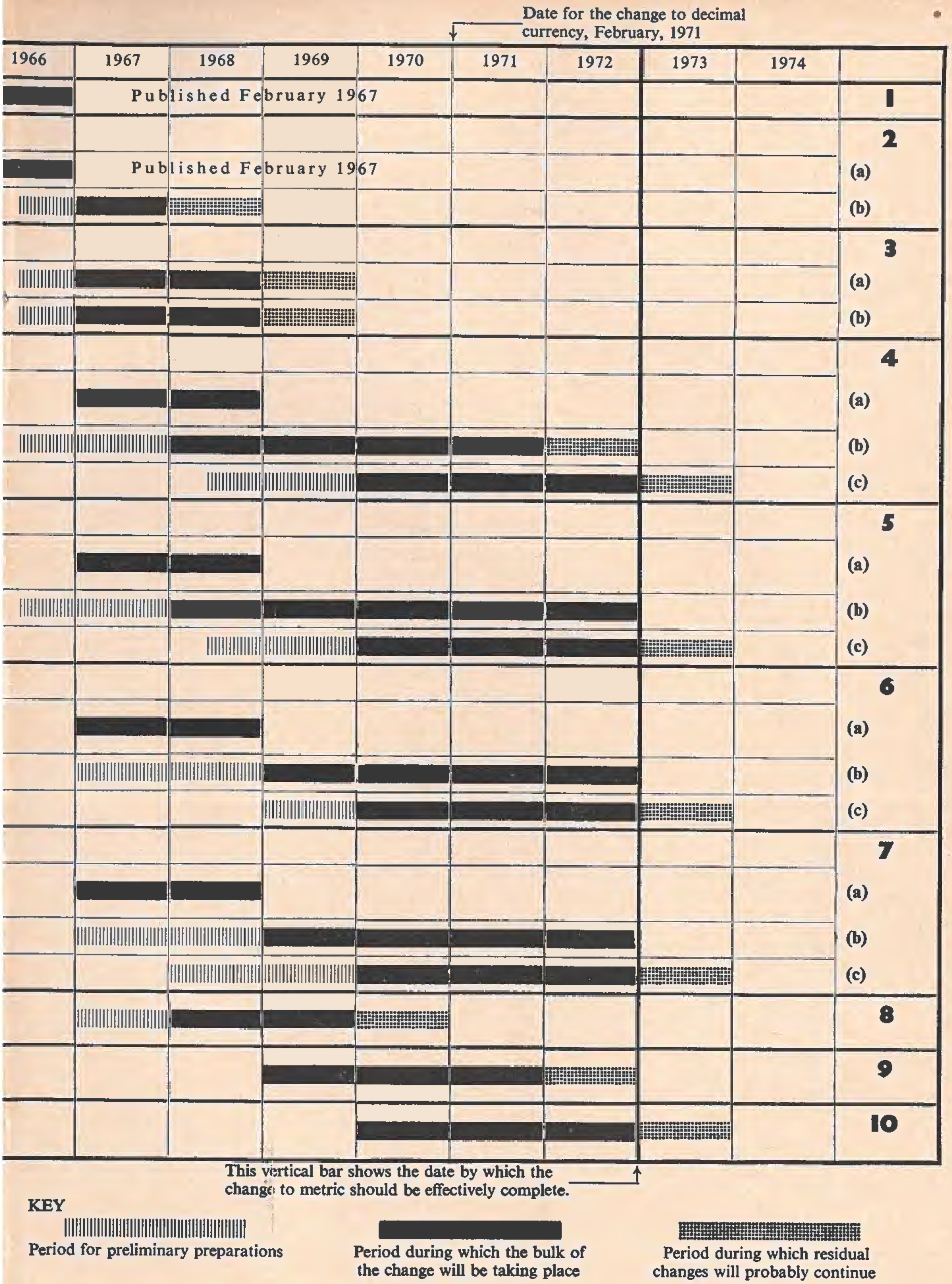
- Prepare studies of architectural and engineering design requirements in export markets including town planning aspects, building standards, codes and controls, socio-economic conditions and local preferences. Subsequently, develop basic design information and architectural plans up to the working drawing stage.
- Analyze in depth the conditions affecting the construction of buildings, installation of services, and other engineering matters, and the regulations in individual countries.
- Advise on architectural and construction supervision, inspections and approvals and other aspects of building projects in foreign countries, particularly when some degree of government participation is involved or requested by industry.
- Assist in setting up, co-ordinating and running builder and operative training programs. This will also involve obtaining the co-operation of builders, building trades and sub-trades in overseas markets.
- Provide, when requested, assistance in the planning, layout and scheduling of industrialized building plants and on-site operations for overseas ventures using Canadian building techniques and materials.
- Obtain information and give assistance in establishing joint venture or consortia arrangements between Canadian builders and overseas interests.
- Develop technical material for technical publications, films or other media needed to supplement technical service activities.
- Create and supervise special task forces and other programs to promote the wider use of Canadian building techniques and materials in export markets.
- Provide certain supplementary services in the broad fields of product development and promotion. This would include participation in international conferences and seminars, studying building controls and restrictive regulations and seeking practical solutions, and evaluating financing and aid programs.

The team's activities will be dovetailed into the wide range of services provided by the Department's other branches and the Trade Commissioners abroad. Address your inquiries to the Housing Construction Section, Forest Products Division, Industrial Materials Branch, Department of Trade and Commerce, Ottawa.

THE PROGRAMME CHART

1	Time taken to produce the programme
2	Preparatory studies
	(a) Time taken for BSI to produce its construction industry guide to the use of the metric system
	(b) Time required for BSI to produce key dimensional recommendations based on user studies
3	Essential reference publications
	(a) Time required to make available in metric terms essential reference publications of an *official* nature
	(b) Time required to make available in metric terms essential reference publications of an *industrial* nature
4	Products for which dimensional co-ordination is essential
	(a) Time required for manufacturers to provide technical information in metric terms for their products *as they are produced*
	(b) Time required for BSI to produce metric dimensional recommendations and British Standards for these produ
	(c) Time required for manufacturers to change to full production of new metric dimensionally-co-ordinated produ
5	Products which are dimensionally related to those in Item 4
	(a) Time required for manufacturers to provide technical information in metric terms for their products *as they are produced*
	(b) Time required for BSI to produce metric dimensional recommendations and British Standards for these produ
	(c) Time required for manufacturers to change to full production of new metric dimensionally-co-ordinated produ
6	Products which are not dimensionally related to those in Item 4
	(a) Time required for manufacturers to provide technical information in metric terms for their products *as they are produced*
	(b) Time required for BSI to produce metric dimensional recommendations and British Standards for these produ
	(c) Time required for manufacturers to change to full production of new metric dimensionally-co-ordinated produ
7	Products which are only required to have sensible metric sizes and values
	(a) Time required for manufacturers to provide technical information in metric terms for their products *as they are produced*
	(b) Time required for BSI to produce metric standards for these products
	(c) Time required for manufacturers to change to full production of their products to the new metric standards
8	Time required for manufacturers to produce all measuring instruments for the construction industry calibrate metric terms
9	Time required for designers and quantity surveyors to change to the production of drawings and documen metric terms *for all new contracts*
10	Time required for main contractors and sub-contractors to change to construction based on metric draw and documents produced under Item 9

The Programme Chart for the British Construction Industry (P.P. 6 & 7) is reproduced from PD6030, entitled "Programme for the Change to the Metric System in the Construction Industry", published by the British Standards Institution.


Date for the change to decimal currency, February, 1971
1966
1967
1968
1969
1970
1971
1972
1973
1974
Published February 1967
1
2
Published February 1967
(a)
(b)
3
(a)
(b)
4
(a)
(b)
(c)
5
(a)
(b)
(c)
6
(a)
(b)
(c)
7
(a)
(b)
(c)
8
9
10
This vertical bar shows the date by which the change to metric should be effectively complete.
KEY
Period for preliminary preparations
Period during which the bulk of the change will be taking place
Period during which residual changes will probably continue

Building Products—Items 4 to 7

General Observations

Each of these items is divided into three parts:

(a) "Time required for manufacturers to provide technical information in metric terms for their products *as they are now produced*".

(b) "Time required for BSI to produce metric dimensional recommendations and British Standards for these products" or (for Item 7) "Time required for BSI to produce metric standards for these products".

(c) "Time required for manufacturers to change to full production of new metric dimensionally co-ordinated products" or (for Item 7) "Time required for manufacturers to change to full production of their products to the new metric standards".

Part (a) of each item does not involve changing the actual sizes of products. In order that contract drawings and documents in metric terms can he produced, manufacturers' technical information will he required expressed in metric terms for products as they are now produced. Manufacturers are asked to provide this information in addition to the existing values which will he needed for a time for projects started hefore the metric change.

Part (b) deals with working out new sizes for huilding products. The dimensional recommendations referred to will he drawn up hy BSI committees on which the user, industry and others are represented. As well as heing a guide to the industry, the recommendations will be the hasis for the production of new metric standards for individual products. BSI will shortly issue a detailed timetahle for the preparation of these recommendations within the periods covered by the time-bars on the program chart.

In the case of Items 4 and 5, dimensional co-ordination based on BS 4011* will he the means hy which new product sizes will he determined.

In the case of Item 6, the need is for a fit between products used together, e.g. the need for a water pipe to fit its connectors and valve fittings.

In the case of Item 7, all that is needed is to work out sensihle metric sizes and other values.

Part (c) deals with manufacture of the new products worked out in accordance with Part (h) of each item. The time-bars for these items on the program chart indicate the period within which it will he necessary for manufacture of dimensionally co-ordinated products to hegin in order that the program as a whole may he fulfilled. Manufacturers will he ahle to decide the actual date of changeover for each product in the light of their assessment of the demand. New technical information will he required for these new products.

In Schedules (ii) to (v) inclusive, typical building products for each item are classified according to the building elements of which they traditionally form a part.

*BS 4011, "Recommendations for the co-ordination of dimensions in building. Basic sizes for building components and assemblies".

ITEM 4. Products for which dimensional co-ordination is essential

Schedule (ii). *List of* **typical** *building products*

Building Element	**Associated Building Products**
external walling	structural panels, cladding panels, door sets, window units, ventilators
internal walling	structural walls, partitioning, door sets, screens
roofs	flat and pitched roof units; roof lights, domes and lanterns; major structures above roof
floors	floor decking, units and slabs
ceilings	suspended ceilings, support systems
frame structures	built-up components
stairs and lifts	complete stair units, stair flights, lift shafts. escalators
fixtures and fittings	kitchen fittings and appliances, sanitary appliances, storage units

ITEM 5. Products which are dimensionally related to those in Item 4

Schedule (iii). *List of* **typical** *building products*

Building Element	**Associated Building Products**
external walling	sheet materials, including glass; bricks and blocks; sills and lintels; framings; d.p.c.; copings; tile hanging; wall tiles
internal walling	sheet materials, hatcbes, boarding, glass blocks, trim, wall tiles, wall coverings
roofs	patent glazing, sheet materials, tiles, built-up gutters, slates
floors	floor tiles, matwells, sheet materials, carpet
ceilings	lighting strips and panels, ceiling tiles, plasterboard, panels
stairs and lifts	balustrading, treads, risers
external works	pavings, manholes, railings, channels, fences
services	refuse chutes, ducting, service cores, registers and outlets, flues, manholes, radiators, tanks

ITEM 6. Products which are not dimensionally related to those in Item 4

Schedule (iv). *List of* **typical** *building products*

Building Element	**Associated Building Products**
services	*pipes and related fittings for:* refuse disposal installations; water supply; gas installations; ventilating, air-conditioning and refrigeration installations; heating; fire-fighting
drainage	*pipes, gutters and associated fittings for:* soil and waste installations and rainwater disposal

ITEM 7. Products which are only required to have sensible metric sizes and values

Schedule (v). *List of* **typical** *building products*

Building Element	**Associated Building Products**
external walling, internal walling, roofs, floors, ceilings, stairs and lifts, external works, foundations, fixtures and fittings	door and window furniture and fittings, electrical equipment generally, reinforcement, nails, aggregates, connectors, paint, lathing, screws, sand, plasters, preservatives, timber sections, bitumen felt, cement, glass
frame structures	rolled steel sections, bolts and rivets, washers, steel plates, steel wires
builders' plant	scaffolding, mixers, hand equipment, cranes, drills, hoists, excavators

METRIC SOFTWOOD TIMBER SIZES

Agreed on at the European Softwood Importers/Exporters Conference held in Brussels, January 17, 1968.

Key: ***—Dimensions to be chosen with preference

**—Other dimensions readily available in normal length distribution

*—Dimensions only to be chosen exceptionally

European Redwood

Inches/Millimeters	3/75	4/100	4½/115	5/125	6/150	6½/160	7/175	8/200	9/225
1¼/32		*	*	*	*		*	*	*
1½/40		**	**	**	**		**	*	*
2/50	**	***	*	***	***		***	***	**
2½/63		**		**	***	*	***	**	*
3/75					***		***	***	***

The 'standard' thicknesses for thin boards are:
⅝"/16 mm. ¾"/19 mm. ⅞"/22 mm. 1"/25 mm.

European Whitewood

Inches/Millimeters	4/100	4½/115	5/125	6/150	6½/160	7/175	8/200	9/225
1¼/32	*		*	*		**	**	
1½/40	*		**	**		**	**	
1¾/44	**	**	*	*				
2/50	***	***	***	***		***	*	*
2½/63	***		***	***	**	***	**	
3/75	*		**	***		***	***	***

The 'standard' thicknesses for thin boards are:
⅝"/16 mm. ¾"/19 mm. ⅞"/22 mm. 1"/25 mm.

Canadian Softwood

Inches/Millimeters	4/100	6/150	8/200	10/250	12/300
1¾/45	***	***	***	**	*
2/50	**	**	**	**	**
3/75	**	**	**	**	**
4/100	**	**	**	**	**

Carcassing grades of timber fully surfaced to Canadian Lumber Standard (CLS) are readily available in a suitable range of sizes. Lengths are available in even foot increments in the range 6'–40' depending on the species, grade and type of timber concerned. In certain grades and specifications timber sections are available up to and including 24" × 24".

The Brno Fair Goes On

It was business as usual, in the face of political upheaval.

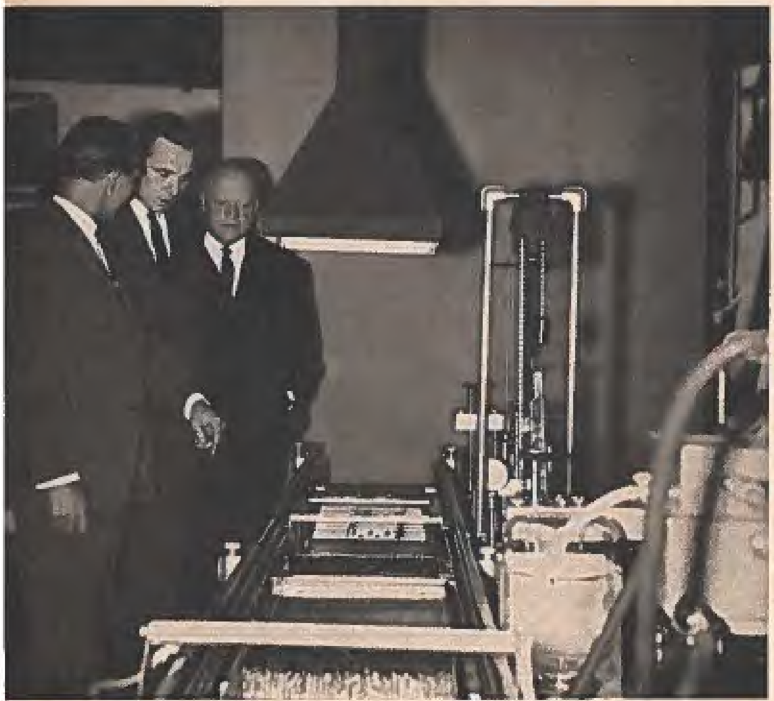
■ It was on. It was off. It was on again.

On September 14, with Soviet occupation forces in the country, the big fair at Brno, Czechoslovakia, opened for business one week late.

Close to 1,400 exhibitors from 34 countries were there, not too optimistic about making sales on the spot and feeling a bit uncertain about the future. Among them were eight Canadian companies: five from the Toronto area and three from Montreal, exhibiting machinery of various types.

The air of uncertainty vanished soon after the official party, including Joseph Spacak, secretary of the Central Committee of the Communist Party (in center of the picture on the right) and Lubomor Strougal, the Deputy Prime Minister (right), declared the Fair open. Visitors flocked in, 700,000 of them before the doors closed on September 24.

And these visitors placed orders. The Canadian participants reported on-site sales worth $34,000 and pro forma invoices that added up to another $213,000. One of our exhibitors, Electrovert Manufacturing Co. Ltd., won a gold medal for the excellence of design and workmanship of its wave-soldering equipment. In the picture below, the machine is being explained to R. J. L. Berlet, the Canadian Commercial Secretary in Prague (center). On the right is William Davies, Electrovert's London agent, who also covers Eastern and Western Europe.



One of the reasons for the Canadian success was the equipment shown; the other was the quality of the people manning the stands. Each firm sent someone with the authority to negotiate sales, present or future, on the spot. Gulley Company sent its president; so did Ferrodyne Corporation. H. J. Langen & Sons Ltd. sent its vice-president and National Rubber Co. two of its senior staff from Toronto. The four other firms—Electrovert, B & K Machinery International Limited, Scintrex Limited, and Dynacast Limited—had their European representatives on hand.

The majority of the exhibitors came equipped with literature in Czech and interpreters were provided as needed.

The name of Canada was kept well to the front while the Fair lasted. An information booth in the Pavilion of Nations was manned continuously by Trade and Commerce personnel. A press conference arranged by the Trade Publicity Officer drew 62 people. Programs on Canada were featured by Czech national television and radio. The showings of three Canadian films—the Expo film, Ontario's prize-winning "A Place to Stand", and one depicting four play-off hockey games between Montreal Canadiens and St. Louis Blues—were crowded. These films were left with the Trade Commissioner in Prague when the Fair ended and they are booked solid for months ahead.

Most of the serious business inquiries received came from the Czechs in contrast to other years when they also originated with West German, Italian, British and Japanese visitors, as well as with visitors from the other Eastern European countries. The Canadians did report scattered inquiries from Poland, Hungary, Austria, Romania and Yugoslavia, and one firm concluded a licensing agreement with Hungary for one of its machines.

All in all, Brno proved to be both an interesting and a worthwhile experience.

—continued from page 16

Country	Commodity Classification	Frequency and Last Available	Values	Text
Israel	BTN 6 digit; SITC 3 digit	Annual (1966)	U.S. dollars	Hebrew/English
	BTN 6 digit; SITC 3 digit	Monthly	U.S. dollars	Hebrew/English
Italy	Based on BTN 8 digit	Annual (1966)	Lire	Italian
	Based on BTN 8 digit	Monthly	Lire	Italian
Ivory Coast (see France)				
Jamaica	SITC 6 digit	Annual (1966)	Jamaican pounds	English
	SITC 6 digit	Monthly	Jamaican pounds	English
Japan	SITC 6 digit	Annual (1967)	Yen	Japanese/-English
Jordan	SITC 4 digit	Annual (1964)	Jordan dinars	Arabic/English
Kenya (see Uganda)				
Korea, South	SITC 6 digit	Annual (1967)	U.S. dollars	Korean/English
Kuwait*				
Lebanon	BTN 4 digit	Annual (1966)	Lebanese pounds	Arabic/French
Liberia*				
Libya	SITC 5-6 digit	Annual (1966)	Libyan pounds	Arabic/English
Lichtenstein (see Switzerland)				
Luxembourg (see Belgium)				
Macao*				
Malagasy (Madagascar)	BTN 6 digit	Annual (1965)	Malagasy francs	French
Malaysia	SITC 6 digit	Quarterly	Malaysian dollars	English
Mali (see France)				
Malta	SITC	Annual (1966)	Maltese pounds	English
Martinique (see France)				
Mauritania (see France)				
Mauritius	SITC 6 digit	Annual (1965)	Rupees	English
Mexico	NAUCA 7 digit and SITC 4 digit	Annual (1966)	Mexican pesos	Spanish
Morocco	BTN 6 digit	Annual (1966)	Dirhams	French
Mozambique*	BTN 6 digit	Annual (1963)	Escudos	Portuguese
Netherlands	BTN 6 digit; SITC 3 digit	Monthly	Guilders	Dutch
Netherlands Antilles*				
New Caledonia (see France)				
New Zealand	SITC 7 digit	Annual (1966/67)	New Zealand dollars	English
	SITC 3-5 digit	Quarterly	New Zealand dollars	English
Nicaragua	NAUCA 5 digit	Annual (1966)	U.S. dollars	Spanish
Niger (see France)				

Country	Commodity Classification	Frequency and Last Available	Values	Text
Nigeria*	SITC 6 digit	Annual (1957)	Nigerian pounds	English
	SITC 5 digit	Monthly	Nigerian pounds	English
Norway	BTN 7 digit; SITC 5 digit	Annual (1966)	Kroner	Norwegian
	BTN 7 digit; SITC 5 digit	Monthly	Kroner	Norwegian/-English
Pakistan	Based on SITC 7 digit	Annual (1964)	Rupees	English
	Based on SITC 6 digit	Monthly	Rupees	English
Panama	Based on SITC 3-6 digit	Annual (1965)	Balboas	Spanish
Paraguay*				
Peru*				
Philippines*	Based on SITC	Annual (1962)	Pesos	English
	Based on SITC	Monthly	Pesos	English
Poland	COMECON 3-7 digit	Annual (1967)	Zlotys	Polish/English
Portugal	BTN 6-8 digit	Annual (1967)	Escudos	Portuguese
Puerto Rico	National 5 digit	Annual (1966)	U.S. dollars	English
Reunion (see France)				
Rhodesia*				
Rwanda*				
Sabah, Malaysia	Based on SITC 6 digit	Annual (1964)	Malaysian dollars	English
Saint Lucia	SITC 5-7 digit	Annual (1965)	West Indies dollars	English
St. Pierre et Miquelon	BTN 4 digit	Annual (1967)	French francs	French
Saint Vincent	SITC 5-7 digit	Annual (1965)	West Indies dollars	English
	SITC 6 digit	Quarterly	West Indies dollars	English
Sarawak*	Based on SITC 6 digit	Annual (1964)	Malaysian dollars	English
Saudi Arabia*				
Senegal (see France)				
Seychelles	National 4-5 digit	Annual (1964)	Rupees	English
Sierra Leone	SITC 6 digit	Annual (1963)	Leone	English
	SITC 6 digit	Quarterly	Leone	English
Singapore*				
Somalia*				
South Africa	SITC 6 digit	Annual (1966)	Rands	Afrikaans/-English
	SITC 6 digit	Monthly	Rands	Afrikaans/-English
Spain	SITC 3 and 5 digit	Annual (1965)	Pesetas	Spanish
	BTN 6 digit	Annual (1965)	Pesetas	Spanish
	BTN 6 digit	Monthly	Pesetas	Spanish
Sudan	SITC 4-7 digit	Annual (1965)	Sudanese pounds	Arabic/English
	SITC 4-7 digit	Monthly	Sudanese pounds	Arabic/English
Surinam	SITC 4-7 digit	Annual (1965)	Guilders	Dutch
	SITC 4-7 digit	Monthly	Guilders	Dutch

Country	Commodity Classification	Frequency and Last Available	Values	Text
Sweden	BTN 7 digit; SITC 4-5 digit	Annual (1966)	Krona	Swedish
	BTN 7 digit	Quarterly	Krona	Swedish
	BTN 7 digit; SITC 4 digit	Monthly	Krona	Swedish
Switzerland	BTN 4-6 digit	Annual (1967)	Swiss francs	German/French
	BTN 6 digit	Monthly	Swiss francs	German/French
Syria	SITC 4-5 digit	Annual (1966)	Syrian pounds	Arabic/English
Thailand	Based on SITC 7 digit	Annual (1966)	Bahts	English
	Based on SITC 7 digit	Monthly	Bahts	English
Togo (see France)				
Trinidad and Tobago	SITC 5-8 digit	Annual (1967)	Trinidad and Tobago dollars	English
	SITC 5-8 digit	Monthly	Trinidad and Tobago dollars	English
Tunisia*				
Turkey*	Based on BTN 6 digit and SITC	Annual (1961/62)	Turkish lira	Turkish/-English
	Based on BTN 6 digit	Monthly	Turkish lira	Turkish/-English
Uganda	Based on SITC 5 digit	Annual (1967)	East African pounds	English
U.S.S.R.	COMECON	Annual (1965)	Roubles	Russian
United Arab Republic*				
United Kingdom	Based on SITC	Annual (1966)	Pounds sterling	English
	Based on SITC 2-4 digit	Monthly	Pounds sterling	English
United States	SIC	Annual (1966)	U.S. dollars	English
	TSUSA	Annual (1966)	U.S. dollars	English
	National based on SITC	Monthly	U.S. dollars	English
Upper Volta (see France)				
Uruguay*				
Venezuela	National and NAUCA 7-8 digit	Quarterly	Bolivares	Spanish
Vietnam, South	Based on BTN 4-6 digit	Annual (1965)	Vietnamese piasters	Vietnamese/-French
Western Samoa*				
Yugoslavia	Based on SITC 6 digit	Annual (1967)	Dinars	Serbo-Croat/-English
Zambia	SITC 5 digit	Annual (1965)	Zambian pounds	English
	SITC 5 digit	Quarterly	Zambian pounds	English

businessman's bookshelf

European Business Correspondence and Practice

Edited by P. J. Locke   213 pages $16.50

This handy reference book was written primarily for British exporters dealing with France, Italy, Spain and Germany. It is well organized, easy to consult, and contains a lot of useful information on commercial practice, business life and etiquette. There are glossaries of business terms in the four languages and examples of various common types of business correspondence—letters requesting an agency, accepting an order, making a complaint.

European commercial practices are generally compared with those in Britain with which the Canadian reader is not always too familiar. We read, for example, that "there is no distinction in Italy between solicitors and barristers as in England," and "dealings in second-hand cars in Spain are not so well organized as in Britain, particularly as regards prices, which are sometimes a matter of individual bargaining".

Order from: Copp Clark Publishing Co. Ltd., 495-517 Wellington Street, Toronto 2-B, Ontario.

Foreign Trade Accounting and Management Handbook

Jack Goldner   512 pages   U.S.$22.50

This is a book about accounting and internal control systems as they apply to the export and import trade. Although it is intended primarily for traders in the United States, it contains information and advice that is equally relevant to Canadians because in accounting our code of ethics and procedural conventions are very similar.

The author uses the case study method and describes the accounting and auditing systems of companies which have adapted standard foreign trade accounting methods to suit their particular needs. The reader may well discover a solution here to his own problem.

The contents fall into two parts, one dealing with importers and the other with exporters. There are introductory chapters on foreign trade procedures, import and export controls, and financing. The case studies are about importers dealing in novelties, toys, plywood and coffee, and exporters dealing in general merchandise, metals, watches, soft goods, and emeralds mined abroad. A combination export manager's business is also studied. The cases illustrate a variety of corporate structures and methods of financing.

Readers will appreciate the large number of specimens of documents used in international trade and the numerous examples taken from books of account. The appendix reproduces "Uniform Customs and Practice for Documentary Credits" and gives many U.S. and foreign trade terms.

Order from: Commerce Clearing House, 4025 W. Peterson Avenue, Chicago, Illinois 60646.

Italian for Commerce

Julian Popescu   143 pages $3.00 flexi-cover
$4.50 hard cover

To get the best from this book you need to have a basic knowledge of Italian and be prepared to put in a good many hours of systematic study—it does not pretend to be an instant language course. Even the casual reader, however, can get something out of it. There are very comprehensive vocabularies and examples of Italian business forms such as cheques, way-bills, and sales ledgers. The chapter on translation gives some extremely sensible advice.

Order from: Pergamon of Canada Ltd., 207 Queen's Quay West, Toronto 1, Ontario.

Bottin International 1968

Société Didot-Bottin   2,656 pages   Cdn.$30

In France, Bottin is practically synonymous with directory. The Bottin International caters for the world trader and contains a large amount of information on products and services (indexed in five languages) and on towns and countries. The Canadian exporter will find the first part of the book useful when he wishes to locate the principal manufacturers of a particular commodity in many countries—for example, when he wants to sell them components or complementary products, or to buy from them parts for his own operation. The country-by-country description concentrates on trade services such as banks, shipping lines, consulates, etc.; it does not really take the place of the travel guide.

Order from: M. Jean Nolin, P.O. Box 354, Westmount, Montreal 6, Quebec.

Just What the Doctor Ordered

M. STOLARIK, *Appliances and Commercial Machinery Division*

Mission Members

Dr. W. B. Shute
Obstetrician and Gynaecologist
Ottawa, Ontario

Dr. D. G. Coburn
Chairman of the Board
Cox Systems Ltd.
Stoney Creek, Ontario

M. L. Settler
President
Hargrave Applied Researcb Corp. Ltd.
Winnipeg, Manitoba

F. H. Siemousen
Vice President
Kingmed Ltd.
Kingston, Ontario

R. S. Soanes
Director
Canadian Research Institute
Toronto, Ontario

F. J. Stork
President
Unitron Industries Ltd.
Kitchener, Ontario

J. B. Turner
Managing Director
Measurement Engineering Ltd.
Arnprior, Ontario

M. Stolarik
Mission Secretary
Department of Trade and Commerce
Ottawa, Ontario

■ In the spring of this year, a mission sponsored by the Department of Trade and Commerce went to Europe to investigate the market there for Canadian medical and dental equipment. The places visited were London in Britain, Paris in France, Milan and Rome in Italy, and Frankfurt in West Germany. The selection of members had been made with great care—their equipment had to be unique, capable of being transported with the mission, and have a high sales potential. The mission was not an academic exercise; its approach was entirely practical. The main objectives were to produce some immediate sales, to enable members to make distribution arrangements for their products, and to give them an insight into European needs, preferences and marketing methods.

Before the mission actually got under way, the secretary had spent many weeks planning the itinerary, finding out the special needs of each of the members, and liaising with the Trade Commissioners in the countries to be visited. Tours of hospitals, interviews with leading medical authorities, and appointments with potential distributors and agents were the responsibility of the individual posts abroad. The job did not finish when the mission returned home again. The mission secretary organized a de-briefing session in Ottawa and provided a detailed report on the whole exercise. The Trade Commissioners in Europe are still busy following up leads and helping the members of the mission to get the maximum benefit from their efforts. Members of the mission were well satisfied with the arrangements at every stage.

Some comments on the marketing of medical and dental equipment may be of general interest. Dr. Shute observed that the professor inevitably sets the tempo for learning in his entire department. He believes that in every department of major hospitals visited in Europe equipment urgently requested by the professor can be obtained without question. The presentation of new medical or dental ideas should therefore be made at that level. Agents can then be used to make the sales and ensure a continuity of interest in the product.

Another member of the mission makes products which are part of the basic equipment of the operating theatre. His approach is generally best made to the architects at the planning stage. The rapid expansion of hospitals in Europe provides a large potential market for his products. Not content with this, he intends to sell a modified version for use in existing hospitals.

For some kinds of prescription equipment (such as hearing aids, for example), the main market may be through the country's health service. Where this is the case, it is important to make a careful study of the approvals procedure and service obligations and to provide for their cost in the selling price of the product.

There was general agreement that Canadians should only try to market products which are unique or have some significant advantage over the local equivalents. Highly specialized instruments are a particularly promising field; the world demand is not large enough to attract the manufacturing giants but it is ideally suited to Canadian short-run production facilities.

As part of the de-briefing procedure, all participants were asked to evaluate in dollar terms the immediate and long-term benefits of the mission. Sales made on the mission itself amounted to $80,000 and a total of over $3 million worth of business is expected to be done during the next five years. The mission, therefore, can be rated a signal success.

Planning a Visit to the Middle East?

You may encounter unfamiliar problems. Let the Beirut office help you.

R. H. M. CATHCART, *Assistant Commercial Secretary, Beirut.*

■ Beirut is a natural starting point for any visit to the Middle East and a call on our office there has proved of great assistance to many visiting businessmen. The Commercial Division of the Canadian Embassy is responsible for promoting Canada's trade interests in some 15 countries in the Arab Middle East and has had a good deal of experience in helping businessmen to make their visits as easy, pleasant and profitable as possible. Because of the difficulties encountered in trying to make travel plans for this area in Canada, it has proved far better to make most of the arrangements for visas, connecting flights, etc., in Beirut. With adequate advance planning, this means a stopover of only about three days. In this time a visitor can also have discussions with our division's three officers and look into opportunities in Lebanon itself. Officers in Beirut travel frequently to all parts of their large territory and have gathered a good deal of information on business conditions, on whom to contact in government and the business community, and on travel itself.

In planning a visit to the Middle East, you should give us notice as far in advance as possible, depending on the type of assistance you want. For instance, if you plan a visit to the Trucial States, local arrangements through contacts in the state itself may take up to a week to make possible the issuance of a visa in Beirut. There may be need for our office to do some preliminary investigation to find out which market would be the most suitable for the product or service offered. Because of the time involved in sending mail over such a wide area and the difficulty in obtaining detailed information there may be delays and this must be borne in mind.

Once we have preliminary details of the centers you wish to visit and have checked out prospects for your firm, we can quickly make arrangements for visas, assist in scheduling flights, advise on the number of days to spend in each place, and draw up a list of appropriate government officials and businessmen to contact. With this done well in advance of your arrival in Beirut, you will then need only two days at the most to obtain visas even for the most comprehensive trip. Any alteration in your flights to make the best use of your time can be made here with travel agents who have up-to-date information on flights out of this city, the travel center of the whole area.

The rapidly developing Middle Eastern countries provide excellent prospects for many Canadian businessmen which can best be exploited by an on-the-spot investigation. In the Arab world a personal visit accomplishes immeasurably more than letters. Here the Canadian is exposed to a centuries-old culture and world-renowned hospitality; he will find an open door and a traditional graciousness. The visitor is quickly welcomed into all offices and made to feel immediately at home. Cups of tea or coffee or cold drinks are always offered. The visitor soon gets used to an easier and more relaxed way of living. All conversations are prefaced by the Arab custom of exchanging pleasantries; discussions centering around business come later and usually require more time to cover fully than they do in Canada. Visitors come and go pretty much as they please and this may make it difficult to have a strictly private interview, although this may be arranged after the first meeting when introductions have been made.

The Arab cities are interesting places to visit, with colorful costumes, 'souks' filled with all the fine craftsmanship of the area, old buildings, royal residences and interesting native architecture. The styles vary tremendously—from the pointed stone multi-colored arches in buildings in Beirut to the wood-latticed windows in the old sector of Jeddah. There are also new buildings, modern schools, hospitals, and new highways in evidence everywhere, giving the impression of general development and progress. A well-planned visit can uncover and exploit the many opportunities for Canadian goods and services in this area. Let us help you plan your visit to the Middle East.

If You Want to Visit . . .

SAUDI ARABIA

Currency: Riyals; 1 Riyal=Cdn.$0.22

Cities: Riyadh (capital), Jeddah and Dhahran

Visa: entry and exit visas required. Necessary to have a sponsor, or letter from Embassy at Beirut will suffice; one day required. Exit visa obtainable only in Saudi Arabia through agent or hotel will assist. Registration with police necessary for stay over three days (two photos).

Health: smallpox and cholera inoculations

Hotels: Jeddah—Al Atas Oasis Hotel, Kandara Palace, Jeddah Palace
Riyadh—Sahara Palace, Al-Yamama
Dhahran—Airport Hotel
Dammam—Al Khouja Hotel

Taxis: from and to airport—5 Riyals (fixed); in town 2 Riyals; outside of town or long rides in city by arrangement 3 to 5 Riyals or more; hourly rental 10 Riyals; daily 50 Riyals

Holiday: half-day Thursday and all of Friday

KUWAIT

Currency: Kuwaiti Dinar (divided into 1,000 fils)=Cdn. $3.00

City: Kuwait

Visa: only entry visa needed, obtainable in Beirut from Kuwait Embassy with two photos.

Health: smallpox and cholera inoculations

Hotels: Sheraton, Carlton, Bristol and others

Taxis: 750 fils to and from airport; 150 to 200 fils in town

Holiday: half-day Thursday and all of Friday

No alcoholic drinks are allowed in Saudi Arabia or Kuwait and this regulation is strictly enforced.

IRAQ

Currency: Iraqi Dinar (divided into 1,000 fils)=Cdn. $3.00

Cities: Baghdad (capital), Basrah (port), Kirkuk and Mosul

Visa: entry only needed; obtainable from Iraqi Embassy in Beirut. One entry valid for three months with a stay in Iraq of one month.

Health: smallpox and cholera inoculations

Hotel: Baghdad Hotel

Taxis: 750 fils from airport to hotel; 150 to 200 fils in town

Tax: on departure 500 fils at airport as airport tax

Holiday: half-day Thursday and all of Friday

LEBANON

Currency: Lebanese Pound (divided into 100 piastres)=Cdn.$0.34

City: Beirut

Visa: obtainable at airport. Suggest multiple entry for one or three months, as required. No exit visa required.

Health: smallpox and cholera shots required

Hotels: Phoenicia (Intercontinental), Vendome, St. George and several others

Taxis: L£5 to and from airport with a surcharge of 50 per cent after 9 p.m.; in town L£2 with 50 per cent surcharge after 9 p.m.

Holiday: half-day Saturday and all of Sunday

JORDAN

Currency: Jordanian Dinar (divided into 1,000 fils)=Cdn. $3.00

City: Amman

Visa: visa obtainable at the airport but preferably from Jordanian Embassy in Beirut.

Health: smallpox and cholera inoculations

Hotel: Jordan (Intercontinental)

Taxis: 750 fils from and to the airport; in town 200 fils

Holiday: half-day Thursday and all of Friday

SYRIA

Currency: Syrian Pound (divided into 100 piastres)=Cdn. $0.28

Cities: Damascus, Aleppo

Visa: obtainable at the airport or border (Beirut to Damascus is a ride of two to three hours by car). Two days required for prior permission.

Health: smallpox and cholera inoculations

Hotels: Semiramis, New Omayyad

Taxis: S£2 in town

Holiday: half-day Thursday and all of Friday

BAHRAIN

Currency: Bahrain Dinar (divided into 1,000 fils)=Cdn. $2.25

City: Bahrain

Visa: obtainable from the British Embassy in Beirut

Health: smallpox and cholera inoculations

Hotels: Delmon Palace, Speedbird Guest House (BOAC)

Taxis: airport to hotel B. Dinar 1/-; in town 300 to 500 fils

Holiday: half-day Thursday and all of Friday

QATAR

Currency: Riyals; 1 riyal=Cdn.$0.22

City: Doha

Visa: a 'No Objection' Certificate is required before the visa can be obtained from the British Embassy in Beirut. For this a firm or bank in Qatar should sponsor the visitor and cable the British Embassy. If we have advance information, we can arrange for this. Time

	required is approximately one to two weeks, depending on urgency of trip
Health:	smallpox and cholera inoculations
Hotel:	Oasis Palace
Taxis:	airport to hotel 10 Riyals; in town 5 Riyals
Holiday:	half-day Thursday and all of Friday

TRUCIAL STATES (Abu Dhabi and Dubai)

Currency:	Abu Dhabi—Bahrain Dinar (divided into 1,000 fils)=Cdn.$2.25 Dubai—Qatar Riyal; 1 riyal=Cdn.$0.22
City:	Abu Dhabi—Abu Dhabi Dubai—Dubai
Visa:	one visa for the Trucial States; same procedure as for Qatar.
Health:	smallpox and cholera inoculations
Hotels:	Abu Dhabi—Al Ain Hotel Dubai—Al Bustan, Carlton
Taxis:	Abu Dhabi—Bahrain Dinar 1/- (to airport); in town 500 fils Dubai—Qatar Riyals 10/- (to airport); in town 5 riyals
Holiday:	half-day Thursday and all of Friday

Brazil Plans More Electric Power

■ The Brazilian Federal and State Government Utility Commissions plan a hydroelectric expansion to increase total capacity by about 4.5 million kw. to just over 12 million kw. by 1971, mostly in the São Paulo, Brasilia and Rio de Janeiro regions. The expansion is under the direction of Eletrobras, Brazil's national holding company, following a study sponsored by the World Bank.

Construction of the Jupia section of the Urubupunga complex is well under way. Centrais Elétricas de São Paulo S/A (CESP), a combination of eleven electric utilities in the State of São Paulo and one of Brazil's largest organizations in terms of registered capital, is completing negotiations for the construction of the 3,200 mw. Ilha Solteira project. CESP now has authority to borrow U.S.$33 million and Italian lire 625 million for the project, which will be one of the largest in the western world.

Four groups tendered bids for the supply of electrical and mechanical equipment. The bids of a Soviet group and a Swiss-Brazilian consortium (which included General Electric of Brazil) were not accepted. Two other groups were selected and are required to share the business, although each had bid on the project individually. One is the Pentaconsort consortium, consisting of Hitachi and Tokyo Shibaura (Japan), ASEA (Sweden), and Brown Boveri (Switzerland, Germany and Brazil). The other, a European consortium, consists of Impianti all'Estero (Italy), Alsthom and Creusot (France), AEG and Voith (Germany), and Construcoes Electromechanicas, Voith, Siemens and AEG (Brazil). Both of the consortia were selected for their technical competence and their ability to arrange local financing at relatively low cost. Part of the turbines for this project will be made in Brazil and part imported; eight generators and eight transformers will be imported and eight generators and nine transformers, as well as three power shunt reactors, will be made in Brazil. The auxiliary equipment alternator terminals and controls will be supplied both from Brazil and abroad.

The success of the World Bank study for Eletrobras resulted in another study which will be ready in 1969 and covers the southern section of Brazil. The power authorities in the southern states will be able to base their hydroelectric development plans on this study, which is being mainly prepared by a Canadian engineering group.

The greatest problem in developing Brazil's hydro resources is capital; domestic capital is not sufficient even for the Brazilian content required. Brazil requires, therefore, foreign financial assistance to cover both imported equipment and local costs. Most countries seem willing to provide long-term financing to Brazil for their equipment and some are able to make arrangements for the parallel financing as well. However, even though Brazil's capacity to produce hydroelectric equipment is advancing, there are still gaps, and the way is open to some imports, including the following: interplant communication equipment; approximately 50 per cent of water turbines content; specialized generator components; large forgings; high voltage switchgear (above 138 kv.); high voltage control equipment, including bussduct, and high voltage (over 345 kv.) transformers.

In addition, although shunt power reactors can be made in Brazil, they can only be made with foreign assistance.

The best way for Canadian firms to sell hydroelectric equipment will be through consortia bidding on the various planned projects. Where financial terms over fifteen years can be offered, Canadian suppliers can hope to sell not only the items listed above but also complete generators, turbines and other heavy equipment, even though they might possibly be purchased from Brazilian sources. The real competition among consortia will be in the provision of local cost financing to cover the Brazilian participation. In addition, Brazil is naturally interested in incorporating existing financial obligations into contracts for new projects, and to this extent previous suppliers are therefore favored.

At present, bids are being called for two 15,000 h.p. hydro turbines and alternator sets with complete auxiliary electrical and mechanical equipment for the Passo Fundo project in Brazil's southernmost state, Rio Grande do Sul. Canadian suppliers have a good opportunity to participate.

It seems that nuclear generated electric energy will not be required before 1980; nevertheless, the Brazilian authorities may decide to commission a nuclear plant before that time in order to obtain experience. All types of nuclear reactors are being evaluated but the Canadian heavy water natural uranium system offers many advantages to Brazil's hydroelectric expansion.

—W. G. HUXTABLE
Consul and Trade Commissioner, São Paulo

trade lines

Thermal power plant for Pacific Northwest

Construction began in August of a U.S.$200 million thermal power plant at Centralia, Washington. The first of two units is to be ready in September 1971; the ultimate generating capacity will be 1,400 mw. Local coal will be used as fuel—Seattle.

Broilers are booming in Jamaica

From 156,000 birds a year in 1950, broiler production in Jamaica has risen sharply to 6,760,000 last year. This is about four per head of population—Kingston.

Tourist prospects bright in Hong Kong

A recent study for the Hong Kong Tourist Association found that over half a million tourists visited the Colony last year; 90 per cent said that they "were likely to return". Average expenditure rose from Cdn.$57.10 in 1966 to Cdn.$66.60 per visitor/day in 1967—Hong Kong.

Sulphur from Libyan gas

Esso is building a plant at Marsa Brega oil terminal designed to extract sulphur from gas at the annual rate of 45,000 tons. A British firm, Ralph M. Parsons, has the contract for construction. Esso hopes to begin exporting the sulphur to Italy and Spain later this year—Rome.

New Zealand develops hydroelectric power

The New Zealand Government has approved development of the Upper Waitaki valley for hydroelectric power at a cost of N.Z.$188 million. Five new power stations will be built and the output of the present Waitaki stations will be increased by the extra storage made available—Wellington.

South Brazil improves seaports

The Brazilian Federal Transport Ministry will invest the equivalent of Cdn.$6.4 million during the 1968/70 period in new loading and discharging equipment, cold-storage facilities, and special warehouses for lumber and bulk salt at the ports of Porto Alegre, Pelotas, and Rio Grande—São Paulo.

UNESCO finances hydrology center in Brazil

Rio Grande do Sul Federal University in Porto Alegre will receive a U.S. $926,000 credit from UNESCO so that it can build an applied hydrology center. It will provide practical training and postgraduate courses in hydraulics, sanitation and regional development projects—São Paulo.

Caracas homes to get piped gas

The Venezuelan Government has decided to proceed with construction of a domestic gas distribution network in Caracas. Tenders will soon be issued for pipe, joints, valves, gas meters and other equipment—Caracas.

Venezuela increases car production

Car production in Venezuela has increased from 5,656 units in 1960 to 39,626 in 1966 and is estimated to have risen further in 1967 and 1968. Canada is one of Venezuela's main sources of automotive parts—Caracas.

Swiss grain-handling machinery in Pakistan

Buhler Bros. Ltd. of Uzwil, Switzerland, has been awarded a contract to supply and erect complete ship loading and unloading facilities for a large grain storage project in East Pakistan. The project is financed by Sweden and the International Development Association—Berne.

Venezuela's food production grows steadily

In the decade from 1957 to 1967, Venezuela produced 3.7 per cent more food per capita each year. Prices of agricultural produce in the same period rose by an annual 2 per cent. Today, the country grows 83 per cent of the food it consumes—Caracas.

Wiggins Teape pushes paper sales in Europe

Wiggins Teape has opened an office in Zug, Switzerland, as part of a drive to increase its paper sales in Europe. This British manufacturer has already subsidiaries in France, West Germany, Italy and Austria—Berne.

Spain's first nuclear plant ready

The 153 mw. plant at Zorita, 60 miles from Madrid, began production on July 17, 1968. It uses Spanish uranium which has been enriched in the United States. Two other plants are under construction and more are planned. By 1980, Spain expects to be producing 40 billion kwh. a year from nuclear plants—Madrid.

foreign tariffs and trade regulations

Britain

TRADE DESCRIPTIONS ACT—"Any person who, in the course of a trade or business, applies a false trade description to any goods; or supplies or offers to supply any goods to which a false trade description is applied; shall, subject to the provisions of this Act, be guilty of an offence." That is the first section of the Trade Descriptions Act 1968 which becomes effective on December 1, 1968.

Presented to Parliament as the Consumer Protection Bill, the new Act replaces the various Merchandise Marks Acts 1887 to 1953. Its requirements are more far-reaching and specific than those in previous Acts and it also covers oral statements and statements by implication. Besides dealing with misleading price markings, it prohibits the importation into Britain of goods with infringing brands or trade marks. The new provisions will apply to services as well as goods (including all kinds of foods, consumer goods, durables, second-hand articles and antiques) and will involve all persons concerned in the manufacturing, exporting, importing, distributing and selling stages.

A trade description is defined as "an indication, direct or indirect, and by whatever means given, of any of the following matters with respect to any goods or parts of goods, that is to say:

(a) quantity, size or gauge;

(b) method of manufacture, production, processing or reconditioning;

(c) composition;

(d) fitness for purpose, strength, performance, behavior or accuracy;

(e) Any physical characteristics not included in the preceding paragraphs;

(f) testing by any person and results thereof;

(g) approval by any person or conformity with a type approved by any person;

(h) place or date of manufacture, production, processing or reconditioning;

(i) person by whom manufactured, produced, processed or reconditioned;

(j) other history, including previous ownership or use."

A trade description may be applied to goods not only by the printed or written label but also by oral statements. Executives of stores, for instance, may thus become responsible for the statements of their counter assistants. The new Act, in making it an offence to apply a false trade description, also makes it an offence to supply or offer the goods falsely described. Some defences are provided for offenders who may have innocently supplied such goods, but once accused, the onus is on the defendant to prove that he took all reasonable precautions and diligence to avoid the commission of an offence, and that the offence was due to, for example, a mistake, an accident, or the reliance on information supplied.

Item (g) in the section that defines trade descriptions (above) will prevent a false endorsement of a product by a prominent person, unless the statement of recommendation can be shown to be genuine.

Section 11 of the new Act deals with misstatements, other than false descriptions, concerning price information. Where price reductions are claimed, it will be taken as an indication that the goods had been offered at higher prices witbin the preceding six months for a continuous period of not less than 28 days. This provision will prohibit traders from offering goods at so-called sale prices wben in fact the same class of goods has not previously been retailed at higher normal prices. It may also restrict the popular practice of "money off" flashes on labels.

A description that is not false, but is misleading, will be taken as a false description, and is illegal. Thus the Act removes degrees of illegality, and a description is either completely true or completely false for tbe purpose of the regulations.

Section 16 prohibits the importation of goods bearing false descriptions. Section 17 makes provision for a new section in the Trade Marks Act 1938 by which the owner of a trade mark in Britain will be able to apply to H.M. Customs and Excise to prohibit the entry of goods with an infringing trade mark.

The new regulations will be implemented by the Weights and Measures Inspectors of the 250 local authorities throughout the country. In the initial period, there are bound to be some uncertainties about the legal aspects, and some issues may require Court action for final decisions. If in doubt of any oral, written or implied description or advertisement, it is best to seek legal advice rather than chance permitting goods to go into distribution falsely described; a prosecution by an inspector in one area could lead to multiple prosecutions throughout the country and fines on each count.

Canadian packers and labellers will be concerned with the effect of the new British regulations. They should pay careful attention to the legality of their trade marks or brand names, and to the general accuracy of their labels, particularly the illustrations. For instance, a label depicting a tempting meal will infringe the Act if the package only contains one or some of the constituents. Other items of special interest are correct statements of net weight, and declarations of added vitamins. The latter have to be shown in a specific manner; as the vitamin content declines with storage, particular care sbould be taken over the statement—it may be preferable to omit it altogether.

Mexico

NEW IMPORT REGULATION—Recently received information amends the previous notes published in *Foreign Trade* issues of April 13 and April 27, 1968. The Mexican *Official Gazette* of September 6, 1968, reports that the requirement for a customs export declaration from the country of origin for shipments by land and sea will now be effective January 1, 1969. It also states that the required forms are available from all Mexican Consulates abroad. Certification of this document is not required, but the forms must be completed in Spanish. Mexican customs authorities advise that the Canadian B-13 Exporters Declaration Form is an acceptable alternative, providing that it is completed in Spanish. Nevertheless, it may be advisable to use the Mexican Export Declaration in order to ensure ease of customs clearance.

Trade Commissioners on Tour

In Canada

If you wish to meet the officers wbose itineraries are listed below, get in touch with—

Ottawa—Department of Trade and Commerce

St. John's, Halifax, Montreal, Winnipeg, Edmonton and Vancouver—Regional Office, Department of Trade and Commerce

Toronto—Canadian Manufacturers Association

Windsor, Ontario—Greater Windsor Industrial Commission

Fredericton, New Brunswick—Department of Industry

All other centers—Board of Trade or Cbamber of Commerce

Sweden—Norman Parsons, Commercial Officer in Stockholm:

Vancouver—November 11-13
Winnipeg—November 15
Montreal—November 18-22
Halifax—November 25-26

Temporary Duty in Ottawa

The following will be on temporary duty in Ottawa and may be contacted through the Trade Commissioner Service, pbone 992-9930 (area code 613).

Norman Parsoos, Commercial Officer in Stockholm, November 27-29.

In Territory

Afghanistan—J. E. G. Gibson, Commercial Secretary in Islamabad, will visit Afghanistan December 2-5.

Barhados—J. M. C. Lavoie, Assistant Commercial Secretary in Port-of-Spain, Trinidad, will visit Bridgetown November 12-14.

Bulgaria, Hungary, Romania—Trade Commissioners in the Vienna, Austria, office make frequent visits to these countries, but often there is not time to publisb their itineraries in advance. Therefore, Canadian businessmen who would like the Trade Commissioners to undertake assignments for them in these East European countries are advised to write to the Vienna office immediately.

Bulgaria—R. M. Logie, Assistant Commercial Secretary in Vienna, will visit Bulgaria November 25-29.

Hungary—J. M. T. Thomas, Commercial Counsellor in Vienna, will visit Budapest November 11-15.

Chile—G. E. Mullins, Assistant Commercial Secretary in Santiago, will visit Punta Arenas November 18-22.

Ecuador—G. D. Valentine, Commercial Secretary in Bogota, Colombia, will visit Quito and Guayaquil November 18-27.

Indo-China—M. C. J. Lemieux, Assistant Trade Commissioner in Hong Kong, will visit Laos, Cambodia and Vietnam November 18-December 8.

Pakistan—B. Northgrave, Assistant Commercial Secretary in Islamabad, will visit Dacca and Chittagong November 12-22.

Thailand—A Trade Commissioner from Singapore will be making a monthly visit to Thailand throughout 1968. Correspondence should normally be addressed to the Singapore office although contact can also be made through the Canadian Embassy in Bangkok, P.O. Box 2090 (telex: 2277; cable: DOMCAN, Bangkok; phone 32-956).

Tohago—D. Hobson-Garcia, Commercial Officer in Port-of-Spain, Trinidad, will visit Tobago December 12.

Trinidad—South Trinidad will be visited on November 26 by D. Hobson-Garcia, Commercial Officer, and on December 17 by J. M. C. Lavoie, Assistant Commercial Secretary, from the Port-of-Spain office.

Windward Islands—D. J. McJanet, Assistant Commercial Secretary in Port-of-Spain, will visit St. Lucia, St. Vincent and Grenada November 17-23.

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

Markets in Brief

MALAYSIA

Area: 128,500 square miles.*

Population: 10 million.

Climate: tropical and humid (southern tip is only 75 miles north of the equator); no distinct seasons, copious rainfall.

Language: Malay (official); Chinese, Tamil and English (most common business language).

Currency: Malaysian dollar; M$1.00 equals Cdn.$0.3505 (September 1968).

Weights and measures: imperial standard.

Electric supply: 50 cycles; single and three phase, voltage 230/400 (240/415 in three centers), stable, neutral wire of the secondary distribution system is grounded. Malaysia requires a grounding conductor in the electrical cord attached to appliances.

Capital: Kuala Lumpur.

Chief ports: Port Swettenham (for Kuala Lumpur), Penang.

Political status: independent country, member of Commonwealth; Malaya, Singapore, Sarawak and Sabah (formerly North Borneo) federated to form Malaysia in September 1963. Singapore withdrew from the Federation in August 1965.

Economy: based mainly on rubber, tin, timber and palm oil.

Total Malaysian Imports: (Malaysian statistics) 1967—Cdn. $1,166 million c.i.f.

Chief imports: (Cdn.$ million, c.i.f.) 1967—food 267.4, machinery 258.4, manufactured goods 207.9, mineral fuels 156.6, chemicals 86.8, miscellaneous manufactured articles 67.7, inedible crude materials 58.5.

Chief suppliers: (Cdn.$ million, c.i.f.) 1967—Britain 173.8, Japan 151.8, Singapore 111.1, Mainland China 93.4, Australia 76.0, Thailand 73.1, Hong Kong 35.5.

Value of imports from Canada: 1967—Cdn.$13.5 million; 1966—Cdn.$11.1 million.

Chief imports from Canada: (Cdn.$ million) 1967—aircraft 2.1, paper and paperboard 2.0, minerals non-metallic 1.2, wheat unmilled 1.1, aluminum .92, road motor vehicles .43.

Total Malaysian exports: (Malaysian statistics) 1967—Cdn. $1,306.0 million c.i.f.

Chief Malaysian exports: (Cdn.$ million f.o.b.) 1967—rubber 447.3, tin 265.1, timber and lumber 178.3, iron ore 42.8, palm oil 40.7, canned pineapples 15.2.

Value of Canadian purchases: 1967—Cdn.$22.8 million; 1966—Cdn.$29.1 million.

Chief Canadian purchases: (Cdn.$ million f.o.b.) 1967—tin 8.2, rubber 5.4, vegetable oils 4.2, canned pineapples 2.2.

Import and exchange regulations: most Canadian goods may be imported freely.

Prices: buyers prefer quotations c.i.f. Port Swettenham or Singapore, in U.S. dollars, pounds sterling or Canadian dollars.

Usual terms of payment: to be on the safe side, confirmed irrevocable letter of credit, but check with Trade Commissioner's Office.

Samples: all luxury and semi-luxury goods are subject to normal duties but these are refundable at port of exit if and when the goods are re-exported; normal trade samples enter free of duty.

Trade agreements: Canada and Malaysia grant each other Commonwealth preferential rates of duty. Malaysia has removed this preference on the majority of items over the past few years and exporters should check with Office of Trade Relations.

Correspondence: airmail only; letters 25 cents per half ounce.

Import controls, documentation, customs tariffs, marking and labelling: consult the Office of Trade Relations, Department of Trade and Commerce, Ottawa.

For detailed information on this market write to:

Commonwealth Division
Office of Trade Relations
Department of Trade and Commerce
Ottawa
or
The Commercial Counsellor
Office of the High Commissioner for Canada
P.O. Box 990
Kuala Lumpur

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*The Malayan peninsula has an area of 50,900 square miles, a population of 8.5 million and is known as West Malaysia. The states of Sabah and Sarawak on the island of Borneo are known as East Malaysia and have an area of 77,600 square miles and a population of 1.5 million.

TAIWAN

Area: 13,886 square miles (Taiwan and outlying islands).

Population: approximately 13.2 million.

Climate: semi-tropical, with cool winters.

Language: business community uses Chinese (Mandarin) and English.

Currency: new Taiwan dollar; N.T.$40.00 equals U.S.$1.00.

Weights and measures: metric system.

Electric supply: 60 cycles; single and three phase 100/200 volts; single phase 200 volt two-wire service also available.

Capital: Taipei.

Chief ports: Keelung in the north, Kaohsiung in the south.

Marketing centers: Taipei (population) 1,500,000; Kaohsiung 600,000; Taichung, Tainan and Keelung.

Economy: GNP for 1967 was U.S.$3,540 million, an increase of 8.9 per cent over 1966. Industrial growth was at a level of about 17 per cent. Agriculture recorded a 5.3 per cent increase. Manufacturing is now 20 per cent of total GNP compared with 24 per cent for agriculture.

Total Taiwan imports: 1967—U.S.$750 million; 1966—U.S. $598 million.

Chief imports: (per cent) 1966—metals and minerals 19.6, machinery and tools 15.3, chemicals and pharmaceuticals 7.9, vehicles and vessels 7.8, crude oil and petroleum 6.4, raw cotton 6.1, synthetic fibers 5.0, beans and peas 3.7, wheat 3.4, timber and wood 3.4.

Chief suppliers: (per cent) 1966—Japan 40.4, United States 26.7, Iraq 4.4, West Germany 3.9, Australia 3.4, Philippines 2.2.

Value of imports from Canada: 1967—Cdn.$12.3 million; 1966—Cdn.$8.4 million.

Chief imports from Canada: (Cdn.$'000) 1967—crude sulphur 3,367, wood pulp (all kinds) 2,045, rapeseed 1,558, woodworking machinery and parts 1,101, potassium chloride 708, zinc 807, aircraft engines 528, computers and parts 245.

Total Taiwan exports: 1967—U.S.$650 million; 1966—U.S. $536 million.

Chief exports: (per cent) 1966—timber and wood 10.5, sugar 10.2, metals (fabricated) 9.6, bananas 9.0, rice 5.5, synthetic fibers 5.4, cotton piecegoods 4.7, mushrooms 4.7, cement 3.5, canned pineapple 3.3.

Chief export markets: (per cent) 1966—Japan 24.0, United States 21.6, Vietnam 16.0, Hong Kong 6.1, West Germany 5.5, Thailand 3.3, Canada 2.5.

Value of Canadian purchases: 1967—Cdn.$23.6 million; 1966—Cdn.$13.1 million.

Chief Canadian purchases: (Cdn.$ million) 1966—mahogany plywood 9.3, rubber footwear 1.29, canned mushrooms 1.25, shirts (synthetic fibers) 1.01, sleepwear .93, sweaters (synthetic fibers) .83, utility footwear (fabric tops) .66.

Foreign exchange: currency controls in force. Major part of imports handled by government buying agencies. Commercial imports limited by ability of importer to obtain a foreign exchange certificate. These are earned by exporters who can use the certificates themselves or sell them on the open market. Imports classified according to essentiality; generally, consumer goods given low priority, raw materials and capital goods high priority.

Prices: should be quoted in U.S. dollars, c. & f. Keelung or Koahsiung.

Samples: samples not for sale and valued at not more than U.S.$25 may be imported without duty.

Trade agreements: Taiwan has trade agreements with the United States, Japan and several other Asian and European countries. However, the Taiwan customs tariff has only one schedule and imports from all countries are subject to the same tariffs. Canada extends most-favored-nation rates to Taiwan.

Import controls, documentation, customs tariffs, marking and labelling: consult the Office of Trade Relations, Department of Trade and Commerce, Ottawa, or Customs Administration, Ministry of Finance, 48 Chengchow Road, Taipei, Taiwan, Republic of China.

Correspondence: airmail essential; letters 25 cents per half ounce (seamail takes six to eight weeks).

For detailed information on this market write to:

Chief, Asia and Middle East Division
Office of Trade Relations
Department of Trade and Commerce
Ottawa
or
Consul General and Trade Commissioner
Canadian Consulate General
P.O. Box 1825
Manila, Philippines

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 trades 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 October 25	Value of Canadian dollar in foreign currency units at October 25
Algeria		
Dinar	.2156	4.63
Argentina		
Peso (free)	.0031	322.58
Australia		
Dollar	1.197	.8340
Austria		
Schilling	.0416	23.98
Bahamas		
Dollar	1.051	.9506
Belgium and Luxembourg		
Franc	.0213	46.25
Bermuda		
Pound	2.567	.39
Bolivia		
Peso	.0901	10.97
Brazil		
Cruzeiro (official free)	.2910	3.43
Britain		
Pound	2.564	.39
British Honduras		
Dollar	.6410	1.55
Burma		
Kyat	.2252	4.43
Ceylon		
Rupee	.1802	5.54
Chile		
Escudo (bank rate)	.1465	6.82
(free)	.1284	7.70
China, Republic of		
New Taiwan Dollar (official)	.027	37.04
Colombia		
Peso (fixed)	.064	14.95
Congo, Republic of[1]		
Franc	2.149	.4653
Costa Rica		
Colon	.1619	6.12
Cuba[2]		
Peso	....	....
Czechoslovakia		
Koruna	.1489	6.70
Denmark		
Krone	.1429	6.98
Dominican Republic		
Peso	1.073	.93
Ecuador		
Sucre (official)	.0596	16.50
(free)	.0534	18.45
El Salvador		
Colon	.4290	2.35
Fiji		
Pound	2.463	.41
Finland		
Markka	.2554	3.91
France, Monaco, etc.[3]		
Franc	.2156	4.63
Franco-African Republics[4]		
Franc	.0043	235
French Pacific[5]		
Franc	.0119	84.24
Germany		
D Mark	.2658	3.70
Ghana		
New Cedi	1.051	.95
Greece		
Drachma	.0358	27.93
Guatemala		
Quetzal	1.073	.93
Guyana		
Dollar	.5363	1.85
Haiti		
Gourde	.2145	4.65
Honduras		
Lempira	.5363	1.86
Hong Kong		
Dollar	.1770	5.64
Hungary		
Forint (official)	.0921	10.86
Iceland		
Krona (official)	.0188	52.91
India		
Rupee	.1421	7.02

Country and Currency	Value of Foreign currency unit in Canadian dollars at October 25	Value of Canadian dollar in foreign currency units at October 25
Indonesia[6]		
Rupiah	....	....
Iran		
Rial	.0142	70.42
Iraq		
Dinar	3.003	.33
Ireland		
Pound	2.564	.39
Israel		
Pound	.3064	3.23
Italy		
Lira	.0017	581.86
Jamaica		
Pound	2.564	.39
Japan		
Yen	.0030	333.33
Kenya		
Shilling	.1526	6.55
Lebanon		
Pound (free)	.3325	3.00
Malaysia		
Dollar	.3504	2.85
Mexico		
Peso	.0858	11.64
Morocco		
Dirham	.2119	4.72
Netherlands		
Florin	.2949	3.35
Netherlands Antilles		
Florin	.5687	1.76
New Zealand		
Dollar	1.200	.83
Nicaragua		
Cordoba	.1532	6.51
Nigeria		
Pound	2.991	.33
Norway		
Krone	.1502	6.64
Pakistan		
Rupee	.2252	4.43
Panama		
Balboa	1.073	.93
Paraguay		
Guarani (free)	.0086	116.28
Peru		
Sol (free)	.0241	41.66
Philippines		
Peso (free)	.2751	3.63
Poland		
Zloty (fixed basic rate)	.2685	3.72
Portugal & Colonies[7]		
Escudo	.0373	26.80
Saudi Arabia		
Riyal	.2066	4.84
Sierra Leone		
Leone	1.502	.66
Singapore		
Dollar	.3504	2.85
South Africa		
Rand	1.502	.66
Spain & Dependencies		
Peseta	.0154	64.25
Sweden		
Krona	.2074	4.81
Switzerland		
Franc	.2497	4.00
Syria		
Pound (free)	.2812	3.55
Thailand		
Baht (free)	.0520	19.19
Trinidad & Tobago[8]		
Dollar	.5392	1.85
Tunisia		
Dinar	2.043	.48
Turkey		
Lira	.1192	8.38
United Arab Republic		
Pound (official)	2.467	.40
United States		
Dollar	1.073	.93
Uruguay		
Peso (free)	.0043	232.55
Venezuela		
Bolivar (official free)	.2389	4.18
Yugoslavia		
Dinar (official)	.0858	11.64

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, Islamic Republic of Mauritania, Niger, Senegal, Upper Volta, Cameroons, Togoland, and Malagasy. Also Reunion, Comoro Islands, St. Pierre and Miquelon.
5. New Caledonia, New Hebrides, French Polynesia.
6. Because of the complexity of the Indonesian exchange rate system, it is impractical to quote a single representative rate for the rupiah.
7. Approximately same rate for Portuguese territories in Africa.
8. Also used in Barbados, Leeward and Windward Islands.

A. B. BRODIE, *Trade Commissioner, and* R. BANKS, *Commercial Officer, Glasgo*

Scotland's Paper Industry Fights for Its Future

■ The Scottish Forestry Commission's superb reforestation program after the Second World War has enabled the Scottish paper industry to survive. Although the early postwar trees have been harvested and more saplings replanted, the pulp and paper industry still faces a serious shortage of locally produced raw materials and high fuel and transportation costs, the key economic factors for a profitable paper industry.

The November sterling devaluation brought with it higher prices for wood pulp from the Scandinavian countries, Britain's principal suppliers. These increased import prices, added to the British tax increase on fuel oils, have placed a further financial burden on the papermakers. Scotland does not have the wide flowing rivers which are used so effectively in Canada and the Scandinavian countries to bring the logs to the mills. In most cases, the logs are transported principally by truck at great expense. During the past few years, six Scottish paper plants were forced to cease operations. Just recently Messrs. James Brown and Co. Ltd. of Penicuik (Midlothian) had to close down its plant after some 178 years of continuous operation.

The largest and most important papermaking development in Scotland is the £15 millon Wiggins Teape mill at Fort William (Inverness-shire). It is the first fully integrated pulp and paper mill in Britain and is designed to produce 100,000 tons of pulp and 40,000 tons of paper a year. In its first full year of operation the mill produced 42,000 tons of pulp and 22,000 tons of paper at a loss of £1.7 million after a depreciation provision of £460,000.

In an effort to become more competitive, the Scottish paper industry plans to modernize some of its plants and, in certain cases, diversify production. Thomas Tait and Sons Ltd. of Inverurie (Aberdeenshire) is installing a complete stock preparation plant and a Fourdrinier machine at a cost of close to £500,000. This new papermaking machine, which wi produce high quality white and col ored paper, will be over 200 feet lon with a wire width of 120 inches an will be capable of speeds up to 1,00 feet per minute. The Culter Mill Paper Co. Ltd. of Peterculter (Aber deenshire) has recently built a ne papermaking machine which will pro duce high-grade base paper for of machine coating and ultimate use i the "glossies". Further installations ar planned or are under way at othe mills, including J. A. Weir Ltd. o Kilbagie (Clackmannanshire), Inve esk Paper Co. Ltd. of Musselburg (Midlothian), and the Clyde Pape Co. Ltd. at Rutherglen, Glasgow. Th Donside mill of the Inveresk grou and the Stoneywood Works of th Wiggins Teape group have undergon extensive modernization. Tullis, Rus sell and Co. Ltd. of Markinch (Fife shire), famous for its specialty paper especially for the electrical industr is also equipping its plant with a ne papermaking machine.

Scottish papermakers are gainin ground and finding their way into th export market with their coated paper and other specialty papers. Mor varieties will continue to be exporte as the paper industry diversifies i output from the conventional an highly competitive papers to specialt items, such as paper for the electric industry.

To attain a high quality of specialt paper, such as bank note, bond or a papers, the Scottish papermakers us esparto grass which they have im ported for many years from Nort Africa, mostly Libya and Morocc The percentage of mixture of espart grass with spruce pulp depends on th end product. Britain imports som 15,000 tons of esparto grass each yea and a good portion of it finds its wa to Scotland.

In 1967, Britain imported two mi lion tons of paper and paperboar which represents one third of domesti consumption. Over £11 million wort of this was shipped through Scottis ports. Scottish paper and board pro duction for the past three years i shown in the table.

Scottish Paper and Board Production

	1966	1967	Jan.-June 1968
	('000 long tons)		
All paper	382	363	197
Newsprint	23	25	13
Other printing and writing	256	242	132
Other paper	103	96	52
Board	149	168	94

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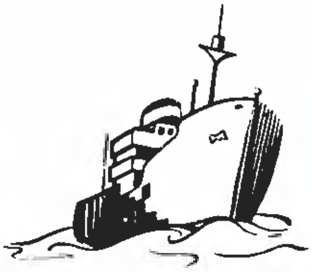

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