

**NOVEMBER 23. 68**

# **FOREIGN TRADE**

DEPARTMENT OF TRADE AND COMMERCE, OTTAWA



**The Changing Commonwealth Caribbean**

**The steelwork being put into place on our cover** is today part of a thermal power station in Port-of-Spain, Trinidad. We chose this picture to introduce our special feature on the Commonwealth Caribbean because it suggests the new impetus there and the energy that is going into building up industry and diversifying agriculture.

**“Change” is the keynote there**—and the keynote too of the thoughtful introductory article that the Commonwealth Division prepared. It surveys the significant influences at work in the area (such as the move to regional integration) and the implications for Canadian trade. Canadians have exported to the West Indies for so long that they take these markets for granted. That day is past.

**It is not the tourist’s view of these islands that emerges**, though several of the articles underline the importance of tourists to the economy. It is rather the view of the hard-headed trader who needs to take change into account and adapt to it in good time.

**The Commonwealth Caribbean receives more Canadian aid per capita** than any other part of the world. That is why we asked the Canadian International Development Agency (you probably still think of it as the External Aid Office) to tell our readers what these aid funds are accomplishing, in both human and economic terms.

**We haven’t overlooked the practical aspects of trading with the West Indies**; in fact, the contributions from the Trade Commissioners in Kingston and Port-of-Spain get down to cases. Some of these articles discuss the market for specific products and one deals with documentation—how to do it correctly and quickly to avoid strained relations with your customers and get paid faster.

**Add an up-to-date tabulation of shipping services**, brief market information on Jamaica and on Trinidad and Tobago, and you have a trading guide under one cover.

# FOREIGN TRADE

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The Hon. JEAN-LUC PEPIN, Minister; J. H. WARREN, Deputy Minister

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# The Changing Commonwealth Caribbean

## a challenge for Canada

C. L. BLAND  
*Commonwealth Division  
Office of Area Relations*

■ Canada faces new challenges in the changing Commonwealth Caribbean. A new spirit of economic co-operation is developing within the area; competition between suppliers for the growing import market is increasingly keen; the United States influence is expanding significantly, particularly in the western Caribbean, and the region is industrializing rapidly, bringing basic changes in trading patterns.

### Trade Is Growing

There is no need to stress the traditional importance of the Canadian and West Indian markets to one another. The collection of islands and mainland territories comprising the Commonwealth Caribbean stretches more than 2,000 miles from the Bahamas off the east coast of Florida to Guyana on the northeast coast of South America. It has a total land area of approximately 104,000 square miles and a population of 4½ million. Over a 150-year period total trade between Canada and the area has expanded to the point where it reached almost \$200\* million in 1967.

Canadian exports to the West Indies have been increasing steadily over the past few years—from \$85.1 million in 1964 to \$108.2 million in 1967. The rate of increase slowed down to 5 per cent in 1967 over 1966

compared with an 11 per cent rise from 1965 to 1966. For the first eight months of this year Canadian sales to the Commonwealth Caribbean declined almost 15 per cent to \$61.6 million from \$70.6 million for the same period in 1967.

The West Indies market represents about one per cent of total Canadian exports and Canada supplies roughly 10 per cent of the region's imports. In 1967 the area ranked tenth among Canada's export markets and fourth among its Commonwealth markets. Traditional exports—including flour, fish, meats, processed foodstuffs, lumber and newsprint—still bulk large in our trade. But increasing industrialization in the area has changed the composition of Canadian exports in recent years and introduced significant sales of such items as textile fabrics, insulated wire and cable, aluminum fabricated materials, diverse capital equipment and an increasing range of fully manufactured goods. The smaller rise in exports last year and lower shipments so far this year reflect to a large extent the growing use of import restrictions, particularly by Trinidad, Jamaica and Guyana, to protect local manufacturers. In addition, several non-recurring capital imports from Canada in 1967 have not been replaced thus far in 1968.

Canadian imports from the West Indies have remained relatively static over the past three years—\$89 million in both 1966 and 1967 compared with \$81.1 million in 1965. In 1964 they totalled \$111.7 million, largely because of significantly higher prices for sugar. For the first seven months of this year West Indian exports to

Canada were valued at \$45.3 million—slightly lower than for the comparable 1967 period. Commonwealth Caribbean exports to Canada are narrowly based, with bauxite and alumina, sugar, petroleum, molasses, rum and citrus fruit juices accounting for 85 per cent of the total in 1967. However, the West Indies has a small but growing market in Canada for such items as cigars, garments, footwear and buttons. The Commonwealth Caribbean traditionally supplies less than one per cent of total Canadian imports, and in 1967 ranked eighth among Canada's sources of imports and second among its Commonwealth suppliers.

### Other Links

Complementing the traditional trade ties, Canadian private investment in the area has been expanding substantially and is now estimated at over \$500 million. Although it is dominated by aluminum interests in Jamaica and Guyana, Canadian private investors have been active in secondary manufacturing, including participation in companies producing chemicals, paints, soaps and detergents, optical lenses, switchgear, packaging material, flavoring essences, macaroni products, metal furniture and television sets. Canadian banks, together with British Barclay's DCO Bank, provide basic banking services in the region and handle the largest portion of business. Canadian commercial banks have been an important factor in the financing of primary exports and in providing banking facilities upon which the economic life of the region has developed.

\*All figures are in Canadian dollars.



The picture shows some of six hundred Westinghouse pole-mounted distribution transformers crated for shipment to Trinidad. They were made in London, Ontario, and their capacity ranges from 25 to 75 kva.

are reasonably remunerative to producers and equitable to consumers.

### Political and Economic Trends

A significant development in the Commonwealth Caribbean in recent years has been the coming of independence to several territories and substantial constitutional changes in others. Both Jamaica and Trinidad and Tobago gained independence in 1962. In May 1966, British Guiana became independent as Guyana. Barbados proceeded to independence on November 20, 1966. Five other islands (Antigua, Dominica, Grenada, St. Kitts and St. Lucia) are now fully self-governing states in association with Britain.

Agriculture still forms the mainstay of the Commonwealth Caribbean economy. Sugar, bananas, citrus fruits, molasses and spices are important dollar earners. In addition, bauxite and alumina are vital to the economies of Jamaica and Guyana and petroleum production is a major contributor to national income in Trinidad. Increasing tourist receipts represent a major growth area in the region's economies. One of the most striking developments in West Indian economies however—particularly in Jamaica and Trinidad—has been the shift in emphasis since World War II from reliance on the production and export of primary products to economic diversification. During this period the manufacturing industry has become a major contributor to national income. The agricultural sector continues to be the largest single source of employment and effective

In addition to the importance of trade and investment in Canada's over-all economic relations with the West Indies, our aid program to the Commonwealth Caribbean, which was substantially increased at the 1966 Conference between Canada and the West Indies Government, makes the area the largest per capita recipient of Canadian aid funds. (See separate article on page 17.) Canadian tourists flock to the Caribbean in growing numbers each year (approximately 150,000 in 1967), and individual contacts continue to flourish. This evolution of economic, political and social contacts has developed into what has become known as the "special relationship" between Canada and the Commonwealth Caribbean. One of the challenges now facing us is to adapt this relationship to the changing requirements of the Commonwealth Caribbean and Canada in 1968.

As an expression of special concern about the Commonwealth Caribbean, Canada is attempting to assist the region in obtaining better prices for its sugar exports and in 1966 instituted a program which provides for direct annual payments to each Commonwealth Caribbean government concerned of an amount equal to the duty collected on Canadian imports of West Indies sugar (29 cents per cwt.) up to a maximum of 275,000 metric tons. Moreover, Canada actively supported the negotiation of a new International Sugar Agreement and after several attempts an agreement was concluded on October 23, 1968. It is hoped that the agreement, which is for a five year period, will be brought into force on January 1, 1969. The purpose of it is to achieve a more orderly international sugar economy and to raise the currently depressed market prices to levels that

policies have been introduced to promote industrial development to counter the high unemployment in the region and to provide the base for improved social conditions and the maintenance of political stability. All governments provide attractive incentives to potential foreign investors, including tax-free holidays, duty-free import of raw materials and plant equipment, accelerated depreciation on buildings and equipment, and government protection against import competition.

### Opportunities for Canadians

The growing industrial sector opens up attractive opportunities to Canadian exporters of capital equipment, plant machinery, industrial raw materials and semi-manufactured parts and components. Statistics reveal that total West Indian imports of these commodities are increasing significantly. As the industrialization process continues, imports in these categories are expected to increase relative to other types of goods. The burgeoning tourist industry also presents opportunities for sales of sophisticated consumer goods and foodstuffs not being produced locally. The changing economies of the region also provide openings for Canadian firms in the field of technical and engineering services—for example, new airport and tourist facilities.

In recent years, Canadian exports to the Commonwealth Caribbean, despite a steady increase in absolute terms, have been adversely affected by an increasing tendency on the part of West Indian governments to employ import restrictions (in some cases prohibitions) to protect local industry. This has been particularly evident in Trinidad, Jamaica and Guyana. Many traditional exports which are now being produced locally can no longer be expected to maintain their value in the trade, although the \$10 million decrease in Canadian exports to the region for the first eight months of this year is only attributable in part to import restrictions.

It is obvious, however, that Canadian exporters must continue to seek new lines to sell in the Caribbean market. In addition, they should not overlook opportunities to enter into licensing arrangements to manufac-

### CANADIAN EXPORTS TO THE COMMONWEALTH CARIBBEAN

	1965	1966	1967	Jan.-Aug. 1967	Jan.-Aug. 1968
	(Cdn.\$ million)				
Jamaica	30.3	33.5	39.1	24.4	21.9
Trinidad and Tobago	21.5	23.3	20.1	13.5	9.5
Guyana	7.7	9.9	12.1	8.7	5.4
Barbados	6.8	8.1	8.4	5.5	5.6
Bermuda	6.0	7.4	7.4	4.8	4.2
Bahamas	9.3	10.8	10.2	6.1	8.3
Leeward and Windwards	8.0	8.8	9.7	6.4	5.5
British Honduras	1.1	.9	1.2	.7	.7
<b>Total</b>	<b>90.7</b>	<b>102.8</b>	<b>108.2</b>	<b>70.6*</b>	<b>61.6*</b>

\*Totals rounded.

### What Canada Is Selling to the Commonwealth Caribbean

	1965	1966	1967	Jan.-July 1967	Jan.-July 1968
	(Cdn.\$'000)				
Flour	11,138	10,355	8,413	5,258	4,553
Fish, pickled, salted	7,204	8,105	8,320	5,003	4,086
Meats	6,013	5,204	5,246	2,575	2,630
Fish, canned	3,734	4,245	4,428	2,760	2,358
Motor vehicles and trucks	6,371	5,479	2,634	1,712	1,183
Drugs and medicines	1,329	2,411	2,629	1,827	1,246
Lumber	1,879	2,503	2,560	1,544	1,746
Textiles	1,908	2,113	2,303	1,250	1,171
Aircraft and parts	17	122	2,238	1,877	383
Newsprint	1,749	1,774	2,194	1,311	1,107
Insulated wire and cable	441	1,458	1,583	970	758
Tires and tubes	1,663	1,784	1,497	1,100	643
Milk powder	1,615	954	1,461	1,013	820
Mining and quarrying machinery and parts	295	520	1,251	721	175
Aluminum bars, rods and sheets	739	1,055	1,145	700	524
Iron and steel pipes and tubes	626	768	1,120	436	407
Poultry feeds	1,189	1,484	1,046	685	325

—plus an extremely broad range of fully manufactured products.

ture their products in the region or the possibility of direct investment in branch plants. Experience indicates that in many cases where a traditional import market is lost through the imposition of prohibitive restrictions, investment is the only way that Canadian industry can maintain its participation in the area. This question becomes particularly relevant with the establishment of the Caribbean Free Trade Association with its explicit stimuli to increased industrialization and import substitution.

### Regional Integration

At a summit conference in Barbados in October 1967, Commonwealth Caribbean Heads of Government agreed on the establishment of a regional free trade area to enter into effect May 1, 1968. The CARIFTA agreement is based essentially on the

earlier abortive CARIFTA Treaty involving Guyana, Antigua and Barbados.

On April 30, 1968, Antigua, Guyana, Barbados and Trinidad deposited instruments of ratification. The remaining West Indian associate states and St. Vincent and Montserrat joined on July 1, 1968. Jamaica, which had originally experienced some hesitation about joining, became a member on August 1st of this year. The total CARIFTA imports already exceed \$1 billion and by 1976 are expected to rise to \$2.5 billion.

The CARIFTA Agreement provides essentially for the removal of tariffs on all trade between signatories with the exception of products specified in a relatively short Reserve List, including tobacco, paints and varnishes, radios and T.V. sets, detergents, batteries, furniture, certain fruit

## CANADIAN IMPORTS FROM THE COMMONWEALTH CARIBBEAN

	1965	1966	1967	Jan.-July 1967	Jan.-July 1968
	(Cdn.\$ million)				
Jamaica	36.0	37.3	31.9	17.2	15.6
Guyana	22.5	29.1	30.0	13.1	13.3
Trinidad and Tobago	16.7	16.0	18.7	11.7	11.9
Barbados	3.0	2.3	3.1	1.9	.6
British Honduras	1.2	1.5	1.9	.7	1.5
Leeward and Windwards	.8	.9	1.4	.4	.7
Bahamas	.5	1.2	2.2	1.3	1.4
Bermuda	.4	.8	.3	.2	.3
<b>Total</b>	<b>81.1</b>	<b>89.1</b>	<b>89.5</b>	<b>46.5</b>	<b>45.3</b>

### What Canada Is Buying from the Commonwealth Caribbean

	1965	1966	1967
	(Cdn.\$'000)		
Bauxite and alumina	43,781	49,518	48,300
Raw sugar	17,151	16,359	11,735
Crude petroleum	8,917	8,453	9,504
Molasses	2,359	2,944	3,864
Rum	1,052	1,682	2,835
Fruit juices	1,126	1,391	1,036
Coffee	398	396	505
Nutmegs and mace	375	258	307
Liqueurs	151	320	280
Vegetables fresh	178	188	254
Cocoa beans	281	47	79

preparations, manufactured tobacco (except cigars), and certain clothing and footwear items. A substantial proportion of intra-area trade has thus been made duty-free and imports from outside the area, including Canada, Britain and the United States, will remain subject to the tariff treatment currently accorded by each individual member.

Developed members of CARIFTA (Trinidad, Guyana, Barbados and Jamaica) have five years to abolish tariffs on reserve items and the less developed members ten years. The agreement stipulates specific origin rules which provide basically for a 50 per cent value-added local content to qualify for area treatment. There is also a Basic Materials List of items which are to be treated as of area origin whether imported or not and a Qualifying Process List which sets out a list of manufacturing processes which, if carried out within a member country, will qualify the finished product for area treatment. A standstill on investment incentives is also envisaged which stipulates that no member shall offer more generous tax concessions than other countries in the group extend.

A supplementary agreement includes an agricultural protocol which

requires member territories to reduce their extra-zonal imports of 22 basic food commodities during the next three years to 30 per cent of their 1966 level. Included on the agricultural list are such products of interest to Canada as potatoes, onions, carrots, pork products, and red kidney beans. The CARIFTA Secretariat, established in Georgetown, will be responsible for policing this arrangement and allocating markets among CARIFTA producers on the basis of supply and demand information provided by the members.

Because trade within the CARIFTA area will be made duty-free, imports from outside it will remain subject to the same tariffs as before, and the preferential margin for Canadians vis-à-vis the United States will be maintained, in certain instances Canadian exporters will face a reverse preference in CARIFTA countries on competitive products manufactured within the free trade area. This means that, where a preferential rate of duty now exists, Canadian exporters will continue to pay that duty but goods made within CARIFTA will be duty-free.

As a further refinement, the Eastern Caribbean Common Market Agreement which was signed in Grenada

on June 11 creates a common market comprising the five West Indies Associated States (Antigua, Dominica, Grenada, St. Kitts and St. Lucia) and St. Vincent. The elimination of import duties among the Common Market territories follows the schedule used by CARIFTA. Article 7 of the Agreement provides for the establishment of a common external tariff within three years.

It is important to look upon CARIFTA with the eyes of West Indian leaders who consider it a first step in the final objective of a full and viable Caribbean economic community. Indeed the Heads of Government Resolution establishing the free trade area makes clear that a full customs union—including harmonization of fiscal incentives, regional integration of industries, a planned and organized trade in agricultural products, and the establishment of regional sea and air carriers—will mark the true fulfillment of the area's regional aspirations. Complementing CARIFTA, a Caribbean Regional Development Bank which would include Canada and Britain as full non-regional members is being considered. Such a bank would assist in channelling new investment capital into the region and might provide a significant boost to the co-ordination of regional development efforts.

### Some Conclusions

This article has attempted to indicate current changes in the Commonwealth Caribbean to which the Canadian Government and private industry must react together in order to maximize our trade relations with the area. It is still too soon to determine accurately the ultimate effect of CARIFTA and further regional developments on our trading relations with the West Indies. The 1926 bilateral Trade Agreement provides essentially for the exchange of tariff preferences. The Trade Protocol negotiated at the 1966 Conference updated and revised the earlier agreement, adding specific provisions regarding commodities of interest to both sides, consultative provisions and an undertaking to examine the agreement with a view to its possible renegotiation after the Kennedy Round.

The successful evolution of CARIFTA would represent an important step towards the creation of a single viable economic unit in a region where competing policies often create divergent forces which work against the rationalization of development programs and optimum allocation of resources. The move towards regional economic integration and a more cohesive economic policy for the region would facilitate the carrying out of Canada's obligation undertaken at the 1966 Conference to develop and revise where necessary our trade agreement relations with the Commonwealth Caribbean.

In addition, a more viable and dynamic Commonwealth Caribbean

should lead to increased demand for capital equipment, industrial raw materials, semi-fabricated products and components which Canada can supply. And as per capita income increases, over-all demand for manufactured products not available locally should strengthen. On the other hand, certain Canadian exports which are now produced in the region—including flour, automobiles, tires and tubes, and refrigerators—may be partially displaced in the markets of the smaller CARIFTA members by exports from the more industrialized members. In time the agricultural protocol may hamper expansion of exports of certain agricultural commodities that Canada now supplies.

At the 1966 Commonwealth Caribbean-Canada Conference it was recognized that a changing relationship required appropriate changes in traditional methods and patterns of trading. Initiatives arising from that Conference are being pursued by the Canadian Government in an attempt to create an increasingly favorable climate for greater participation in the region's development. However the business community has the leading role to play in expanding Canadian trade and economic relations with the area. The recent developments in the Commonwealth Caribbean economies are creating new and challenging opportunities for Canadian exporters and investors.

## Jamaica Plans for Decimal Currency

■ On September 8, 1969, Jamaica will join the increasing number of countries that have converted to the decimal system of currency. The report of the Select Committee of the Jamaica House of Representatives on the decimalization of Jamaica's currency was unanimously approved on January 30, 1968.

The main decisions of the Select Committee were that:

- the currency should be decimalized on the basis of the ten shilling unit
- the names of the major and minor units should be "dollar" and "cent" respectively
- the change should take place sometime in September or October 1969.

In July 1967 the Jamaican Government invited the views of the public on the names which should be given to the new currency. The Bank of Jamaica organized a "Name Your Money Competition" and of the 963 entries received, some 317 were in favor of a major unit to be called a dollar and a minor unit to be called a cent. The official approved currency signs for Jamaica are the double, vertically barred 'S' (\$) and the small 'c' with no declaration or full stop. When used in international transactions the dollar sign should be preceded by 'J' to denote dollars, for example, 'J\$100'. Within Jamaica, there will be no need to use the 'J'.

The advent of decimal currency provides the opportunity for the introduc-

tion of a completely Jamaican coinage. The coins will be struck by the Royal Mint and a new issue of decimal notes is being prepared. The contract for these has been awarded to Thomas de la Rue & Sons of Britain, printers for Jamaica since 1919.

The Select Committee decided that, although new design features should be incorporated in the new notes, they should be of the same basic color and size as their equivalent in the old currency. As a result it was agreed that the new denominations of the decimal currency notes will be: 50¢ (5/-) which will be red, \$1.00 (10/-) mauve, \$2.00 (£1) green, and \$10.00 (£5) blue. The Committee also recommended that as far as possible, the new decimal coins should be of the same size and weight as the denominations in the previous currency. The new one-cent piece will be of bronze, somewhat smaller and lighter than the present one penny, and the 5-cent, 10-cent, 20-cent and 25-cent pieces will be of cupro-nickel, white and of a similar size and weight as the existing coins. Other recommendations were that portraits of Jamaican national heroes should, as far as possible, replace the portrait of the Queen on the new decimal notes and that the national motto "Out of Many One People" should be featured on the designs of these notes.

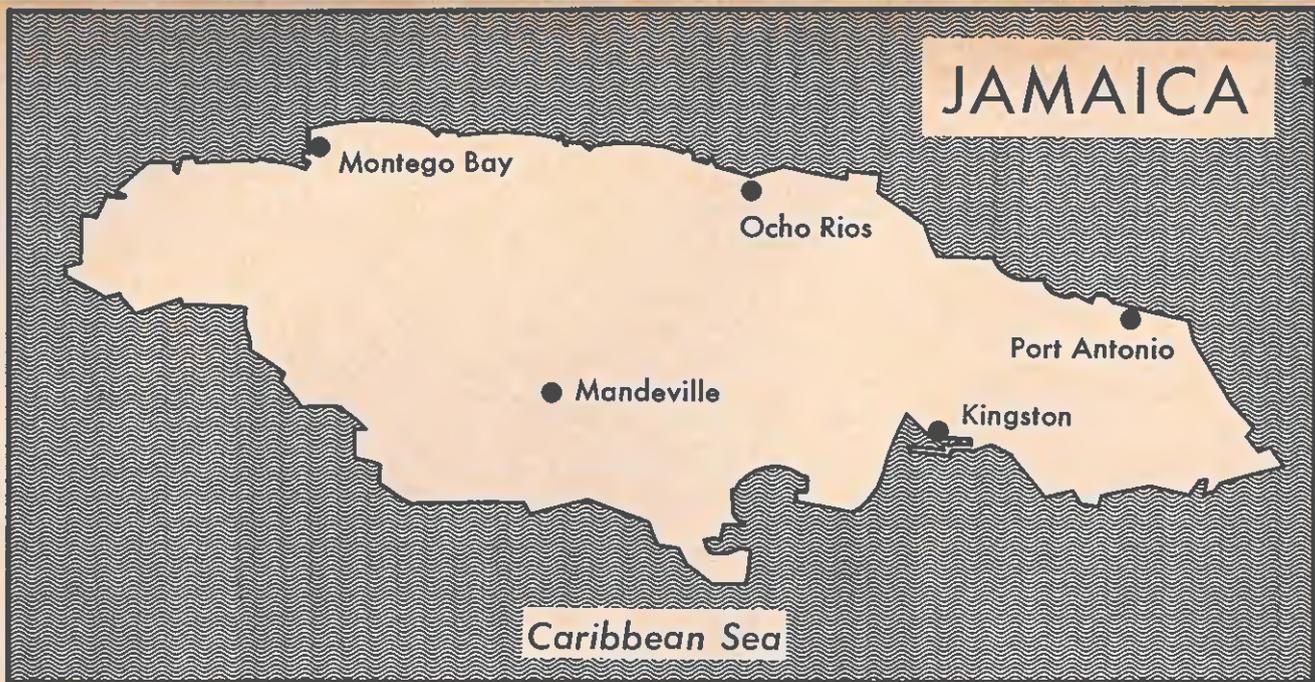
Under the Bank of Jamaica Law, the preparation of the new decimal notes

and coins is being undertaken by the Bank of Jamaica. A Decimal Currency Office has been set up within the framework of the Bank and a timetable for the changeover to dollars and cents has been drawn up.

The Bank has established a machine registration program to facilitate the changeover of office machines and accounting and price computing equipment to the new system. The Jamaica Information Service, with the assistance of the Bank of Jamaica, has set up an extensive educational program using the press, radio, cinema and television. A series of talks covering some 2,000 villages is being developed and a corps of speakers to cover special interest groups has also been organized. In addition, booklets on decimal currency and pamphlets describing the changeover are being issued.

Banks will be closed for three or four days before currency conversion day, known as C-Day, to allow time for final adjustment of machines and the conversion of all accounts and records. When the banks open on September 8, 1969, all banking transactions will be in dollars and cents. All lodgments and cheques will be written in the new currency and decimal notes and coins will be put into circulation. Canadian exporters to Jamaica should familiarize themselves with this new currency and endeavor to quote prices in Jamaican dollars after the changeover date.

—D. H. LEAVITT, *Assistant Commercial Secretary, Kingston*



## Market in Brief

**Area:** 4,411 square miles.

**Population:** 1,811,662.

**Climate:** sub-tropical, with temperatures ranging between 80 and 86 degrees and an average rainfall of 77 inches.

**Language:** English.

**Currency:** sterling—Jamaican pound pegged to British pound (Jam.£ equals Cdn.\$2.564). Jamaica converts to dollars in 1969.

**Foreign exchange:** Canadian and U.S. dollars are freely convertible for business transactions.

**Weights and measures:** imperial standard.

**Capital and chief port:** Kingston (population) 470,000.

**Marketing centers:** Kingston, Mandeville, Montego Bay, Port Antonio, Ocho Rios, St. Ann's Bay, Brown's Town, Christiana.

**Economy:** industrial and agricultural, with bauxite mining and processing.

**Total Jamaican imports:** 1967—Cdn.\$369.0 million (estimated); 1966—Cdn.\$350.0 million.

**Chief imports:** (Cdn.\$ million) 1967—manufactured goods 99.3, machinery and transport 95.4, food 72.9, mineral fuels and lubricants 30.6, chemical elements and compounds 8.4.

**Chief suppliers:** United States, Britain, Canada, Japan, Netherlands Antilles, Trinidad and Tobago, West Germany.

**Value of imports from Canada:** 1967—Cdn.\$39.1 million; 1966—Cdn.\$33.5 million.

**Chief imports from Canada:** (Cdn.\$ million) 1966—food 18.0 (fish and fish preparations 8.0, cereal and cereal preparations 5.7, fruits and vegetables 1.2); machinery and transport equipment 5.6 (transport equipment 2.4); chemicals 1.4; manufactured goods classified chiefly by materials 9.7 (leather, leather manufactures .958, paper, paperboard and manufactures thereof 2.5, textile yarn and fabric 1.0) base metals 1.9.

**Total Jamaican exports:** 1966—Cdn.\$244.3 million; 1965—Cdn.\$229.7 million.

**Chief exports:** (Cdn.\$ million) 1966—food 89.8 million (bananas 18.9; canned, sliced and crushed grapefruit 3.5; orange juice concentrate 2.0; sugar and sugar preparations, sugarcane not refined 49.8; coffee, tea, cocoa, spices 8.4; beverages 5.7); bauxite and alumina 57.9, gasoline 3.9, lubricating oils 2.1, paints .625, medicinal and pharmaceutical products 2.6, cereals 1.1, clothing 7.3 (shirts of cotton other than knit 1.8).

**Chief markets:** Britain, United States, Canada, Sweden.

**Value of Canadian purchases:** 1967—Cdn.\$31.9 million; 1966—Cdn.\$37.3 million.

**Chief Canadian purchases:** (Cdn.\$ million) 1966—alumina 29.3, sugar 4.7, fruit juices .606, rum .439.

**Prices:** quote in Canadian dollars, c.i.f. Kingston.

**Usual terms of payment:** sight draft against documents. However, terms from 30 to 90 days are sometimes given.

**Samples:** if of commercial value, subject to normal duty or deposit of bond, both of which are refundable if goods are taken out of country within six months.

**Visas:** not required; however, Canadian salesmen wishing to sell directly to accounts in Jamaica should contact the Commonwealth Division for detailed information on work permits.

**Inoculations:** none.

**Trade agreements:** Canada-British West Indies Trade Agreement—1926 and attendant protocol—1966.

**Import controls, documentation, customs tariffs, marketing and labelling:** For details, consult the Office of Area Relations, Department of Trade and Commerce, Ottawa.

**Correspondence:** airmail only; 15 cents per half ounce.

**For detailed information on the market write to:** Commonwealth Division, Office of Area Relations, Department of Trade and Commerce, Ottawa, or Commercial Secretary, Office of the High Commissioner for Canada, P.O. Box 1500, Kingston, Jamaica.

# JAMAICA

## a \$39 million market with changing needs

R. G. WOOLHAM

*Commercial Secretary, Kingston*

■ Jamaica is a country on the threshold of rapid economic expansion, a key member of the Caribbean Commonwealth group, striving to provide a better, richer life for a growing population. Better education, better housing, better services and more jobs are all included in Jamaica's new goals. Tourism, bauxite, agriculture and an expanding industrial sector are the foundations of this progress. Substantially associated with it are both the traditional and the new relationships with Canada.

### Trade and Investment

Trade is of prime importance. Jamaica, relative to its size (about

twice the size of Prince Edward Island but with 1.8 million people) is a good market for Canadian agricultural and fisheries products, a wide variety of consumer goods, industrial equipment and construction materials, and Canadian knowhow. Canadian exports to Jamaica totalled nearly \$40 million in 1967. Over 20,000 Canadians visit Jamaica each year. Canadian investment is substantial; Canadian banks do 85 per cent of the island's banking and Canadian bankers are closely associated with the business community. Canadian insurance companies dominate the insurance business; Cdn.\$200 million has been invested during the past 15 years in the development of Jamaica's bauxite and alumina resources. Air Canada recently purchased a 40 per cent interest in Air

Jamaica. Canadian financial interests are also involved in Jamaican hotels and property, manufacturing companies and consulting services. The Jamaican Government offers significant concessions to such investors.

### Capital Assistance

Jamaica needs capital to develop and its political and economic stability has helped to attract over \$80 million during the past six years in development assistance loans and grants from other countries and international lending agencies. Increasing Canadian Government assistance has amounted to over Cdn.\$15 million since 1964 and will exceed \$5.3 million for the 1968/1969 fiscal year. At the same time, U.S. balance-of-payments problems have recently resulted in a considerable reduction in U.S. aid to Jamaica. Canadian Government financial aid is principally directed towards the development of educational and hospital facilities, transportation and communications, and water resources.

To name a few projects in this category, a Canadian contractor has erected 40 prefabricated primary schools from Canada and another 68 are planned. A \$750,000 Canadian-made mobile communications network for Jamaica is nearing completion. A contract for a \$500,000 transportation study has just been awarded to a Montreal firm, a \$600,000 bridge was opened in July, a \$1.2 million water supply scheme is in progress, and a \$925,000 sewerage scheme has been completed.

Canadian engineers, architects, consultants and educators who serve under the Canadian Government's technical assistance program are working in many Jamaican Government Ministries and agencies. They constitute a corps of Canadians who have firsthand knowledge of Jamaican development.

The World Bank is also a substantial source of development funds for Jamaica. A \$6 million contract for a

### Four Steps to Selling in Jamaica

**Step One**—Make sure that your Canadian Trade Office in Kingston knows the products or services you have to offer. Include details on merits of product and notes on any export sales to other markets. Sometimes a word or two about where to look for competition is useful.

**Step Two**—If we feel that sales prospects are promising, send us c.i.f. prices, delivery modes, and data on quantity discounts, commissions and distribution markup. Consider including a margin for local promotion and publicity if appropriate and check terms of payment or credit. Don't miss long-term potential by neglecting small initial orders; if possible, meet requests for product modification to suit local needs. Don't neglect expediting the correct documentation with your shipment; good first impressions pave the way for future sales.

**Step Three**—Be prepared to pay a personal visit, book travel and hotel reservations early, and keep the Cana-

dian Trade Office informed of your plans. Yearly visits are generally advisable. If after-sales service is a key to generating new sales, investigate local alternatives carefully. Be prepared to help your local agent or office with technical advice and help with sales/service staff training. Use your visit to help your representative reach senior purchasing personnel. Don't appoint one agent for more than one country.

**Step Four**—Keep in regular touch with your export representative and his market; subscribe to a daily or weekly newspaper of the country. Consider ways of maximizing continuing sales impact in the local market for your product; ask your Trade Office for advice on this. Obtain periodic bank reports on your representative. If your product could be manufactured locally consider local assembly or fabrication before your competitor does, especially if this is likely to provide protected access to the total market or enhance prospects in other CARIFTA countries.



Education is the key to a better life in Jamaica. This is one of 68 Canadian prefabricated schools; 40 were provided earlier.

secondary school building project totalling over \$12 million, financed by the World Bank and hence open to international tender, was won by a Canadian firm early this year. A second international tender for school furniture allied to this project has been called and at least two Canadian firms are bidding.

To get business under these development projects, a Canadian firm must first become informed about what is happening, when and where. This continuing information can be obtained from the Department of Trade and Commerce and from the new Canadian International Development Agency (formerly the External Aid Office). Second, it must sell the Jamaican executing agency which originated the request for Canadian Government assistance on the fact that it has the right products or services and a sound business reputation. In some instances a new requirement can be developed by demonstrating to the right Jamaican authorities that what a firm has to offer would benefit Jamaican development. The Canadian Trade Office in Jamaica will be glad to help Canadians in directing these inquiries. Last, a company must ensure that it is in fact invited to bid by seeing that its name and its products or services are known to the CIDA and to the Canadian Commer-

cial Corporation, which in these transactions is frequently appointed to act as purchasing agent.

#### Project Opportunities

As well as the development assistance programs described above, there are a number of other projects financed entirely by the Jamaican Government or private interests. A Canadian firm has just sold its first order of large-diameter plastic water pipe which will be shipped from Ontario to the Kingston Water Commission. Several Canadian firms are doing a substantial business in supplying the bauxite mining industries. A recent trade mission to Jamaica sponsored by the Department of Trade and Commerce generated first orders for Canadian educational equipment. A Canadian firm of consulting engineers has recently opened a branch office in Jamaica and so have two other Canadian firms engaged in providing specialized consulting services. Key project-oriented export opportunities are related to growth sectors of the economy and therefore include equipment, materials and services for schools, hospitals and hotels, water resource development, and for the rapidly expanding bauxite mining and alumina processing industries. These sectors offer good prospects for Canadian export sales.

#### Canada-Jamaica Trade

Canadian exports to Jamaica reached \$39.1 million in 1967 compared with \$33.5 million in 1966. For the first eight months of 1968 exports to Jamaica decreased by 10 per cent to \$21.9 million from \$24.4 million for the same period in 1967.

The leading commodities sold to Jamaica in 1967 were salt codfish (\$4.8 million), flour (\$3.3 million), canned sardines (\$1.4 million), aluminum bars and fabricated materials (\$1.3 million), industrial machinery, pumps and conveying systems (\$1.1 million) and prefabricated buildings (\$1.1 million).

Sales of salt codfish, milk powder, prefabricated buildings, structural shapes, aluminum fabricated materials, insulated wire and cable, mining and quarrying machinery, power boilers and equipment, pumps, industrial machinery and conveying systems increased considerably in 1967. Sales of automobiles, flour, canned herring and mackerel were down from 1966.

Jamaica continues to foster industrialization through the imposition of quantitative restrictions on imports. Exports of pork and pork products, poultry, television receivers, refrigerators, hosiery, automobile and truck tires have showed a marked decline as a result of these controls.

Canada's imports from Jamaica declined in value from \$37.3 million in 1966 to \$31.9 million in 1967, largely because of smaller imports of sugar and alumina.

### Market Prospects

This continues to be a good market for food and fisheries products, forest products, and a wide range of consumer goods and appliances, industrial equipment and supplies. Industrializa-

tion, however, has developed hand in hand with protection of the new industries from import competition. A new firm (often owned by or in association with a former foreign supplier) gains access to the total Jamaican market and, with the establishment of the Caribbean Free Trade Area, direct access to an expanded Caribbean market. Several manufacturing companies in Jamaica which are Canadian owned or managed are

particularly willing to receive offers from Canadian suppliers.

Most Canadian products enjoy preferential tariff treatment in Jamaica and because of relative proximity, Canadian firms have a competitive advantage over other Commonwealth suppliers in terms of delivery and service. There is good potential for increasing sales of most of the Canadian products now selling here and for marketing new ones.

# Don't Overlook the Bahamas

It likes Canadians and needs Canadian goods

DONALD H. LEAVITT, *Assistant Commercial Secretary, Kingston*

■ Canadians interested in exporting to the Caribbean should not overlook the potential of the small but wealthy group of islands known as the Bahamas. Some think of the Bahamas as the Monte Carlo of the Caribbean; others consider it the land of beaches and bikinis. It is true that the Bahamas is many things to many people and to some it is only a dot on the map. But to the enterprising Canadian exporter it offers a rapidly expanding economy with many sales opportunities for a wide range of products and services.

Operating under a system of indirect taxation consisting chiefly of duties on imports, the colony has maintained a satisfactory financial position and it has never had to introduce income tax. The only direct taxation is a moderate real property tax based on the assessed rental value of any building. Unimproved property is not subject to tax.

It is often said that in the Bahamas the chief raw materials are sun, sea, climate and location. The climate is pleasant because the islands lie in the warm waters of the Gulf Stream. The temperature even in winter (average is 70 degrees F) makes sea bathing

a pleasure and the summer temperatures (80 to 90 degrees F) are softened by sea breezes. There is a slight rainfall from May to October; the annual figure is from 45 to 50 inches a year. Frost is unknown.

### Industrial Expansion Planned

Each year has seen further substantial development of the tourist trade. Today tourism provides 80 per cent of government revenue and is the basis of prosperity. Over one million tourists visited the Bahamas last year and an estimated 100,000 of these came from Canada.

Other industry remains comparatively undeveloped and is confined chiefly to the processing of local agricultural and marine produce, salt extraction and handwork. The main industries are tomato and pineapple canning, fish processing, boatbuilding and the manufacture of rubber goods, paint, cement, mineral waters, chemical fertilizer and rum. Nevertheless, developments are taking place which will alter this picture. One is the proposed establishment of a \$58 million refinery to be built at Freeport to refine low-sulphur oils. When completed, the refinery would have facili-

ties for the new large supertankers, and it could lead to the development of petrochemical plants and associated industries. With a production potential of 200,000 barrels a day it would be one of the largest refineries of its type in the world.

Government policy is to expand the local manufacture of consumer goods that are now imported. The Light Industry Encouragement Act is being rewritten to offer a wider range of tax and other concessions to approved industries and this could have important economic consequences. It is estimated that the Bahamas imports as much as 80 per cent of all the foodstuffs it needs. Agricultural production is directed primarily to achieving self-sufficiency in the staple food crops and to encouraging the growth of cash crops for export. An interesting and important development is the establishment of a large sugar estate on the island of Abaco. It will eventually supply the Bahamas requirements of refined sugar and will begin harvesting early next year.

### Making Sales

In 1967 the Bahamas imported B\$165.6 million worth of goods. The United States, only minutes away

from the capital of Nassau, and Britain with its long-established ties continue to dominate the market. In spite of this competition, Canadian exports to the Bahamas amounted to over \$10 million in 1967 and there are important reasons why Canadian exporters can increase their sales to this area which is relatively free of import restrictions. On average, Canadian producers enjoy about a 10 per cent tariff advantage over their United States competitors, in addition to the comparatively favorable rate of exchange vis-à-vis the U.S. dollar. Just as important, there is great goodwill towards Canada and a genuine desire to establish closer trading relationships with Canadian firms. Our products have earned a reputation for quality and our exporters a reputation for being efficient and knowledgeable.

The proximity of the Bahamas to the United States means that Bahamians are well acquainted with North American-style consumer goods and North American promotion techniques; this gives our suppliers a

definite advantage over their British and Continental competitors. The Bahamas is reasonably well served with shipping facilities from Canada both by sea and overland by trailer truck. Canadian exporters should also not overlook the possibility of exporting to the Bahamas by air. Air Canada operates regular flights to both Nassau and Freeport and a wide variety of Canadian products ranging from food to fashionwear are being shipped in this way.

### What to Sell

Canadian food products are well known and there is room for further penetration of this market in supplying both the retail and the institutional trade, including the numerous hotels. (See the article on page 14.) Remember that for many products the market is not limited to 172,000 people but includes the one million visitors. Giftware, fashionwear and footwear all fall into this category. Canadian houseware and appliance producers have only begun to tap this market. The Bahamian Govern-

ment is anxious to improve educational facilities and Canadian suppliers of educational supplies and equipment should prospect there. Industrial and residential building is booming, presenting opportunities for Canadian construction materials and hardware. The tremendous growth in tourism is straining the existing infrastructure and the Government has drawn up a number of programs to expand and improve facilities. Canadian consulting engineers and contractors will receive a ready hearing from government officials but they must be prepared to meet keen competition from the U.S. and Britain.

Sounds interesting? Then get in touch with the Commercial Secretary, Office of the High Commissioner for Canada, P.O. Box 1500, Kingston 10, Jamaica, with details of your products and we shall be pleased to carry out an initial market survey. If you are already planning a business trip to the Caribbean, you would be well advised to include Nassau in your itinerary. We can suggest possible contacts.



**A million tourists visited the Bahamas last year and industrialization is making headway; both make heavy demands on water supply. These steel pipes from Canada Iron Foundries Limited will be used to improve the water distribution system in the islands. The contract was worth Cdn.\$6.8 million.**

## What's the market for . . .

### Educational Equipment in Jamaica

E. G. BRODBER

*Commercial Officer, Kingston*

**Potential for Canadians**—The Government of Jamaica announced an £8 million development program for education in 1966. This was to run for three years and included £7 million to build junior secondary schools, to expand facilities for teacher training, and to expand the College of Arts, Science & Technology and the Jamaica School of Agriculture.

The £7 million program is to be financed by a £3.4 million loan from the World Bank, a U.S. AID grant of £464,000 technical aid for teacher training, and Jamaica's contribution of school sites together with 47 per cent of the cost of buildings and equipment. There is also a £1 million program for primary school construction being financed 50-50 by Jamaica and a Canadian loan. (In the above expenditures, recurrent costs arising from these development expenditures and expansions are not represented.)

**Purchasing Method**—All items will be purchased by tendering and these tenders will be for the supply of 50

to 100,000 items, including institutional equipment, audio-visual aids, farm equipment and transport units.

**Limitations to Canadian Participation**—The limitations to Canadian participation are as follows:

a. The policy of the Government of Jamaica is to insist on local representation where practicable.

b. Tenders for equipment will be called via the Crown Agents in London.

c. Where Jamaican manufacturers can produce items, such as furniture, only tenders from local manufacturers will be received.

**They Can Be Overcome**—Canadian companies can overcome these limitations by seeking local representation, by immediately registering with the Crown Agents in London and with the Permanent Secretary of the Ministry of Education, 5 South Race Course, Kingston 4, Jamaica, and by offering licensing arrangements to local manufacturers through their Trade Commissioner's office.

**Other Opportunities**—The other potential area for Canadian educational

equipment is the University of the West Indies. The university operates on development budgets prepared for three-year periods. A three-year period will be ending shortly and this means that expansion programs for the coming three years will be prepared.

**Take Action**—Canadian educational equipment suppliers should contact the Commercial Secretary, Office of the High Commissioner for Canada, P.O. Box 1500, Kingston 10, Jamaica, sending catalogues and brochures for forwarding to the university.

**Industry Also a Market**—The shortage of industrial skills has brought the private investors and vocational educators together and funds are now being brought forward from private sources to finance industrial and commercial vocational courses. Training within jobs in industry and commerce is also common and a sizable market for some educational equipment is to be found in bauxite companies, sugar estates and large manufacturers. There is also a trend for industrial and commercial associations to undertake training their staff for the respective fields.

### Medical Equipment in Jamaica

E. G. BRODBER

*Commercial Officer, Kingston*

■ The market for medical equipment in Jamaica falls into three divisions: purchases by the Government, purchases by private medical institutions, and purchases by dentists and doctors in private practice. Three major developments are today influencing all these markets. They are:

1. The effects of the formation of the Caribbean Free Trade Area.
2. The building of two new government hospitals.
3. The trend towards the setting up of private medical centers.

The Caribbean Free Trade Area has widened the market for medical equipment in the Caribbean, thus making the proper servicing of these markets more economical. The high cost of sales development can now be spread out over a wider area with larger possibilities. There is one drawback—the coming of CARIFTA has also increased the competition.

#### **Purchases by Government**

The building of two new hospitals will bring the number run by the Government to 28. They are both modern in design and will require sophisticated equipment, with the possibility of repeat orders in the future. They will also increase the Govern-

ment's annual expenditure in this field. Already government purchases account for at least 30 per cent of the over-all spending on imports of medical equipment into Jamaica. In all the public hospitals one finds catalogues and brochures from hospital supply houses in the United States and Britain and on the Continent, but no general ones from Canadian suppliers.

Government purchases for its hospitals are of two types—electro-medical equipment and non-technical equipment. In buying the first type, both a medical specialist and an engineering specialist prepare the specifications. The medical man specifies what the equipment must be capable of doing and how it is to be done.

The engineer specifies the voltage and the electrical standards. In designing brochures for use by the Government this should be borne in mind and every effort made to put out brochures as simple and straightforward as possible.

Equally important are good facilities for servicing and maintaining the equipment and good detailing of medical specialists, engineers, and purchasing departments. In fact, the Government insists on local company representation in making its purchases—particularly in buying electro-medical equipment because of the servicing problem. Too often in the past it has bought complex equipment that no one could repair or service. Where there is no local representative, the

contract of sale nearly always carries a service clause.

Good detailing of medical and engineering specialists and Ministry officials (purchasing) is an essential aspect of selling electro-medical equipment. In preparing his specifications, the medical specialist uses all catalogues forwarded to him and all pieces of information he receives about different pieces of equipment. Thus, although he does not place a brand name on his specification, he can lead the purchasers to the doorstep of a representative.

However, a good selling job on the medical specialist can often be defeated because the electrical specifications were not cleared with local authorities. A trip down or a brochure

sent to the electrical and mechanical services department to explain and clarify your electrical circuits and other details is essential.

The last detailing efforts are those directed at the persons ordering and finding the suppliers for the specifications that have been prepared. The job here is to complete the sale by ensuring that your specifications and prices compare favorably with those prepared by the specialist, thereby ensuring that a tender document is sent or an outright purchase made.

### Private Institutions

There are five large private hospitals in Jamaica. They buy their equipment from local representatives whose detailmen pay them regular visits. Three of the hospitals are run by ecclesiastical bodies and equipment is sometimes obtained as a gift.

The establishment of medical centers by doctors and private enterprise has introduced a more commercial type of business, with some emphasis on obtaining credit and other commercial facilities from prospective suppliers, tied in no doubt with package deals. If Canadian suppliers wish to benefit from this development, they must be prepared to arrange credit facilities and to quote on package deals. Canadian companies interested in selling to these centers should contact the Trade Commissioner in Jamaica so that he can make an effort to acquaint the doctors in these centers with our medical equipment.

### Private Practice

Medical equipment for both dentists and doctors in private practice is supplied by local representatives who again provide detailmen. However, over the last five years some local doctors have established two co-operative buying agencies and these organizations act as local representatives for large supply houses, mainly in the United States and Britain. These supply houses handle all types of medical equipment and they trade from catalogues that are 500 to 1,000 pages in size. Thus, they can offer all types of medical equipment.

### Competition Is Keen

The countries from which most medical equipment is purchased are

### IMPORTS OF MEDICAL EQUIPMENT INTO JAMAICA

	1966 (Jamaican pounds)	1967	Tariff %		1966 (Jamaican pounds)	1967	Tariff %
<b>Electric apparatus for medicinal purposes and radiological apparatus</b>				<b>Glassware of a kind used for labs, medical, surgical, dental and hygienic purposes</b>			
Britain	13,990	12,558	15	Britain	26,698	18,851	10
Canada	255	.....	15	Canada	240	145	10
Australia	65	.....	15	India	25	14	10
United States	21,356	26,216	20	United States	13,452	24,958	15
Austria	48	300	20	West Germany	221	685	15
West Germany	2,640	4,703	20	Netherlands	12	50	15
Italy	2,660	414	20	France	.....	130	15
Japan	555	233	20	Switzerland	3	26	15
Sweden	64	3,941	20	Italy	130	.....	15
Switzerland	165	213	20	Czechoslovakia	9	.....	15
Netherlands	104	31,003	20	<b>Total</b>	<b>43,081</b>	<b>44,859</b>	
<b>Total</b>	<b>42,057</b>	<b>79,767</b>		<i>of which</i>			
<i>of which</i>				Government			
Government imports	18,175			imports	14,556		
<b>Surgical, medical and dental instruments and appliances (except electrical) including those merely activated by electric power.</b>				<b>Optical instruments and appliances and parts</b>			
Britain	46,367	46,463	10	Britain	17,302	18,007	10
Canada	1,050	284	10	Canada	17,250	24,295	10
India	124	185	10	Australia	490	278	10
Pakistan	161	374	10	Hong Kong	269	1,853	10
United States	48,997	63,190	15	West Germany	.....	11,742	15
Mexico	141	596	15	India	145	.....	10
Panama	1,482	4,203	15	Italy	.....	10,378	15
Brazil	210	14	15	Barbados	59	.....	10
France	136	53	15	United States	49,478	38,378	15
West Germany	2,370	4,460	15	Mexico	1,090	1,293	15
Netherlands	488	645	15	Austria	1,613	619	15
Japan	612	474	15	Belgium	60	25	15
Sweden	24	1,459	15	France	.....	21,434	15
Switzerland	2,810	69	15	Denmark	17	.....	15
Belgium	.....	13	15	Netherlands			
Denmark	.....	298	15	Antilles	25	3,268	15
Italy	.....	382	15	Trinidad and Tobago	.....	632	10
<b>Total</b>	<b>104,972</b>	<b>123,209</b>		<b>Total</b>	<b>146,360</b>	<b>150,810</b>	
<i>of which</i>							
Government imports	47,128						

Cdn.\$2.60=J£1.

Britain, the United States, West Germany, France, Italy and Canada. The table on page 13 gives import statistics for the years 1966 and 1967 and the customs tariffs on imported equipment.

The prices of equipment from Canada, Britain, and the U.S. are said to be competitive but other European countries are aggressively seeking entry into this market and are lowering their prices to gain a foot-

hold. The 5 per cent difference in tariff between the U.S. and Canada does not appear to be a great advantage because freight rates sometimes equalize the position and government purchases are duty-free.

## Foods in the Bahamas

D. H. LEAVITT, *Assistant Commercial Secretary, Kingston*

■ The Bahamas offers the Canadian food exporter an affluent market oriented to North America. The food stores and supermarkets are not unlike those in any Canadian city and Bahamians buy many of the same brands.

Canada at present exports over Cdn.\$5 million worth of food products to the Bahamas, consisting mainly of evaporated milk, flour, whisky, fresh or cured sausage, sugar, soup and soup mixes, cheese, vegetables and frozen meats. During a recent survey of the large retail stores and food agents, this office uncovered many more opportunities for Canadian exporters to sell both these and other food products.

The United States is the leading supplier of food products to this market. This is inevitable because it is on the islands' doorstep and Miami-based firms are able to offer daily trailer service to Nassau and Freeport, the main centers. The two largest supermarket chains in the country are U.S.-owned. In addition, the Bahamas does not yet have a television station of its own, but receives four Florida channels and therefore U.S. food commercials.

There are no prohibitive restrictions on imports. The Government is attempting to promote the production of local foodstuffs but has chosen tariff protection rather than outright prohibition of imports. For example, there is a seasonal duty of 200 per cent on tomatoes, 58 cents per dozen duty on eggs, and a year-round 200 per cent duty on canned tomatoes. Even with this duty, foreign suppliers still sell these items to the Bahamas, especially when local production is insufficient to meet demands.

Can Canadian firms compete? The answer is an unequivocal "yes". The number of Canadian food products

already on the shelf testify to this. Moreover, some U.S. food companies with subsidiaries in Canada prefer to ship from their Canadian plants.

### Canadians Can Compete

Although the competition looks formidable, Canadian firms can sell more. They must visit the market, be prepared to offer competitive prices, provide fast service and careful documentation. Firms already exporting to this market should not take their sales for granted. The Bahamas is a dynamic and changing market and this is particularly true of the food trade, which is now dominated by supermarkets which were virtually unknown a few years ago. Canadian exporters should review their present agency arrangements in light of market changes. On a recent tour of the territory, we heard members of the food trade repeatedly complain that they rarely received a visit from Canadian food exporters.

Both the Bahamian Government and the consumer are extremely concerned with the cost of living, particularly food prices. This has made the food trade even more cost-conscious and extremely anxious to buy from the cheapest source. Canadian producers enjoy (on average) a 10 per cent Commonwealth preference on food items over non-Commonwealth suppliers. In addition, we have a 7½ per cent exchange advantage over the U.S. dollar. Bahamian firms would prefer to buy from Canada for these reasons. What is more, our food products have a reputation for high quality and Canadian exporters already selling here are known for the efficient way they handle export orders. Even the two U.S.-owned supermarket chains have indicated a willingness to purchase from Canada provided prices

are cheaper than from their stateside warehouses. These firms because of their volume prefer to buy direct rather than through agents and they are looking for suppliers not already represented in the Bahamas.

### What Buyers Want

Bahamian agents and the supermarkets are looking for Canadian sources of cream crackers, biscuits, canned juices, vegetables, bologna, salami, pork, frozen meats, sardines, pet food, prepacked potatoes in five-pound polyethylene bags, flour and sugar.

Canadian food exporters should not overlook the demand for institutional sizes, particularly from the hotel trade. Over one million tourists last year visited the Bahamas and with increasing hotel capacity and airline service, this figure will continue to rise. Canadian firms are just starting to penetrate this market and there is room for additional suppliers—until recently, the institutional market was almost exclusively supplied from Miami. Lack of warehousing and cold storage facilities in the Bahamas and the inability of local firms to meet the 30- to 90-day credit terms offered by the Miami firms were the reasons. Over the past two years, however, local firms have been venturing into this field, especially as the Miami firms have shown a tendency to tighten their credit terms. Several Bahamian firms are interested in broadening their range of institutional products.

Interested? Then write now to the Commercial Secretary, Office of the High Commissioner for Canada, P.O. Box 1500, Kingston 10, Jamaica with details and prices of your product, or better still, combine business with pleasure this year and carry out a personal survey of the Bahamian food market. We'll be pleased to provide contacts.

## Food Products in Jamaica

D. H. LEAVITT, *Assistant Commercial Secretary, Kingston*

■ In Jamaica, rising incomes and growing urbanization have gone hand in hand with increased consumption of the foodstuffs familiar to Canadians. There has been a shift away from more traditional dishes, as the shelves of any food store testify. Moreover, the production of food by the island's small farmers has not kept up with the growth in population; these days, some \$50 million a year (one-fifth of all imports) is being spent abroad on foodstuffs and other agricultural commodities.

Food is a traditional Canadian export to this market, going back to the days of the clipper ships exchanging salt cod for rum. Salt cod is still an important item in the Jamaican diet, particularly as ackee, and in 1967 we shipped over \$4.8 million worth of various grades of cod. The range of foodstuffs has widened over the years and now includes meat and meat preparations, dairy products, and fruit and vegetables, as well as fish products. Familiar Canadian brands are household words here.

Government and public opinion has, however, been seriously concerned about the country's failure to produce more of the food and consumer goods Jamaicans need. The Jamaican Government has placed restrictions on a wide variety of imports in order to develop and broaden its economy. Of the 158 items which have been placed under some form of restriction, over 30 are food products. A considerable range of processed food, baking flour, cornmeal and rolled oats, are now prohibited imports. However, there are many other categories which provide good opportunities for Canadian exporters, as a recent survey carried out by this office revealed.

The trend towards more local production will no doubt continue but it will also create a demand for semi-finished foodstuffs for final processing in Jamaica. If your sales of consumer products are falling, try selling to the processing industry.

With the advent of the Caribbean Free Trade Association, a market of four million people, the demand for

semi-processed and raw materials will grow. Jamaica has the largest population in CARIFTA and is well placed to take advantage of the opportunities it offers to food processors.

### Canada's Exports

Between 1963 and 1965, Canada's exports of meat and meat preparations to this area increased about 16 per cent a year. In 1966, the increase was only 4 per cent and in 1967 sales dropped 25 per cent. This was the direct result of the expansion of local bacon, sausage and ham processing industries. The dairy products market has been erratic; it went up 37 per cent in 1964, down 1 per cent in 1965, and up 15 per cent in 1966. (Milk powder is a major item in this group and the price of milk powder has a large bearing on sales.) Fish and fish preparations are Canada's biggest exports to Jamaica averaging a 3 per cent increase in value each year, with the exception of 1966 when they dropped 17 per cent over 1965. Cereal and cereal preparations have also been large earners for Canada. The United States used to dominate the import market for fruit and vegetables but with the exception of 1965, Canada has been making steady progress and in 1967 actually sold more than the United States.

Canada could increase sales of fruit concentrates and vegetables for processing and canning. We could get a bigger share of the market for meat and dairy products and for milk powder. We should be able to hold our own in the growing market for salt cod and the pickled fish market (especially mackerel) provided that supplies are available.

### Distribution Methods

Local agricultural products in the past used to be sold mainly in the farmers' markets or by higglers— itinerant peddlers who are often women. Supermarkets are relatively new to the Jamaican scene and are more prevalent around Kingston, especially in the suburbs where new North American-style shopping centers are springing up. Most of the supermarkets prefer to buy their requirements from local wholesalers or agents. A number of the larger agency firms have contracts with overseas



Most Jamaican supermarkets prefer to buy supplies from local wholesalers or agents.

### JAMAICA'S MAIN FOOD SUPPLIERS

	Canada		Anstralla		Britain		United States	
	1966	1967	1966	1967	1966	1967	1966	1967
	(Jamaican pounds)							
Meat and preparations	725,573	541,613	576,283	396,913	62,401	80,958	1,058,078	1,043,501
Dairy products, eggs, honey	120,187	212,305	587,253	1,100,983	335,456	313,551	666,556	779,343
Fish and preparations	2,665,855	2,692,499	3,798	6,632	121,741	158,641	158,602	144,766
Cereals and preparations	1,905,511	1,859,984	10,694	9,109	121,940	103,320	3,878,468	4,787,427
Fruit and vegetables	433,351	580,097	173,645	166,323	128,001	63,564	566,958	529,522

### CUSTOMS TARIFF ON SELECTED FOOD ITEMS

Item No.	Class or Description	Preferential Tariff	General Tariff
011-04	Meat of swine (pork)	15%	30%
011-04	Poultry (fowls, ducks, geese, turkeys, guinea fowls and pigeons)	15%	30%
011-09	Fresh, chilled or frozen meat not included in items 011-03 and 011-04	15%	30%
012-01-2	Ham	16s 8d	£1 0s 10d
012-01-3	Salted pork	Free	4s 2d
012-03	Smoked, dried or salted meats		4s 2d
013-02	Meat, canned and meat preparations in airtight containers	12½%	30½%
022-02	Milk powder	15%	25%
047-01	Meal and flour of rye	2s 0d	3s 0d
047-02	Meal and flour of maize (corn)	2s 0d	3s 0d
048-03	Macaroni, spaghetti, noodles & vermicelli	20%	30%
053-02	Fruit, fruit peel, parts of plants, drained, glazed or crystallized, flavored or not	33%	53%
053-03-1	Jams, marmalades, fruit jellies, fruit peel and pastes (excluding fruit pulp and paste in item 053-03-9) whether in airtight containers or not	33%	53%
053-03-9	Fruit pulp and pastes (excluding pineapple, guava, citrus, mango) whether in airtight containers or not which the Collector General is satisfied will be used solely in manufacturing local jams, etc.	12½%	18½%
053-04	Fruit juices, unfermented, whether frozen or not (including fruit syrups and natural fruit flavors)	26½%	40%
054-02	Beans, peas, lentils and other legumes (pulses) dry, including split	10d	1s 0d
074-01	Tea	9d	1s 0d
075-02	Spices, except pepper and pimento whether ground or unground or otherwise prepared	20%	30%

suppliers for the production of food-stuffs under their own brand names. The supermarkets have not yet followed the North American practice of establishing house brands.

Local food producers buy in bulk direct from overseas for processing, freezing and canning. Canadian manufacturers of branded food products who have lost their market in Jamaica through import control might consider having their products manufactured under licence by a local firm, either shipping to Jamaica in semi-processed form or supplying many of the ingredients. The Kingston office would be pleased to put Canadian firms in contact with reputable local manufacturers.

### Hotel Market Promising

Other opportunities for Canadian firms lie in supplying institutional-size food packs to the hotel trade. Many items which are restricted if intended for sale to consumers may be imported freely if destined for the hotel trade. The potential of this market is indicated by the fact that member hotels of the Jamaica Hotel and Tourist Association spent some £1.35 million (approximately Cdn. \$3.5 million) last year on local food-stuffs and locally manufactured food products. Although it is not possible to obtain figures on what the hotels spent on imported items, probably over 25 per cent of their requirements of meat and packaged provisions come from overseas. The construction of 1,000 additional hotel rooms in the next year or 18 months will create more opportunities. The problem with the hotel trade is the small number of agency firms catering to this market. Many hotels, especially in areas away from Kingston, still rely on higgler (peddlers) for their supplies. The number of agency firms and wholesalers in this field is expected to increase with the growth of the hotel trade. There are excellent opportunities for Canadian firms interested in supplying this market and we shall be pleased to put them in touch with the main agency firms. Write to the Commercial Secretary, Office of the High Commissioner for Canada, P.O. Box 1500, Kingston 10, Jamaica, with details of your product and we'll be pleased to carry out an initial market survey.

# How Canada Is Helping Caribbean Development

Canadian aid to the Commonwealth Caribbean will total \$22 million in fiscal 1968-69—\$12.5 million in grant aid and \$9.5 million in development loans.

How is this money being put to work?

RYTSA FINKELSTEIN, *Canadian International Development Agency*

Canadian relations with the countries of the Commonwealth Caribbean have probably been closer than with any other part of the developing world. This has, in part, been the basis for the relatively heavy concentration of Canadian aid in the Commonwealth Caribbean, which receives the highest per capita volume of Canadian aid. In each of the past two years, Canada has increased its allocations to the area in its development assistance programs by 30 per cent. This development aid is extended to Jamaica, Trinidad and Tobago, Guyana, British Honduras, Barbados, and the Leeward and Windward Islands. These countries and territories were designated as recipients because it was considered that they needed and could make effective use of the type of assistance that Canada can offer.

The Canadian development assistance program for the Caribbean area was introduced in 1958, when the proposed West Indies Federation was in the process of formation. It was continued after the dissolution of the Federation in 1962 as a series of individual programs for the former units of the Federation. For the first six years, Canadian assistance consisted primarily of the provision of two ships for inter-island commerce and of educational and technical aid.

## Allocations Are Increasing

With the introduction of an expanded aid program in the fiscal year 1964-65, a substantially increased allocation for the area was approved. In July 1966, a conference of the

heads of the governments of Canada and all the Commonwealth territories in the Caribbean area was held at Ottawa. During the conference it was announced that Canadian assistance to the region would be further expanded. Canada also informed the Caribbean governments that during the next five years a minimum total of \$75 million would be made available to the area. The two largest individual amounts provided to date are a grant of \$5 million to the University of the West Indies and the recently announced \$5 million area transport development scheme in the Eastern Caribbean, including the expansion of and improvements to airports in Antigua, St. Lucia, Nevis, Dominica and Grenada.

For 1966-67, Canadian appropriations totalled \$13.1 million and included \$6.1 million in grants and \$7 million in loans. In 1967-68, Canadian allocations totalled \$17.2 million, made up of \$9.2 million in grants and \$8 million in development loans. This represented an increase over the undertaking given at the 1966 Conference. In the current fiscal year, Canadian aid to the Caribbean area will total \$22 million, divided into \$12.5 million for grant aid and \$9.5 million for development loans—a long way from the original allocation of \$1,475,000 in 1958.

Technical assistance to the region in the past ten years has also increased sharply. In 1958, seven Canadian teachers and technical experts served on assignments in the islands and five Caribbean students received training in Canadian institutions.

This year 205 Canadians have been in the area under Federal Government aid auspices and 559 West Indian students have been studying in Canada.

During the decade 1958-68, disbursements of allocations in the Caribbean by economic activity were as follows:

	(Cdn.\$'000)
Technical assistance	10,383.4
Transportation	9,791.6
Education	3,119.1
Public utilities	3,119.1
Natural resources	1,606.9
Agriculture and rural development	556.7
Industrial plants and related works	518.9
Health and social services	185.8
Commodities	65.8
<b>Total disbursements</b>	<b>28,834.3</b>

## Development Bank Proposed

On the basis of a United Nations Development Program study of a possible regional development bank, formally requested by Jamaica, Trinidad, Guyana and Barbados and by Britain on behalf of the dependencies, discussions were carried on about the creation of this bank, and meetings to consider a draft charter for it have taken place. This bank would establish closer links among the countries of the area and could bring about more rational and effective development. Canada has consistently supported the concept, in part because of a firm conviction that regional inter-governmental co-operation is essential to the future of the Commonwealth Caribbean.

The UNDP report conceives the role of the bank and the scope of its operations in the broadest possible terms, including activities to encourage a capital market, to supplement the operations of existing financial organizations, to support the establishment of new local financial organizations, to operate a pre-investment unit for the identification and preparation of project proposals, and to provide technical assistance. It was proposed that the bank's founding members be drawn from the independent states and self-governing territories of the Commonwealth Caribbean, together with Britain, the United States and Canada.

The team which carried out the tripartite economic survey of the Eastern Caribbean under the sponsorship of Canada, Britain and the

United States recommended that some regional mechanism be established to guide, co-ordinate, and possibly administer part of the aid effort in the region. A Regional Development Agency was established as a consultative body, with the Island governments as full members and the non-regional governments as associate members. Its purpose is to carry forward regional development planning, assign priorities for projects, assess progress, obtain technical assistance and supervise regional aid programs. Canada's conviction that regional co-operation is vital to the success of economic and social development assures our active participation in the Agency's program. The Agency in turn should facilitate more effective application of Canadian assistance to these islands.

### Individual Needs Studied

Increasingly, Canadian assistance to the West Indies is geared to the needs of the islands as a region but the individual needs of each island economy are not forgotten. For example, the rapid population expansion in Jamaica continues to outstrip the island's resources for providing adequate economic and social services. Uneven development leaves many rural areas largely untouched by the generally high rate of economic growth that has prevailed since 1964. Canadian aid to Jamaica in 1967-68 included a loan of \$950,000 for the construction in rural areas of 68 prefabricated schools of six and eight classrooms. This was the second phase of a Canadian program which previously provided 40 similar schools at a Canadian cost of \$600,000. The Government of Trinidad and Tobago is interested in developing agriculture and used a \$900,000 Canadian loan to launch a dairy cattle breeding industry. The funds are being used to supply approximately 2,400 head of Canadian cattle and technical assistance for the project.

The islands of Barbados, Montserrat, Antigua, St. Kitts, Dominica, Grenada, St. Lucia and St. Vincent in the Eastern Caribbean will benefit over a five-year period from a concentration of Canadian assistance on air transport, education, water development and agriculture. Money for schools now under way in Antigua, Dominica and St. Lucia will be



Canada gave Barbados this pilot launch, designed and built by Russell Brothers of Owen Sound, part of a \$450,000 grant to the West Indies for harbour equipment.

drawn from the \$5 million planned for capital assistance to education in the next five years. Water development projects valued at \$5 million will also be undertaken in the small islands during the same period. Assistance to agriculture will require an allocation of \$1 million. A banana production study coupled with a supply of fertilizer has already been undertaken at a combined cost of \$105,000.

In Guyana, continued assistance to the university under a three-year, \$1 million program offered by Canada included an additional \$400,000 of grant aid funds. The New Amsterdam Fish Center project received an extra \$40,000 for a total Canadian contribution of \$150,000. A loan agreement for \$800,000 was signed covering an additional phase of an aerial survey and mapping project for which \$1 million was allocated in 1966-67 and a Twin Otter aircraft was provided under a further loan agreement at a Canadian cost of \$500,000.

In the last fiscal year, Canadian aid to the University of the West Indies made available 20 Canadian professors, 60 West Indians attended the university under Canadian scholarships, and 35 UWI graduates or staff members studied at Canadian universities. Agreement was reached on a capital construction program for the

university and preliminary design work for the Canadian buildings was undertaken.

### Planning Programs

Projects are chosen for Canadian participation on the basis of requests received from recipient governments and Canadian capabilities in terms of human and financial resources. Increasingly, we are planning our programs for countries and regions of concentration such as the Caribbean under a five-year forward planning and commitment authority rather than on an ad hoc project basis. We are interested in concentrating our efforts in sectors where we have special expertise and can make the most effective impact on and contribution to an economy. Emphasis is also placed on the combined or integrated project which involves a range of technical and capital assistance and financial aid. The University of the West Indies is an example of this type.

Canadian businessmen interested in obtaining more details on Canadian development assistance in the Caribbean, South and Southeast Asia, Africa and Latin America should contact the International Financing Branch, Department of Trade and Commerce, or the Director of Information, Canadian International Development Agency, 75 Albert Street, Ottawa 4.

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Office of the High Commissioner for Canada  
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J. E. G. Gibson, Commercial Secretary  
B. Northgrave, Assistant Commercial Secretary

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### Consul General and Trade Commissioner

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R. A. Fairweather, Vice Consul and Assistant Trade Commissioner

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### Commercial Counsellor

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P. A. Savard, Commercial Counsellor

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El Convento Hotel  
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D. I. Campbell, Consul and Trade Commissioner

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M. B. Blackwood, Commercial Counsellor  
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## SOUTH AFRICA

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Wm. Jones, Trade Commissioner  
R. W. Burchill, Assistant Trade Commissioner  
A. C. W. Davis, Assistant Trade Commissioner

*Cable:* CANADIAN *Phone:* 834-6521

*Telex:* 7189 (DOMCAN J 7189)

*Territory:* Provinces of Natal, Orange Free State, Transvaal.

Other countries: Angola, Botswana, Lesotho, Malagasy, Mauritius, Mozambique, Reunion, Swaziland

Canadian Government Trade Commissioner  
P.O. Box 683  
African Life Centre, 13th Floor  
St. George's Street  
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H. W. Richardson, Trade Commissioner

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*Telex:* 7060 (5-7060 CT)

*Territory:* Cape Province. Other countries: St. Helena, South West Africa

## SPAIN

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*Territory:* Balearic Islands, Canary Islands, Gibraltar, Rio Muni, Rio de Oro, Spanish Sahara

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*Telex:* 10687 (DOMCAN STHLM)

*Territory:* Finland

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## TRINIDAD AND TOBAGO

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J. J. M. C. Lavoie, Assistant Commercial Secretary

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*Telex:* 31314 (POS 31314)

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## UNION OF SOVIET SOCIALIST REPUBLICS

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23 Starokonyushenny Pereulok  
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R. A. Bull, Commercial Counsellor  
R. F. Turcotte, Commercial Secretary

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## UNITED ARAB REPUBLIC

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Garden City  
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*Cable:* CANADIAN *Phone:* 23110

*Territory:* Ethiopia, Somali Republic, Sudan



## UNITED STATES

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Canadian Consulate  
3 Penn Center Plaza  
Philadelphia, Pennsylvania 19102

R. V. N. Gordon, Consul and Trade Commissioner  
R. D. P. Lee, Consul and Assistant Trade Commissioner  
J. N. Grantham, Vice Consul and Assistant Trade Commissioner

Cable: CANADIAN Phone: LOcust 35838 (Area Code 215)  
Telex: 00845266 (DOMCAN PHA)  
Territory: States of Delaware, Maryland, New Jersey (nine southern counties), Pennsylvania, Virginia, West Virginia

Consul and Trade Commissioner  
Commercial Division  
Canadian Consulate General  
One Maritime Plaza  
Golden Gate Center  
San Francisco, California 94111

R. M. Dawson, Consul and Trade Commissioner  
J. D. R. Roy, Vice Consul and Assistant Trade Commissioner

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Telex: 0034321 (DOMCAN SFO)  
Territory: States of California (except the ten southern counties), Colorado, Hawaii, Nevada (except Clark County), Utah, Wyoming

Consul and Trade Commissioner  
Canadian Consulate General  
1305 Tower Building  
Seventh Avenue and Olive Way  
Seattle, Washington 98101

E. E. Price, Consul and Trade Commissioner

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Territory: Falkland Islands

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D. G. Nelson, Assistant Commercial Secretary  
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Telex: 877 (877 DOMCAN)  
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\*Effective January 1, 1969, Apartado del Este 62320.

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Z. W. Burianyk, Commercial Secretary  
Phone: 44-301 Telex: 11137 (YU DOMCA)

## About "Foreign Trade"

*We always show the post where the author was when he wrote the article. If he has since been transferred, his colleagues will answer your questions. Every third or fourth issue of "Foreign Trade" contains the "Foreign Trade Service Abroad" directory, a complete list of Trade Commissioner posts and their staff. We suggest that you keep the latest one handy—you can lift it out of the center of the magazine if you wish.*

## Market in Brief

**Area:** 1,980 square miles; Trinidad 1,864, Tobago 116.

**Population:** 1,050,000 (estimated 1968).

**Climate:** tropical, humid (11 degrees north of the equator), nights are cooler; rainy season July to December.

**Language:** English.

**Currency:** Trinidad and Tobago dollar. One T.T. dollar equals Cdn.\$0.5392 (October 1968).

**Weights and measures:** imperial standard.

**Capital and chief port:** Port-of-Spain (population) 140,000.

**Political status:** member of the British Commonwealth, independent country as of August 31, 1962; member of OAS since 1967.

**Economy:** based mainly on oil production and refining, agriculture (sugar cane) and rum.

**Total Trinidad Imports:** 1967—Cdn.\$390.3 million c.i.f.

**Chief imports:** (Cdn.\$ million c.i.f.) 1967—petroleum, crude and partly refined 188.2; foodstuffs 46.6; mining, construction and other industrial machinery 17.0; motor vehicles and parts 11.6.

**Chief suppliers:** (Cdn.\$ million c.i.f.) 1967—LAFTA 175.0, United States 63.6, Britain 56.6, Canada 20.1.

**Value of imports from Canada:** 1967—Cdn.\$20.1 million c.i.f.; 1966—Cdn.\$23.3 million c.i.f.

**Chief imports from Canada:** (Cdn.\$ million c.i.f.) 1967—fish, frozen, salted, canned 2.0; wheat flour 1.5; meat, fresh, frozen, cured, canned 1.0; fruits and vegetables, fresh, frozen, canned .834; textiles .724; lumber, all types .668; motor vehicles and parts .560.

**Total Trinidad and Tobago exports:** 1967—Cdn.\$411.6 million f.o.b.

**Chief exports:** (Cdn.\$ million f.o.b.) 1967—petroleum and petroleum products 320.0; sugar, refined and unrefined 18.7; manufactured fertilizers and ammonium compounds 22.1; petrochemicals 16.9.

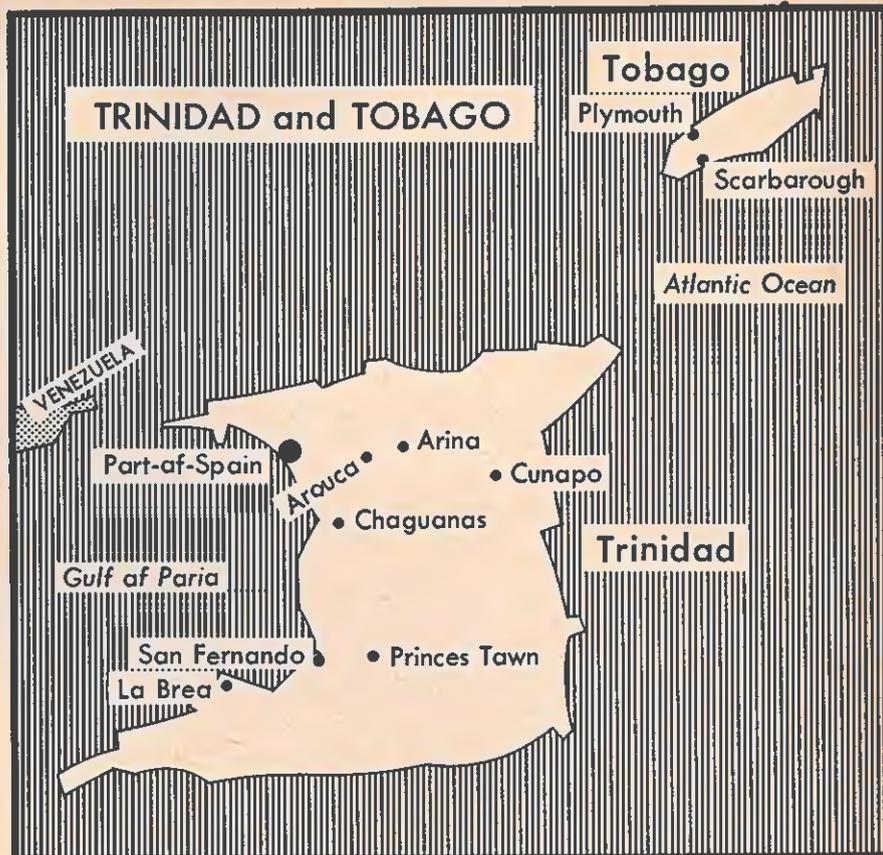
**Chief markets:** (Cdn.\$ million f.o.b.) 1967—United States 159.0, Britain 52.1, non-Commonwealth Caribbean countries 32.1, EFTA (except Britain) 31.0, Commonwealth Caribbean countries 29.1, Canada 18.3.

**Value of Canadian purchases:** 1967—Cdn.\$18.8 million f.o.b.; 1966—Cdn.\$16.1 million f.o.b.

**Chief Canadian purchases:** (Cdn.\$ million f.o.b.) 1967—crude petroleum 9.5, petroleum products 5.1, molasses 1.4, raw sugar .970, green coffee .505, rum .386.

**Electricity:** 60 cycle 115/230 volts. Rates vary from Cdn. \$0.075 per kwh. domestic to Cdn.\$0.004 per kwh. industrial. **Television:** 525 definition.

**Import controls:** import licensing controls are in effect on increasing number of commodities, mainly items which are



locally produced. There is a definite trend towards protecting local industry by embargoes to encourage import substitution.

**Dollar exchange:** permission has to be granted by the Central Bank of Trinidad and Tobago for the release of foreign currency.

**Prices:** buyers prefer quotations c.i.f. Port-of-Spain (if at all possible) in Canadian dollars; alternatively, f.o.b. port of shipment, including export packing and handling charges.

**Usual terms of payment:** sight draft, documents on payment.

**Samples:** samples of no commercial value may be imported free of duty; samples subject to duty can be brought into the country without payment of duty under bond, or if duty is paid it will be refunded on re-export.

**Trade agreements:** Canadian trade with Trinidad and Tobago governed by Canada-British West Indies Trade Agreement of 1926, as revised by 1966 Trade Protocol, which provides for the exchange of preferences on a wide scale. Trinidad is also a signatory of the General Agreement on Tariffs and Trade.

**Documentation, customs tariffs, marking and labelling:** consult the Office of Area Relations, Department of Trade and Commerce, Ottawa.

**Correspondence:** use airmail; letters fifteen cents per half ounce. Letters by seamount take four to seven weeks to arrive.

**For detailed information on this market write to:** Commonwealth Division, Office of Area Relations, Department of Trade and Commerce, Ottawa, or Commercial Counsellor, P.O. Box 1246, Port-of-Spain, Trinidad, W.I.

# Eastern Caribbean Looks Ahead

**Influences that will shape future development are already at work: growth of industry, diversification of agriculture, and expansion of the tourist trade.**

J. M. CLAUDE LAVOIE, *Assistant Commercial Secretary, Port-of-Spain*

■The Eastern Caribbean is today going through one of the most challenging and interesting periods in its history. Politically, individual areas are proudly availing themselves of the opportunities presented by independence and participation in international organizations. Economically, the area as a whole is wrestling with the problems of diversification.

There is a considerable need for social capital in such fields as education, housing, sewerage and water facilities, and transportation. Industrialization is still in the relatively early stages, with the principal advances taking place in Trinidad and Tobago, Barbados and Guyana. The most promising potential for growth in the Eastern Caribbean seems to lie in the tourist trade—there is plenty of sun, sea and sand, the prerequisites for successful tourist resorts.

The next decade will be for the West Indies a period of transition, the outcome of which is still unknown. The present situation exhibits certain trends which, if future developments follow along the same line, give some idea of what the economies of the region will look like in the 1980's. Against the background of the information condensed in the table, let us consider this area's future.

## **Agriculture Is Changing**

The first island to seek an alternative crop to sugar was St. Lucia in the Windward Islands. The experiment was so successful that St. Lucia has completely abandoned the production of sugar and converted all agricultural lands to banana growing.

The other Windwards soon followed St. Lucia's example. Bananas replaced sugar cane in St. Vincent and are gradually replacing spices in Grenada. Dominica is trying to diversify to citrus fruits but is meeting stiff competition in the export market from Israel and Florida.

Even though agricultural diversification is still at the trial-and-error stage, it is making progress. For example, Trinidad and Barbados are becoming involved in the dairy industry, Guyana in the beef industry, and St. Vincent in potato growing. By the 1980's, the Eastern Caribbean may well be self-sufficient in basic agricultural products. Commodities which cannot be produced locally will be either imported or replaced by a local substitute.

The rapidity with which this will come about largely depends, however, on the degree of inter-island co-operation achieved. One of the prime objectives of the newly established Regional Development Agency is to rationalize agriculture in the Caribbean—a goal requiring the active co-operation of each island.

Independence brought the problem of balance of payments to these newly independent countries. It was soon evident that even though it is a basically agricultural economy, the Eastern Caribbean still imports most of its food. To reach a better balance, emphasis has been placed on diversifying into market gardening and stock breeding for dairy cattle and beef. There is an obvious need, however, to recognize that the nascent tourist industry requires substantial imports in

order to satisfy the wants of the North American and European visitor.

## **Industrialization Is Born**

The only three countries in the Eastern Caribbean with large-sized industries in the past were Trinidad, where oil has been extracted and refined since the latter part of the 19th century, and Guyana and Surinam, where bauxite has always played a dominant role.

One of the first countries to realize the urgency of industrialization was Trinidad and Tobago. Steps were taken to attract potential investors by setting up incentive schemes and by instituting an Industrial Development Corporation which, in addition to administering the incentive program, is a source of funds for new industries. In its fourteen years of existence, the IDC claims to have helped establish over 327 new industries in Trinidad.

Most of the other islands followed Trinidad and Tobago's example by introducing their own incentive schemes (generous tax concessions, duty-free entry of raw materials and equipment, and financial assistance). Developments in two main industrial sectors, food processing and the garment industry, are worth noting. Both these industries are in fact making consumer goods, replacing items previously imported in a finished state. By importing bulk foodstuffs, stimulating a demand for local products, and importing fabrics for the manufacture of garments locally, Eastern Caribbean countries have managed to check significantly the drain of their currencies and provide much needed employment.

However, industrialization is faced with three major problems at present: the lack of technical expertise, the scarcity of industrial land (particularly in the smaller islands), and the limited internal market.

Most of the Eastern Caribbean is volcanic in origin and flat land needed for industrial development is rather

## EASTERN CARIBBEAN FOREIGN TRADE

Territory	Population	Area (sq. miles)	Main Industries	1967	1967
				Total Exports to Canada	Total Imports from Canada
				(Cdn.\$'000)	
Trinidad and Tobago	1,000,000	1,980	Oil, sugar, rum	18,750	20,115
Guyana	680,000	83,000	Bauxite, rice, timber, gold	29,581	12,132
Barbados	250,000	166	Tourism, sugar, rum	3,119	8,417
Antigua	70,000	170½	Tourism, petroleum, cotton	1,420	9,719
Dominica	69,000	289½	Bananas, citrus, copra		
Grenada	90,000	133	Nutmeg, bananas, cocoa		
Montserrat	14,000	39	Cotton		
St. Kitts/Nevis/Anguilla	60,000	135	Cotton, sugar		
St. Lucia	108,000	238	Bananas, tourism		
St. Vincent	93,000	150	Arrowroot, bananas		

scarce and at times competes for sites with tourist developments. As a consequence, the cost of good industrial land is high. Some islands have tried to solve the problem by reclaiming land from the sea. One instance is in the British Virgin Islands, where 62 acres are being reclaimed in the bay of Road Town in Tortola. It is expected that this land will sell for U.S.\$7 to \$10 a square foot. By comparison, land in Trinidad, where there is more, sells from TT\$0.25 to \$0.60 a square foot, or is leased on a long-term basis for TT\$0.03 to \$0.035 cents per square foot per year.

Another difficulty is the lack of a sufficiently large internal market to make possible longer production runs and lower production costs and permit locally manufactured products to be competitive with those manufactured overseas. This problem has been contained to a certain extent by establishing industries with high labor content in an area where the cost of labor is still low, by protecting the new industries with high import duties or by enforcing rigid import restrictions, and by enlarging the market with the establishment of the Caribbean Free Trade Association (CARIFTA).

It seems likely, however, that among all of the Eastern Caribbean territories Guyana has in the long run the greatest industrial potential, because of its large land area (83,000 square miles, 42 times the size of Trinidad and Tobago) and the abundance of

its natural resources. In any event, West Indian industries, because of the smallness of individual local markets, will have to rely heavily on CARIFTA to maintain an economic level of production. Exports outside the CARIFTA area will continue to play an important role.

### Tourism Is Mushrooming

Against this background, one sector which has great potential and which is moving ahead rapidly is tourism. World tourism is expanding at a rate of 12 per cent per year, but in the Caribbean the rate of expansion is more rapid. Official statistics reveal that the already well-established tourist industry of Barbados had nearly 16 per cent more tourist visitors in 1967 than in 1966 and for St. Lucia the increase was about 20 per cent.

Yet, paradoxical as it may seem, tourism is under-developed in the Eastern Caribbean. With the exception of Barbados and to a lesser extent Antigua, the Lesser Antilles are far from being geared to the demand. But there are plenty of projects and events will precipitate their fulfilment.

With the growing affluence in industrial societies, more people are looking for resorts in which to spend their holidays. The growth of low-cost charter flights and package tours and the advent of the jumbo jets in the 70's, which should cut the cost of transportation over long distances, will mean that more and more people will flock to these islands in the sun. To accommodate this influx, more hotel

space and other facilities will have to be provided.

Another factor which could precipitate more rapid development of the tourist industry in the Eastern Caribbean is the overflow from areas like Puerto Rico and Barbados. Puerto Rico is already booked solid all year round and it is becoming more and more difficult to find accommodation in Barbados during the winter months.

The British Virgin Islands are expecting this overflow to hit them within two to four years. On the French part of St. Martin, 15 hotel projects are being considered. The French West Indies are actively encouraging tourist traffic and have earmarked specific areas for development. St. Lucia, which will have its own major airport shortly with the help of Canadian aid, is planning to provide over a thousand rooms in the near future. While St. Vincent is putting the accent on developing the Grenadines, Grenada for its part is developing the Grand Anse Beach area.

In short, much of the future for the Eastern Caribbean lies in tourism. With careful planning, development of the tourist trade could do much to solve the area's balance-of-payments difficulties and the unemployment problem, without destroying the natural beauty and dignity of the area.

### Looking to the Future

Although there are good prospects for new industry in the Caribbean, tourism currently appears to be a more promising area for development in the Leeward and Windward Islands. It is expected, however, that industry will continue to expand more rapidly in Trinidad and Guyana. The agricultural sector will eventually produce most of the basic foods needed by the population and the visiting tourists and there appears to be a good potential for food exports. Specialty food products that cannot be produced locally will, of course, continue to be imported.

Canada has always played an important role in Caribbean trade. To maintain this predominant position, the time has come for Canadian exporters to this area to reassess their position. The Commercial Division of the Office of the High Commissioner for Canada in Port-of-Spain would be happy to assist them in making export development plans.

# Get Your Documentation Right . . . and speed it up to keep importers happy

K. G. RAMSAY, *Commercial Counsellor, and*  
JOHN AHOW, *Commercial Officer, Port-of-Spain*

■ Canadian firms shipping to the Commonwealth Caribbean should bear in mind that some of the countries in this area require a special form of invoice and certificate of origin. Moreover, common trade terms may have different meanings in these markets from those in Canada. Exporters should therefore make themselves familiar with the export documentation requirements and terms used in the Commonwealth Caribbean to avoid pitfalls, disillusionment and financial loss.

## Claiming Preference

Canadian goods compared with goods originating in the United States or other non-Commonwealth countries enjoy tariff preferences in the Commonwealth Caribbean. The unique characteristic of documentation for this Commonwealth area is the use of the certificate of origin as a claim to preferential tariff treatment.

In general, goods for which admission is claimed under the preferential tariff must be supported by an invoice and a combined certificate of value and of origin, issued at the Commonwealth (Canadian) place of manufacture or supply. They will not be admitted under the preferential rates of duty unless the final process of manufacture has been carried out in a Commonwealth country and unless they contain a minimum specific Commonwealth content. The Commonwealth content requirement for the majority of goods claiming access under the preferential tariff is generally 25 or 50 per cent. Further, goods must be signed direct to the Commonwealth Caribbean from Canada. Transshipment in a non-Commonwealth country is permitted but additional documentation is required. Full information on both preference regulations and documentation procedure for the Commonwealth Caribbean may be obtained from the Commonwealth Division, Office of Area Relations, Department of Trade and Commerce, Ottawa.

## Trade Terms

A clear understanding of trade terms and what they include will also help to avoid trouble at a later date—for example, f.o.b. factory, f.o.b. port of shipment, c. & f. port of destination, c.i.f. port of destination, etc. Each of these bear different meanings that alter the responsibilities of the seller and those of the buyer. Furthermore, the Canadian interpretation of what are the seller's and buyer's responsibilities and where such responsibilities begin

and end may differ from the understanding and interpretation of these terms in the country of destination. The Canadian company should therefore rely on the agent or agents whom it has selected to advise it on the exact meaning of these terms in the importer's country, or consult the Commercial Counsellor's office in Port-of-Spain.

Under both f.o.b. and c.i.f. terms, it is extremely important that at least two copies of the invoice and certificate of origin and a non-negotiable copy of the bill of lading, plus health and/or inspection certificates where applicable, be airmailed to the buyer promptly, in order to avoid costly charges in the port warehouse which would be for the exporter's account if the documents arrive late.

## Terms of Payment

Payment terms should be clearly defined. Letter of credit terms are not usual in these markets and rarely apply to consumer goods. The terms most in use are:

1. **Sight Draft, d.o.p.**—In the Eastern Commonwealth Caribbean this is understood to mean "payment on arrival of the goods".
2. **Time Draft**—Good credit risks are often given extended credit terms of 30, 60, 90 or even 120 days. In practice, the time draft is generally accepted only when the goods arrive. Thus, if the ship takes ten days to arrive and five days are allowed for remittances to reach the exporter's bankers in Canada, the exporter is in fact granting credit for 45 days from the date of shipment on a 30-day draft.
3. **Open Account**—This term needs no comment.

## Payment Procedures

Normally on receipt of documents the collecting bank presents the invoice and a non-negotiable copy of the bill of lading to the buyer, advising him at the same time that it holds a draft drawn on him for the value of the invoice. When the sight draft has been paid or the time draft accepted (usually on arrival of the goods in the country), the bank releases the negotiable copy of the bill of lading and insurance policy or certificate to the buyer.

It should be noted that in some countries, particularly Trinidad and Tobago, to obtain release of foreign currency the buyer must submit with his application to the authorities a copy of the relevant duty-paid customs entry and a copy of the invoice. At the same time, the Customs Authority will not accept payment of duty on merchan-

dise until the ship arrives in port. Thus payment of sight drafts can only be made after the arrival of the goods.

### Air Freight and Parcel Post

In the Eastern Caribbean, notification of air freight shipments is sent by the airline's agent to the consignee stated on the Airwaybill. For a parcel post shipment, the Post Office notifies the addressee stated on the package, who can clear the shipment merely by paying the import duty. Therefore, as a safeguard to ensure that the goods are paid for before delivery, the exporter should address the parcel (air or parcel post) as follows:

The Canadian Bank,  
126 Carib Street,  
St. Lucent, W.I.  
"Notify  
XYZ Company,  
236 Palm Street,  
St. Lucent, W.I."

### Delays in Payment

The late arrival of documents and the resulting delays in paying for the goods is one of the main problems obstructing the free flow of trade between Canada and the West Indies. The Port-of-Spain office frequently receives telexes like these hypothetical ones:

"XYZ COMPANY, OUR TRINIDAD AGENT, ADVISES UNABLE TO CLEAR SHIPMENT. PLEASE INVESTIGATE AND SOLVE PROBLEM."

"CANNOT UNDERSTAND WHY PAYMENT NOT YET RECEIVED. SHIPMENT MADE THREE WEEKS AGO. PLEASE INTERVIEW IMPORTER AND OBTAIN PROMPT SETTLEMENT."

In discussions held with local importers, it is evident that the delay in presenting documents is rarely their fault.

#### Here are three representative comments by importers:

"The documents have not yet been received by the bank. I know from experience that the Canadian company will not reimburse me for the cost of obtaining a bank guarantee to clear the goods."

"The Canadian exporter seems to be shrugging off all responsibility when we complain and he refers us to his and/or our bankers."

"I have been complaining about late documents for years."

Documentary troubles are so prevalent that our office made a detailed investigation to determine what was wrong. The following clear enunciation of the problem as a Canadian exporter saw it was used as a starter.

"We are consistently presented with problems concerning the levy of fines by the port authorities in Trinidad on our importers as a result of late presentation of documents.

"Try as we will, we are unable to rectify this situation with the conditions which prevail. To point this out more in detail, many of the sailings to Trinidad leave Montreal on a Thursday or Friday and consequently signed ocean

bills of lading are not available until then and we do not receive them until the Monday following sailing. It is our practice to bill the same day as these are received and forward it to our bank for presentation through a negotiating bank in Port-of-Spain.

"We are unable to determine whether the mails between Canada and Port-of-Spain are naturally slow or whether the negotiating bank in Port-of-Spain is slow in the presentation of documents. It is nevertheless a fact that with many of our shipments the goods arrive before the importers receive the documents. I believe from talking to other exporters that this is a fairly common problem and although we make considerable efforts at this end to expedite handling of documents to Trinidad it is a constant source of irritation to our importers."

This statement was quoted to Canadian banks. Their response is summarized below and may be useful to all active exporters.

1. Except under very unusual circumstances, the documents are delivered to the customer not more than 24 hours after the importer's bank receives them. Thus, it is important that the customer's bank be identified in order that the exporter's bank in Canada may send the documents direct to it for quick handling.

2. The use of registered mail adds at least 24 hours to the time necessary to reach the bank. Though there is a greater risk of non-delivery by not registering, the saving in time is more than worth it.

3. Commercial invoices and certificates of origin could, in fact, be forwarded direct to the importer in advance of shipping and other documents. Although these invoices would not by themselves permit the importer to take delivery of the goods, they would allow him to begin customs clearance procedures before the arrival of the shipping documents. Note that the certificate of origin is required in order to benefit from Commonwealth preference.

4. Where the goods have been sold on an f.o.b. basis, the freight and insurance (and handling charges, when applicable) can be handled on a separate commercial invoice. This should be forwarded to the importer immediately these charges are known. On all documents the name of the carrying steamship, if known, should be stated.

5. Advance dispatch of the commercial invoice to the importer offers the further advantage that if the shipping documents are misplaced, the importer can easily and inexpensively obtain a guarantee from his bank on the basis of the commercial invoice which will allow him to clear the shipment.

6. The time needed to obtain the documents in Canada is crucial, but it is possible in many cases to shorten the procedure. Assuming that the Canadian exporter is using a forwarding agent, the exporter himself should examine the steps which are currently being taken to handle his documents. He will readily see that the following theoretical routing could be improved on.

(a) Documents are forwarded to exporter's bank which, it turns out, has no branch in Trinidad.

(b) Exporter's bank passes them to a local Canadian branch of a bank with representation in Trinidad.

(c) Local branch passes them to the Foreign Department of head office.

(d) Head office passes them to its main office in Trinidad.

(e) Main office in Trinidad passes them to one of its local branches.

(f) Local branch passes them to importer's local bank branch (which may well be that of another bank) for processing.

As with correspondence, special attention should be paid to ensuring that invoices and shipping documents are handled by airmail for the same reason that non-registration is advantageous. Just a few days after the question of documentary delays was raised with the bankers, one manager who was keeping a personal eye on this matter advised of the delayed arrival of a set of documents forwarded direct from the exporter. They were contained in an ordinary five-cent stamped brown envelope which, of course, had come forward by surface mail, arriving long after the goods.

Where exporters find in practice that the suggestions to speed up administrative routine contained in this report are not bearing fruit, this office would appreciate hearing about it.

### Goods without Documents

There are, of course, instances when importers can obtain delivery of goods without documents. Let us assume that a shipment of goods arrives but the local bank has not

received the documents. Delivery can be obtained in this way:

1. The importer gives a letter of guarantee of payment to the bank.

2. The bank, in turn, gives a letter of guarantee to the steamship agent.

3. On the strength of this, the ship's agent issues a delivery order for the goods in favor of the importer.

4. The importer obtains a customs entry known as a "bill of sight", and on the basis of the value stated on his purchase order or other supporting information, the Customs officer at the warehouse examines and puts a value on the goods. The officer also certifies the origin as printed or stamped on the merchandise.

5. The importer then pays import duty on the basis of this examination and valuation and clears the goods from the port warehouse.

It is not unknown for established and reliable importers to obtain delivery of a shipment merely by promising the carrier's agent to produce the negotiable bill of lading at some later date.

Proper documentation is one way of building up a feeling of mutual confidence between the Canadian shipper and his Caribbean customer. In the final analysis, this should be the aim of all exporters. Further information on this subject as it applies to a specific commodity or situation is available from the Commonwealth Division of the Department of Trade and Commerce, Ottawa or from: Commercial Division, Office of the High Commissioner for Canada, P.O. Box 1246, Port-of-Spain, Trinidad, W.I.



The Barbados Premier, Hon. Errol Barrow, and his wife (next to the empty chair) attended the opening of a soft drink bottling plant that will make extensive use of Canadian raw materials. Here they are listening to David McJanet, Canada's Assistant Commercial Secretary in Port-of-Spain.

## Chemicals in Trinidad and Tobago

JOHN A. AHOW

*Commercial Officer, Port-of-Spain*

Trinidad and Tobago was once a steady and worthwhile market for imported chemical products and specialties; today it produces many of these goods itself. The import pattern in this field, as in others, is changing from finished products to basic raw materials. Local manufacturing has been gaining momentum since independence in August 1962, aided by more rigorous import restrictions, import substitution controls, tax holiday incentives and concessions given to new industries, and a strong "Buy Local" campaign.

During the past two years, manufacturing of powdered detergents, household liquid bleach, aerosol household insecticides, hair sprays, and adhesives has begun, to mention a few; paints and nitrogenous fertilizers have been made locally for eight years or more. Import restrictions to protect local production have affected Canadian sales particularly of liquid bleach, hair sprays, adhesives and paints. Previously we had a fair share of the market for these commodities. But in compensation, manufacturing has opened up new avenues for the sale of basic raw materials and manufacturing equipment.

Another change in the import pattern is the consumer trend towards more sophisticated products. Tourism is the fastest growing industry in the Eastern Caribbean. Construction of many hotels is being planned and there is increasing interest in seamless flooring and special roof coatings for which this building appears to offer good potential.

The current Agricultural Development Program of the Government of Trinidad and Tobago is also creating a greater demand for mixed fertilizers, veterinary products for poultry and farm animals, and additives for poultry and animal feeds. Generally speaking, feed additives are already contained in the premixes and concentrates that the local feed mills import, or purchases are tied to the mills' foreign parent companies or licensors.

There is also a good market for a wide range of industrial chemicals, such as anhydrous ethyl alcohol and other alcohols for the manufacture of cosmetics and toilet preparations, and for chemicals used in motor car batteries and in the food industries, etc. The accompanying table gives an indication of some of the chemicals and chemical products imported into Trinidad and Tobago.

According to the Industrial Development Corporation of Trinidad and Tobago, over 390 manufacturing firms have been established during the past ten years, many of which use chemicals of one sort or another. A list of these manufacturing firms can be obtained from our office in Port-of-Spain.

### Janitor Services Growing

Janitors' and sanitation chemical products for use in hotels and institutions is another field with interesting sales possibilities. The problem here, however, is one of educating the authorities in using the proper product for the job. The use of janitorial service firms by large offices and organizations is becoming more popular. At the present time two firms provide this type of service in Trinidad. This field is, however, still open to a firm

with knowhow and such an enterprise could be teamed up with the manufacture of some sanitation chemical products, including floor polishes, cleansers, and sealers.

The Caribbean Free Trade Association (CARIFTA) (see explanation on page 4) greatly enlarges the common domestic market for locally made goods. With harmonization of import restrictions and controls (one of the objectives of the CARIFTA Agreement) it is not unlikely that sooner or later manufacturing of a wider range of chemical specialty products will take place, resulting in further import restrictions. Canadian businessmen should therefore not overlook any potential opportunity to establish a branch plant which could service the entire Commonwealth Caribbean, and indeed the Central and South American markets as well. On the other hand, the establishment of new industry under CARIFTA may open additional opportunities in the sale of our chemical products to the area.

### Getting Started

The customary method of approach to sales in this market is appointing an agent who can book orders from the entire trade on an indent basis. In some instances agents also carry

CHEMICAL IMPORTS INTO TRINIDAD AND TOBAGO

SITC No.	Commodity	1966		Main Source
		1966	1967	
		(Cdn.\$)		
511-03-000	Sodium hydroxide	343,241	237,566	Britain
511-09-030	Ammonium compounds	16,417	1,591,528	U.S.
552-02-089	Cleansing preparations without soap	230,577	40,697	Britain
552-02-099	Other cleansing preparations	265,250	229,424	Britain
552-03-010	Leather polishes	111,788	117,113	Britain
552-03-020	Metal polishes	31,737	24,979	Britain
552-03-030	Wood polishes	85,301	69,951	Britain
552-03-040	Other polishes	26,112	20,381	Britain
552-03-070	Scouring powders and soap	148,560	146,531	Britain
561-09-090	Mixed fertilizers	208,169	196,531	W. Germany
599-02-011	Insecticides	1,103,919	923,449	U.S.
599-09-090	Chemical materials and products, n.e.s.	1,662,862	2,100,158	U.S.

stocks in order to achieve a wider distribution. An active Canadian exporter can participate usefully in market development by offering a well-established representative "consignment" terms to build up and maintain a larger stock. It should also be

pointed out that in this market price is all-important. The ablest agent is hamstrung by a non-competitive price.

Trinidad and Tobago offers an interesting market for a wide range of chemical products and specialties and greater activity and persistence could

bring Canadian suppliers a greater share of this business. This office would be pleased to hear from suppliers who are interested in investigating sales possibilities in this market and to assist them in the appointment of suitable agents.

## Electrical Equipment in Trinidad and Tobago

JOHN A. AHOW

*Commercial Officer, Port-of-Spain*

■ The consumption of electricity is a good indicator of a country's socio-economic development. In Trinidad, electricity is available for industrial and domestic use in all towns and virtually all rural districts. Between 1947 and 1963, installed capacity increased gradually from 15.8 to 102.2 mw. and then rose sharply in 1964 to 177.2 mw. By the end of last year, installed capacity had reached 207.8 mw. and the number of customers had passed 141,000.

The expansion program from 1961 to 1965 cost over Cdn.\$43 million and was financed from three sources. The World Bank made a loan of U.S.\$23 million for the purchase of two 50 mw. generating units and the

construction of the power station in Port-of-Spain to house them. The Government of Trinidad and Tobago provided TT\$4.8 million (Cdn.\$3 million). The remainder was met from the Trinidad and Tobago Electricity Commission's own resources. (The T & TEC is a government corporation.)

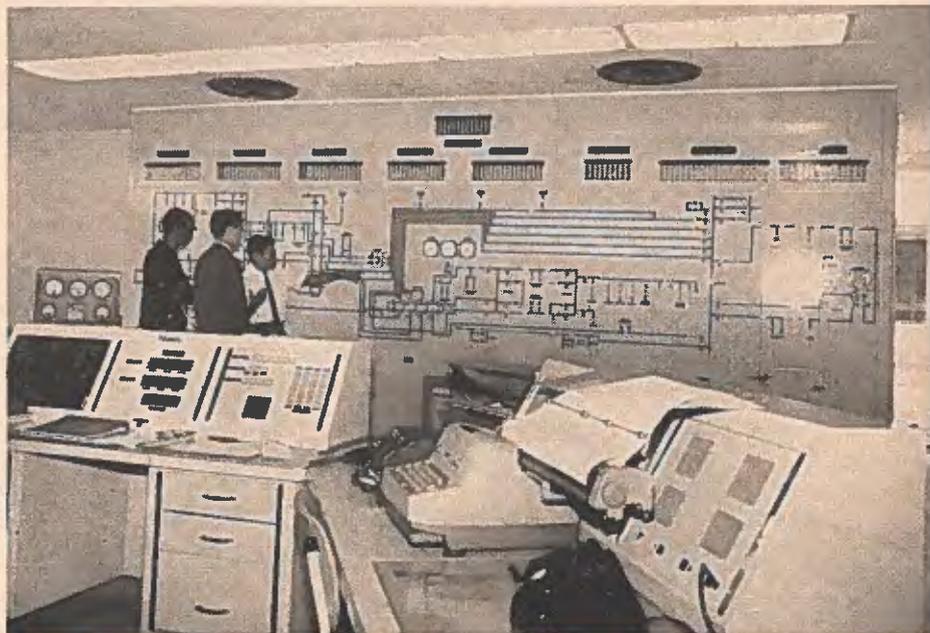
Although present capacity provides an ample margin over the current peak load of 118 mw., an 80 mw. turbo-alternator has been purchased from the United States and is being installed in an extension to the Port-of-Spain power station. It cost U.S.\$8.5 million and will take care of the increase in demand over the next five years. It should be commissioned mid-1969.

Canadians have been concerned with Trinidad and Tobago's power supply since 1901 when a small group

of businessmen bought the local power station and were granted a 30-year monopoly. It was taken over by the Government in 1937 and operated by the Trinidad Electricity Board until 1946. Then the T & TEC was set up to be the sole authority responsible for both the generation and distribution of electricity. The Canadian International Development Agency (known at the time as the External Aid Office) allocated Cdn.\$500,000 in 1966 for pole-line hardware, transformers and meters for a rural electrification scheme in Trinidad.

Continued expansion has made alterations to storage substations necessary, and calls for substantial quantities of large transformers, transmission cable, towers and pole-line hardware. Work on a 30-mile 66 kv. double circuit transmission line is due to start next year and will require 180 miles

The new control and supervisory equipment at the Trinidad and Tobago Electricity Commission's head office was designed and made in Canada. Mr. S. M. Chinasing of T & TEC explains its operation to the author and David McJanet, Port-of-Spain.



of conductor, 150 towers, and insulators and other hardware. Included in this system is an underground cable from a terminal structure on the outskirts of Port-of-Spain into the city. It consists of three 3-core 66 kv. oil-filled cables for about two miles. This is the first time oil-filled cables have been used. The cables were made in Britain and laying them has already begun.

To cope with the expanding distribution network, central control became necessary and the T & TEC recently installed a Canadian control and supervisory system at its head office. The distribution network will soon be extended further to serve the beach areas and the tourist hotels (three are already planned) on the north coast.

The greater supply of electricity brings with it a need for insulated wires, meters, panel boards, outlet boxes, switches, lamps and bulbs, and related products. In rural areas, especially where there has been electricity for some time, fuse-type panel boards are still being used. Canada is a major supplier of meters, outlet boxes, and now circuit-breaker boards, which have been introduced to this

TRINIDAD IMPORTS OF SPECIFIED ELECTRICAL PRODUCTS				Principal Suppliers
Item	1965	1966	1967	
	(Cdn.\$'000)			
Generators, alternators, motors, converters, transformers and switchgear	1,384	1,907	1,329	Britain U.S. Canada
Filament bulbs, 20 volts and over	150	170	159	Britain Czechoslovakia U.S.
Fluorescent tubes	74	80	69	Britain U.S.
Electricity meters	51	34	51	Canada Britain
Insulated cables and wire for electricity	1,486	1,572	1,104	Britain W. Germany Japan
Electrical machinery apparatus, n.e.s. including domestic electrical wiring supplies	1,733	1,375	1,157	U.S. Britain Canada

market during the past four years by a Canadian company. Britain supplies most of the insulated wire and cable with fine-gauge strand wires which local electricians claim are easier to work with than the North American-type made of heavier strand wire.

Equipment for the T & TEC is usually purchased by tender. Canadian manufacturers should keep in touch with the Canadian International

Development Agency and the Electrical and Electronic Equipment Division, Department of Trade and Commerce, Ottawa, for information on tenders. Electrical supplies for the wholesale and retail trade are usually sold through agents. If you want help in finding an agent, write to the Commercial Division, Office of the High Commissioner for Canada, P.O. Box 1246, Port-of-Spain, Trinidad.

## Household appliances in the Eastern Caribbean

JOHN A. AHOW

*Commercial Officer, Port-of-Spain*

■ The Eastern Caribbean market for refrigerators, stoves, and other home appliances is fast changing from imports to local manufacture, thus creating sales opportunities for components, accessories, and basic raw materials. Already Trinidad—the most affluent and largest market in the region, accounting for 60 to 70 per cent of the total demand for appliances in the area—has two plants making refrigerators with a third to be ready shortly; four manufacturers of T.V. sets, radios and radio-phonographs; four assembly plants for propane gas stoves and ranges; one manufacturer of window air-conditioning equipment, and one manufac-

turer of electric tank water heaters. Soon two manufacturers of washing machines will join them. These establishments operate under the protection of import controls and tariffs and imports into Trinidad of these appliances have declined markedly over the past two years.

Some locally made small appliances are now being exported from Trinidad to the other Eastern Caribbean territories and with the advent of the Caribbean Free Trade Association (CARIFTA),\* exports of these and of refrigerators and other appliances are expected to increase at the expense of other makes.

Based on import figures into Trinidad before local manufacturing began, the appliances in greatest demand

were by value refrigerators, non-electric stoves and ranges, T.V. sets, radio receivers for domestic use, air-conditioning units, other electrical household cooking and heating appliances (toasters, etc.), other small household appliances (food mixers, vacuum cleaners, etc.), radio-phonographs, washing machines, and electric stoves, in that order.

**Refrigerators**—Currently, the over-all demand in the Eastern Caribbean territories is 20,000 to 22,000 units per year, ranging in size from 5 to over 16 cubic feet; the most popular size in Trinidad is 10 cubic feet and in the other territories 8. Refrigerators of 7 and 10 cubic feet are being made in Trinidad and the capacity of the two plants is approximately 16,000 units per year. A third will have a

\*See explanation on page 4.

capacity of approximately 10,000 units a year.

Trinidad in 1965 imported 10,293 units. As a result of local manufacture this figure dropped to 8,701 units in 1966 and to 3,034 in 1967. Total demand was estimated last year at slightly more than 10,000 units, well

below available capacity. The 1968 sales are unlikely to be higher.

This situation suggests that there will be pressure to reduce imports into Trinidad further and a strong drive to open regional markets, particularly where CARIFTA provides preference. Canadian refrigerator manufacturers

whose products are already well established may find increased attention to these markets necessary.

**Non-Electric Stoves and Ranges—** Non-electric stoves and ranges sold in these markets are the propane gas, kerosene, and gasoline pressure types,

IMPORTS OF APPLIANCES AND PRINCIPAL SUPPLIERS

Commodity and Origin	Trinidad and Tobago			Barbados		Commodity and Origin	Trinidad and Tobago			Barbados	
	1965	1966	1967	1965	1966		1965	1966	1967	1965	1966
	(Cdn.\$'000, c.i.f.)						(Cdn.\$'000, c.i.f.)				
<b>Refrigerators, electric, under 1 h.p.</b>						<b>Parts for assembly of T.V. receivers</b>					
<b>Total</b>	1,573	1,357	535	411	481	<b>Total</b>	4	596	474	1	1
Canada	564	489	116	101	92	United States	4	560	427	1	1
Britain	140	167	42	51	78	Belgium-Luxembourg	4	31	35	1	1
United States	518	468	300	157	185	<b>Domestic radio receivers</b>					
Italy	197	164	53	58	88	<b>Total</b>	547	347	329	94	103
<b>Electric stoves and ranges</b>						Canada	3	3	2	1	1
<b>Total</b>	91	72	46	90 <sup>5</sup>	*	Britain	34	26	12	6	6
Canada	44	36	30	7	2	United States	32	25	24	6	6
Britain	13	7	1	25	2	Netherlands	174	100	93	22	27
United States	24	27	13	42	2	Japan	227	156	170	50	55
<b>Non-electric stoves and ranges</b>						<b>Parts for assembly of radio receivers and radio-gramophones</b>					
<b>Total</b>	1,322 <sup>3</sup>	676	495	370	433	<b>Total</b>	1	118	238	1	1
Canada	43	25	23	27	30	United States	1	45	74	1	1
Britain	543	237	137	218	231	West Germany	1	59	142	1	1
United States	295	121	83	47	45	<b>Radio-gramophones</b>					
Netherlands	172	142	125	32	33	<b>Total</b>	335	181	148	47	56
Italy	145	85	5	22	59	Canada	3	5	1	1	1
<b>Parts for assembly of non-electric stoves and ranges</b>						Britain	28	19	19	5	3
<b>Total</b>	4	637	639	1	1	United States	45	48	19	1	1
Britain	4	404	261	1	1	Netherlands	27	36	19	4	16
United States	4	19		1	1	Japan	27	42	82	9	14
Italy	4	215		1	1	West Germany	198	26	1	28	16
<b>Other electrical household cooking and heating appliances (hot plates, toasters, etc.)</b>						<b>Air-conditioning units</b>					
<b>Total</b>	369	282	479	0	2	<b>Total</b>	494	516	289	440	2
Canada	24	19	20	0	2	Canada	4	2	22	22	2
Britain	64	70	174	0	2	United States	458	483	263	405	2
United States	168	137	142	0	2	Japan	1	17		1	2
<b>Other small household electro-mechanical appliances (vacuum cleaners, food mixers, fans, etc.)</b>						<b>Air-conditioning equipment for assembly</b>					
<b>Total</b>	415	517	429	90	2	<b>Total</b>	1	1	62	1	1
Canada	10	7	13	1	2	United States	1	1	62	1	1
Britain	111	137	82	42	2	<b>Domestic electric washing machines</b>					
United States	117	133	108	30	2	<b>Total</b>	230	243	203	60	50
Sweden	95	98	47	1	2	Canada	73	71	46	10	6
France	26	52	74	1	2	Britain	50	68	66	12	6
<b>Television receivers</b>						United States	99	98	89	38	35
<b>Total</b>	451 <sup>3</sup>	41	11	539	192						
Canada	94	8	1	55	10						
United States	254	26	9	259	107						
Japan	40	1	1	50	19						
Netherlands	43	6	1	133	17						

<sup>1</sup> Nil or negligible  
<sup>2</sup> Data not available  
<sup>3</sup> Includes parts for assembly

<sup>4</sup> Included in imports of complete item  
<sup>5</sup> Includes "other electrical household cooking and heating appliances"  
<sup>6</sup> Included in "electric stoves and ranges"

with propane gas stoves and ranges in greatest demand. Most of the propane gas stoves and ranges are imported in completely knocked down (CKD) form and assembled locally.

The major suppliers to the Eastern Caribbean are Britain, the United States, the Netherlands and Italy, with Canada running a poor fifth. From inquiries in the trade, it appears that one of the reasons for this relatively poor showing is the fact that Canadian stoves are shipped fully assembled.

In 1965, the Trinidad Government, to encourage the development of an assembly industry, reduced the rate of import duty on stove parts for assembly on a factory scale from 20 per cent preferential and 30 per cent general tariff to 5 per cent and 10 per cent respectively, and from the beginning of this year increased the rates of import duty on complete stoves and ranges from 20 per cent preferential and 30 per cent general to 35 per cent and 45 per cent respectively.

In the other Eastern Caribbean territories no duty concessions are given to importers who assemble stoves imported in CKD form. However, most European and United States manufacturers of stoves exporting to these markets do ship in CKD form and with the lower labor costs and saving

on freight they are better placed than their Canadian competitors.

#### **Home Entertainment Appliances—**

In the Eastern Caribbean there are so far six television stations, one each in Trinidad, Barbados, Antigua, Guadeloupe, Martinique and Surinam. Some areas are able to "pirate" T.V. signals of limited quality—that is, Grenada from Trinidad, Montserrat from Antigua, and St. Vincent and St. Lucia from Barbados.

Stations in Martinique, Guadeloupe and Surinam operate on the European system, thus placing Canadian T.V. receiver manufacturers at a distinct disadvantage against European manufacturers. In the other three countries the American system is used. Canada, the U.S., the Netherlands and Japan are the major suppliers of T.V. sets to Barbados and Antigua. In Trinidad, however, local manufacture has led to total restriction of imports.

A television station is expected to be established in Guyana later this year or next year, thus opening a new market for T.V. receivers. The system on which this station will operate has not yet been decided upon.

With the exception of small, inexpensive, transistorized radios, there seems to be a distinct preference for all-wave-band radios. As a result

Japan, the Netherlands, West Germany and the United States are apparently the major suppliers.

Canadian stereo-radio combinations, although considered top quality, enjoy limited sales, perhaps because of higher prices. There is, however, a growing demand for stereo-radio combinations with good quality sound. Canadian manufacturers who are able to adjust to the apparent preference for all-wave-band radios or who can undertake active promotion should be able to obtain a larger share of the market.

**Air-Conditioning Units—**The over-all Commonwealth Caribbean market for window air-conditioning units is some Cdn.\$1 million a year. The United States is by far the largest supplier with over 90 per cent of the market; Canada's share is about 5 per cent. The demand is increasing steadily and exports from Canada should rise, even though air-conditioning units are being made in Trinidad. Adequate servicing and supplies of spare parts are essential. Few buyers are willing to risk a brand which cannot be repaired locally.

**Other Household Appliances—**With a rising standard of living, the demand for household appliances such as



**These refrigerators from Canada are on display in a Port-of-Spain store. The market for them has almost vanished as local manufacturers supply more and more of the demand. Small household appliances, on the other hand, seem to hold out much better prospects.**

toasters, hot plates, floor polishers, vacuum cleaners, food mixers, etc., is increasing steadily. Total imports into the area are now worth over \$1.5 million, with Trinidad and Tobago alone importing over \$900,000 worth each year. The principal supplying countries are the United States, Britain and Sweden. Canada's share is again less than 5 per cent. This seems one area particularly where Canadian manufacturers could obtain a larger slice of the business.

**Washing Machines**—The abundance of labor limits the demand for washing machines in many areas. More affluent Trinidad is the only territory which imports substantial quantities (about 1,800 units a year), but demand in Barbados and Guyana is increasing and these can be also considered worthwhile markets. Canada now supplies roughly one-third of the washing machines imported into Trinidad. However, two Trinidad firms are considering manufacturing and this would ensure a captive domestic

market to the exclusion of imported equipment. These plants are expected to be in production later this year.

**Electricity Supply**—Mainly as a guide to the cost of power in this area the rates for Trinidad power (all thermal) are:

Two-monthly charge:

The first 50 kwh. 14 cents per kwh.

The next 50 kwh. 11 cents per kwh.

The next 250 kwh. 5 cents per kwh.

The next 900 kwh. 3.5 cents per kwh.

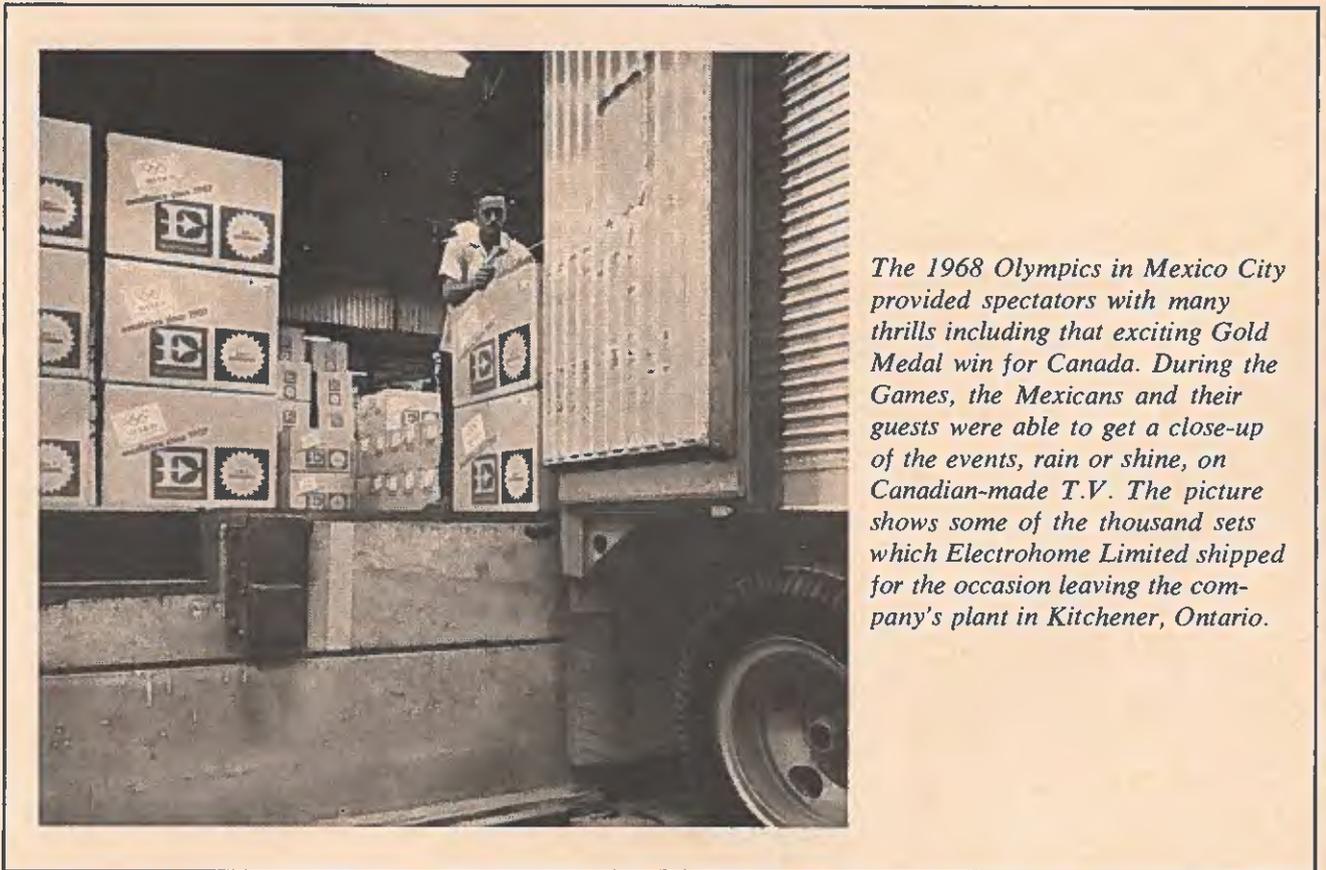
All kwh. in excess of 1,250 at 2.5 cents per kwh.

**Components**—The establishment of local plants making appliances in Trinidad has created a growing demand for components, accessories and raw materials. The value of some imported raw materials, such as plastic sheets for the refrigerator industry, is not known, but the attached table shows that over \$1.3 million worth of components and accessories is imported annually. This figure is increasing as demand for the finished

product rises and as other appliances are added to the list of manufactured goods. The United States, Britain, Italy and West Germany are virtually the only suppliers of components to Trinidad.

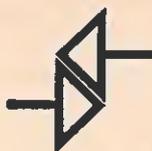
Unfortunately, it seems that few Canadian manufacturers have associated themselves with the local appliance manufacturing industry, and what was once a good market for them—as, for example, refrigerators in Trinidad—has disappeared completely as a result of import restrictions. Although most of the small appliances are not yet being made in this area—food mixers, toasters, electric fans, vacuum cleaners, floor polishers, electric irons, etc.—they soon may be, and an enterprising Canadian manufacturer would do well to think ahead.

Shortly after this article was received, the Barbados Government granted pioneer industry status to a Trinidad firm for the manufacture of refrigerators, deep freezers, and air-conditioning units and production is expected to begin in the near future.



*The 1968 Olympics in Mexico City provided spectators with many thrills including that exciting Gold Medal win for Canada. During the Games, the Mexicans and their guests were able to get a close-up of the events, rain or shine, on Canadian-made T.V. The picture shows some of the thousand sets which Electrohome Limited shipped for the occasion leaving the company's plant in Kitchener, Ontario.*

# trade lines



## Swedish authorities set up teaching aids company

Sweden spends Cdn.\$80 million a year on teaching aids, including Cdn.\$15 million on books. Partly because large private companies dominate the trade, partly because the needs of handicapped pupils and other minorities are not adequately served, the State has set up a new company to produce and market teaching aids. Called Liber AB, it is owned 50 per cent by the State and 50 per cent by the Association of Local Authorities (Kommunförbundet) and the Co-operative Union and Wholesale Society (KF). From July 1969, it will incorporate the Board of Education Publishing House (SO-forlaget). Canadian companies who wish to make a direct approach may write to Liber AB, Torsgatan 4, Stockholm C, marking their correspondence for the attention of Direktor G.O. Sjogren—Stockholm.

## Containerized air cargo increasing within Australia

Fokker Friendship aircraft are being used in Australia to carry passengers by day and then are converted to take cargo at night. This quick-change act boosts the utilization of the aircraft and is most effective for handling small containerized freight. Ansett-ANA has five quick-change aircraft; Trans-Australian Airlines has a number on order—Sydney.

## British carpet manufacturers get weaving

In the first half of 1968, British manufacturers increased their exports of woven carpets by 31 per cent to Cdn.\$16.4 million. Export sales for the whole of 1967 were Cdn.\$26 million—London.

## Freightliner from Edinburgh to Europe via Harwich

This new service consists of a train made up of ten 60-foot freightliner cars which can carry thirty 20-foot containers or a combination of 20-foot and 30-foot containers. It leaves Edinburgh each night for Europe via the port of Harwich. An inland customs clearance depot is being developed at Gartsherrie near Coatbridge (nine miles from Glasgow) and when it is ready it will be the starting-point instead of Edinburgh—Glasgow.

## New Zealand evaluates its sulphur deposits

Taupo Quarries Ltd., which has the backing of American Cyanamid Company, has been granted a warrant

to prospect in 3,465 acres of Crown lands near Taupo, North Island. The sulphur deposits there are said to be extensive but there is no quantitative estimate. New Zealand imports about 200,000 tons of sulphur a year and spends some Cdn.\$8 million in foreign exchange on it—Wellington.

## Portugal will assemble Japanese cars

The first assembly line for Japanese Datsun-Nissan cars and trucks in Europe is at Setubal, 25 miles south of Lisbon. The plant is run by Movauto, a company in which Peugeot and Mercedes-Benz each have a 45 per cent share. Production began in September 1967 and 1,200 units will be assembled up to the end of 1968, according to the local press—Lisbon.

## Restrictions on foreign consultants in Brazil

The Sao Paulo Legislative Assembly passed a bill prohibiting local construction companies working on public works projects in Sao Paulo State from using foreign consulting engineering services. Exceptions will only be made where it is proved that there is no similar Brazilian service—Sao Paulo.

## Second unit planned for Tradinghouse Creek, Texas

Texas Power and Light recently announced that it would build a 775 mw. thermal plant at Tradinghouse Creek near Waco, adjacent to the one which will be ready next year. The new unit will be completed in late 1971 or early 1972 and will take care of power needs for the next ten to twenty years—Dallas.

## Hong Kong sets up design and standards center

To help Hong Kong industries produce goods outstanding in design and quality, a center for product design and standards is being set up. It is to be one of the first projects of the Sir Sik-Nin Chau Foundation for Industrial Development. The Foundation's work will involve the promotion of industrial quality standards; industrial research development and surveys; industrial design and product development, and technological education and training at medium and higher levels—Hong Kong.

## Pipeline planned between Rotterdam and Antwerp

The Belgian Government has agreed on a 100-kilometer crude oil pipeline between Rotterdam and

Antwerp which will be built jointly by B.P., Esso Belgium, and Petrofina at a cost of approximately Cdn.\$21.6 million. Normal annual capacity of the pipeline will be 20 million tons but it could be increased to 30 million tons with the use of pumping stations—The Hague.

#### **Jamaica establishes Stock Exchange**

The Jamaican Government has announced that it will establish a Stock Exchange before the end of this year. The four founding members—Pitfield, MacKay, Ross and Co., Annett and Co., Capital Market Services, Edward Gayle and Co.—are now doing business in Jamaica. Associate membership will be open to trust companies and banks that are members of the Kingston Stock Market Committee, the forerunner of the Exchange. There are 20 seats available but the number can be increased—Kingston.

#### **New Zealand signs trade agreement with Philippines**

The New Zealand Government has announced the conclusion of a trade agreement with the Republic of the Philippines. The agreement, which will be in force initially for a year then continue indefinitely, subject to six-months' notice of termination, provides for reciprocal most-favored-nation treatment in all matters affecting trade between the two countries, with the exception of preferences accorded by the Philippines to the United States and by New Zealand to the Commonwealth. In 1966/67, New Zealand exports to the Philippines totalled \$5 million (dairy products \$3.5 million); and New Zealand imports from the Philippines totalled \$214,000 (mainly desiccated coconut and manila hemp)—Wellington.

#### **Jamaica to build alumina plant**

Alcoa Minerals of Jamaica Inc. will build a £50 million alumina plant at Woodside, Jamaica. The plant, which will use lower grade bauxite, will have an initial annual capacity of 440,000 short tons a year and a maximum capacity of 880,000. At peak operation, it should provide Jamaica with direct revenue of over £2.75 million a year—Kingston.

#### **U.S. develops Colorado River Basin**

The U.S. Government has recently authorized a \$1,324 million water resource development program, divided into two related projects, for the Colorado River Basin. One is the \$932 million Central Arizona Project to pump water from the main stream of the Colorado River in northern Arizona through a system of aqueducts for use in the irrigation and municipal water systems in the Phoenix and Tucson areas. The other calls for the construction of five flood-control and irrigation projects on tributaries of the Colorado in New

Mexico and Colorado at a cost of \$392 million—Los Angeles.

#### **Iron ore development studies in Venezuela**

A U.S.\$1.05 million feasibility study to develop the Venezuelan San Isidro iron ore deposits is being undertaken by a consortium of Wells Overseas Ltd. (U.S.), Schneider Creusot (France) and Phillips Brothers (Canada). The development is estimated to cost U.S.\$70 to U.S.\$90 million and about U.S.\$7 million will be used to buy earthmoving equipment—Caracas.

#### **Scotland to build generating station**

The South of Scotland Electricity Board plans to build an £87 million (Cdn.\$222.98 million) oil-fired power station on the Firth of Clyde at Inverkip, Renfrewshire. Standard Oil's proposal of an £200 million (Cdn.\$512.6 million) oil complex at Bishopton, Renfrewshire, which was announced last year, is said to hinge on the use of oil by the projected station at Inverkip which will have an eventual capacity of 1,800 mw.—Glasgow.

#### **Venezuelan manufacturing industries receive financing**

Corporacion Venezolana de Fomento, a government agency to promote industrial development, will grant more than U.S.\$35.2 million to Venezuela's metal-working and mechanical industries. High pressure gas cylinder manufacture will receive U.S.\$500,000; drill bits, dies, diestocks and bolt manufacture U.S.\$400,000; smelting facilities U.S.\$1.2 million; automotive parts manufacture U.S.\$11.0 million; tooling machinery manufacture U.S.\$8.0 million; tractor manufacture over U.S.\$3.0 million, and forging shops just under U.S.\$1.0 million. Other manufacturing industries will be granted smaller loans according to their size—Caracas.

#### **Urban development planned for Kingston**

Jamaica plans to develop 564 acres of the Wareika Hills area. A national park, four housing schemes and a hotel area will be included. The Urban Development Corporation through its wholly-owned subsidiary, the Kingston Waterfront Redevelopment Co., together with the Ministry of Agriculture and Lands, will develop the area—Kingston.

#### **Swiss employment holds steady**

In 1967, Switzerland employed 881,593 people, including 300,000 foreigners, virtually the same number as in 1966. Machinery, apparatus and vehicle manufacture employed 264,000, the metal industry and trades 120,000, watch industry 74,000, garment and shoe industry 70,000, textile industry 66,000, and the chemical industry 56,000. By mid-1968, 138 Swiss

were unemployed compared with 137 in 1967. Some 13,146 industrial plants were in operation, a drop from 13,710 in 1967 and factory employment was down 1.1 per cent—Berne.

#### **Britain sells computers to Switzerland**

International Computers and Tabulators of Britain will supply six computers valued at more than a million pounds sterling to Switzerland's largest chain store, Migros. The computers will program orders for Migros' factories and warehouses and will speed up delivery to its 446 Swiss outlets. Migros' total sales, mainly of foodstuffs, reached \$535 million in 1967—Berne.

#### **Jamaica guarantees loan for convention hotel**

The Jamaican House of Representatives has approved the guarantee of the repayment of principal and payment of interest on a U.S.\$5.5 million loan to Rose Hall (Holiday Inn) Ltd. Rose Hall Ltd. will build a convention hotel with 442 double rooms. It will be

leased and operated by Holiday Inns of America—Kingston.

#### **Iceland devalues its currency**

The Canadian Trade Commissioner in Oslo informed *Foreign Trade* that effective 10.00 a.m. November 12, 1968, Iceland has devalued its currency by 35.2 per cent. The new rate of exchange is 88.1 Icelandic crowns per U.S. dollar; the previous one was 57.07 Icelandic crowns per U.S. dollar.

#### **New resort area planned for Jamaica**

Jamaica plans a £100 million, 2,500-acre resort development at Glistening Waters, Falmouth, 26 miles east of Montego Bay. The project, scheduled for completion in 1978, is headed by New Falmouth Resorts Ltd. and includes three miles of beach, 12 to 17 large hotels, high-rise apartments, an international convention center, parks, recreation areas, beach clubs, marinas and more than 2,000 villas—Kingston.

## **Trade Commissioners on Tour**

### **In Canada**

If you wish to meet the officers whose 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 Chamber of Commerce

### **Temporary Duty in Ottawa**

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

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

### **In Territory**

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

Austria—J. M. T. Thomas, Commercial Counsellor, and H. K. Rott, Commercial Officer, in Vienna will visit Linz and Salzburg December 2-6.

Britain—Trade Commissioners in the Liverpool office will make periodic visits during December and January to business

centers in their territory, including Birmingham, Leeds and Manchester.

Bulgaria, Hungary, Romania—Trade Commissioners in the Vienna, Austria, office make frequent visits to these countries, but often there is not time to publish 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.

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.

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).

Tobago—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.

Turkey—Trade Commissioners in the Athens, Greece, office visit Istanbul and Ankara approximately every six weeks.

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

# Foreign Exchange Rates

These nominal quotations may help exporters in checking prices, but they should consult their bank 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		Country and Currency	Value of	
	Foreign currency unit in Canadian dollars	Canadian dollar in foreign currency units at November 8		Foreign currency unit in Canadian dollars	Canadian dollar in foreign currency units at November 8
<b>Algeria</b>			<b>Denmark</b>		
Dinar	.2158	4.63	Krone	.1428	6.98
<b>Argentina</b>			<b>Dominican Republic</b>		
Peso (free)	.0031	322.58	Peso	1.073	.93
<b>Australia</b>			<b>Ecuador</b>		
Dollar	1.197	.8340	Sucre (official)	.0596	16.50
<b>Austria</b>			(free)	.0534	18.45
Schilling	.0415	23.98	<b>El Salvador</b>		
<b>Bahamas</b>			Colon	.4291	2.35
Dollar	1.051	.9506	<b>Fiji</b>		
<b>Belgium and Luxembourg</b>			Pound	2.464	.41
Franc	.0214	46.25	<b>Finland</b>		
<b>Bermuda</b>			Markka	.2554	3.91
Pound	2.567	.39	<b>France, Monaco, etc.<sup>3</sup></b>		
<b>Bolivia</b>			Franc	.2158	4.63
Peso	.0901	10.97	<b>Franco-African Republics<sup>4</sup></b>		
<b>Brazil</b>			Franc	.0043	235
Cruzeiro (official free)	.2911	3.43	<b>French Pacific<sup>5</sup></b>		
<b>Britain</b>			Franc	.0119	84.24
Pound	2.565	.39	<b>Germany</b>		
<b>British Honduras</b>			D Mark	.2701	3.70
Dollar	.6410	1.55	<b>Ghana</b>		
<b>Burma</b>			New Cedi	1.051	.95
Kyat	.2253	4.43	<b>Greece</b>		
<b>Ceylon</b>			Drachma	.0358	27.93
Rupee	.1802	5.54	<b>Guatemala</b>		
<b>Chile</b>			Quetzal	1.073	.93
Escudo (bank rate)	.1452	6.88	<b>Guyana</b>		
(free)	.1274	7.72	Dollar	.5364	1.85
<b>China, Republic of</b>			<b>Haiti</b>		
New Taiwan Dollar (official)	.027	37.04	Gourde	.2146	4.65
<b>Colombia</b>			<b>Honduras</b>		
Peso (fixed)	.064	14.95	Lempira	.5364	1.86
<b>Congo, Republic of<sup>1</sup></b>			<b>Hong Kong</b>		
Franc	2.149	.4653	Dollar	.1770	5.64
<b>Costa Rica</b>			<b>Hungary</b>		
Colon	.1619	6.12	Forint (official)	.0921	10.86
<b>Cuba<sup>2</sup></b>			<b>Iceland</b>		
Peso	.....	.....	Krona (official)	.0188	52.91
<b>Czechoslovakia</b>			<b>India</b>		
Koruna	.1490	6.70	Rupee	.1421	7.02

Country and Currency	Value of		Country and Currency	Value of	
	Foreign currency unit in Canadian dollars	Canadian dollar in foreign currency units		Foreign currency unit in Canadian dollars	Canadian dollar in foreign currency units
	at November 8			at November 8	
<b>Indonesia<sup>6</sup></b> Rupiah	.....	.....	<b>Paraguay</b> Guarani (free)	.0086	116.28
<b>Iran</b> Rial	.0142	70.42	<b>Peru</b> Sol (free)	.0241	41.66
<b>Iraq</b> Dinar	3.004	.33	<b>Philippines</b> Peso (free)	.2752	3.63
<b>Ireland</b> Pound	2.565	.39	<b>Poland</b> Zloty (fixed basic rate)	.2685	3.72
<b>Israel</b> Pound	.3065	3.23	<b>Portugal &amp; Colonies<sup>7</sup></b> Escudo	.0373	26.80
<b>Italy</b> Lira	.0017	581.86	<b>Saudi Arabia</b> Riyal	.2066	4.84
<b>Jamaica</b> Pound	2.565	.39	<b>Sierra Leone</b> Leone	1.502	.66
<b>Japan</b> Yen	.0030	333.33	<b>Singapore</b> Dollar	.3505	2.85
<b>Kenya</b> Shilling	.1526	6.55	<b>South Africa</b> Rand	1.502	.66
<b>Lebanon</b> Pound (free)	.3326	3.00	<b>Spain &amp; Dependencies</b> Peseta	.0154	64.25
<b>Malaysia</b> Dollar	.3505	2.85	<b>Sweden</b> Krona	.2073	4.81
<b>Mexico</b> Peso	.0858	11.64	<b>Switzerland</b> Franc	.2495	4.00
<b>Morocco</b> Dirham	.2120	4.72	<b>Syria</b> Pound (free)	.2812	3.55
<b>Netherlands</b> Florin	.2951	3.35	<b>Thailand</b> Baht (free)	.0520	19.19
<b>Netherlands Antilles</b> Florin	.5689	1.76	<b>Trinidad &amp; Tobago<sup>8</sup></b> Dollar	.5392	1.85
<b>New Zealand</b> Dollar	1.200	.83	<b>Tunisia</b> Dinar	2.044	.48
<b>Nicaragua</b> Cordoba	.1533	6.51	<b>Turkey</b> Lira	.1192	8.38
<b>Nigeria</b> Pound	2.991	.33	<b>United Arab Republic</b> Pound (official)	2.468	.40
<b>Norway</b> Krone	.1502	6.64	<b>United States</b> Dollar	1.073	.93
<b>Pakistan</b> Rupee	.2253	4.43	<b>Uruguay</b> Peso (free)	.0043	232.55
<b>Panama</b> Balboa	1.073	.93	<b>Venezuela</b> Bolivar (official free)	.2387	4.18
			<b>Yugoslavia</b> 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.

## Shipping Services from Canada to the Commonwealth Caribbean

TO:	From Pacific Coast	From Great Lakes	From St. Lawrence and Atlantic
<b>BAHAMAS</b>			Saguenay Shipping Ltd. (Saguenay Shipping Ltd., Montreal, Halifax; A. O. Minshall Company Ltd., Toronto, Hamilton)
<b>BARBADOS</b>	"K" Line (Johnson, Walton Steamships Ltd., Vancouver)	Great Lakes Transcaribbean Line (Protos Shipping Ltd., Toronto)	Great Lakes Transcaribbean Line (Protos Shipping (Quebec) Limited, Montreal)  Royal Netherlands Steamship Company (Montreal Shipping Company Ltd., Montreal, Halifax, Toronto)  Saguenay Shipping Ltd.  Venezuelan Line (Montreal Shipping Company Ltd., Montreal, Halifax, Toronto)
<b>BRITISH HONDURAS</b>			Shaw Steamship Company Ltd. (Shaw Steamship Company Ltd., Halifax, N.S.)
<b>GUYANA</b>	"K" Line		Royal Netherlands Steamship Company (Via Curacao)  Saguenay Shipping Ltd.  Venezuelan Line (Via Curacao)
<b>JAMAICA</b>	Grace Lines (C. Gardner Johnson Ltd., Vancouver)  "K" Line	Saguenay Shipping Ltd. (A. O. Minshall Company Ltd., Toronto, Hamilton)  Great Lakes Transcaribbean Line	Saguenay Shipping Ltd.  Great Lakes Transcaribbean Line
<b>LEEWARD AND WINDWARD ISLANDS</b>			Saguenay Shipping Ltd.
<b>TRINIDAD AND TOBAGO</b>	Grace Lines  "K" Line	Great Lakes Transcaribbean Line	Great Lakes Transcaribbean Line  Royal Netherlands Steamship Company  Saguenay Shipping Limited  Venezuelan Line

## What would you be thinking of, my fair Maureen?

- the sun-baked desert
- the blue of old Ireland's hills
- the teeming cities of the East?

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