

# foreign trade

Department of Industry, Trade and Commerce, Canada

Going to Turkey?

Mexico's Next Decade

Canada Breaks Through  
in U.S. Housing



May 9/70



## In This Issue

A Canadian consortium has been awarded a part to play in the United States Operation Breakthrough, a 26 million unit housing development that will be carried out during the next ten years.

Descon/Concordia of Montreal became the only Canadian firm selected from some 250 companies in the U.S., Canada and foreign countries to take part in the huge \$75 million project.

The role that Descon/Concordia will play in the U.S. Department of Housing and Urban Development program is described in "Canada Breaks Through in U.S. Housing" an article with illustrations beginning on page 15.

It's an interesting story showing how well firms can penetrate international fields by pooling experience, research, technology and capabilities. That's what Descon Management Corporation Ltd. and Concordia Management Ltd. did and the results are paying off.

Further evidence of Canada's desire to maintain and increase activity in the United States market was presented this past month with the opening of two more Canadian Government trade offices. We now have 14 in that country.

The Hon. J. A. Richardson, Minister of Supply and Service, officially opened Canada's new office in Minneapolis and the Hon. J. J. Greene, Minister of Energy, Mines and Resources, was on hand in Buffalo to open the office there.

Glyn E. Woollam, who heads the staff in Minneapolis, will have as his territory the states of Minnesota, North and South Dakota, Montana (east of the Divide) northern Wisconsin and the upper Michigan peninsula.

John H. Bailey is Consul and Trade Commissioner at the Buffalo office which will cover northern New York State. There's more about these two offices and their openings inside the magazine.

While Canada is expanding its sales forces in the United States, the Department of Industry, Trade and Commerce continues to keep a close watch on commercial developments in less lucrative markets as well. As a result, H. H. Knobloch has been appointed Honorary Commercial Agent in Montevideo, Uruguay. This appointment makes it possible for Canada to be kept aware of trading opportunities there in spite of the closing of Canada's Embassy and Commercial Division in Montevideo—a development made necessary by the Government's austerity program. Mr. Knobloch had been with the Embassy's Commercial Division before it closed and as a result is very familiar with Canadian capability and methods. He becomes the tenth honorary Commercial Agent Canada has around the world.

A new twist to the established trade fair method of marketing was carried out early this year by the Department

of Industry, Trade and Commerce. In conjunction with Saguenay Shipping Ltd. of Montreal, the department organized a floating food show—the first such venture for Canada. The ship, Sunriver, left Halifax with its displays of food products of eleven Canadian companies and sailed to Bermuda, the Bahamas, Antigua, Barbados and Trinidad. At each port of call, food buyers for hotels, restaurants, institutions, were invited on board to see and sample Canada's products. The results—read about them in the article "Canadian Food Products Go to Sea" on page 25.

Mexico in the next decade is featured in a series of articles beginning on page 2. Covering many phases of Mexican business, this report takes a peek into what likely trends will develop there and suggests how Canadian exporters can prepare to take advantage of this nearby market. The photo on our back cover shows handsome University of Mexico and reflects the modern pace of this country.

Our front cover ties in with the article, Your Business Visit to Turkey. On the left is article author David J. S. Winfield, Commercial Secretary, Ankara, Turkey, with his Commercial Officer Burhan C. Boyacigil. Behind them is Turkey's oldest and largest private national bank where Mr. Winfield and his colleagues go to discuss many Canadian export opportunities.

# foreign trade



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# MEXICO

in the next  
decade



*The Institute for Social Research of the University of Mexico recently completed a seminar on the theme "A Profile of Mexico in the year 1980". The seminar heard 18 prominent speakers, all specialists in their respective fields.*

*Considering the importance of Mexico's leading industrial and political role in Latin America, the Canadian businessman may be interested in dealing with projections relating to the next decade.*

*Canadian manufacturers should consider the implications of these projections in the light of Canada's future exports and trading potential both within Mexico in particular and within Latin America in general.*

During the next decade Mexico will require substantial increases in productivity and in over-all investment including a realistic reappraisal and formulation of changes in economic policy. The per capita income will have to be doubled by 1985—this is possible only through an 8 per cent increase in annual growth beginning in 1970, compared with the 6.5 per cent increase registered in the last decade. Total national investment will have to increase at a rate of 19 per cent a year instead of the current 17 per cent, to meet the needs of an estimated population of 72 million by 1980.

**Power resources**—During the next decade Mexico will require nuclear energy to avoid a shortage in basic power resources forecast at 2 per cent in 1975 and 16 per cent by 1980.

The gross national product should increase at a mean annual rate of 6 per cent to maintain an optimum level. Based on this assumption, the supply of petroleum and derivatives in 1970 would total 863 billion BTU and by 1980 would reach 1,250 billion BTU. Total natural gas supply in 1970 will be 560 billion BTU which will nearly treble by 1980, reaching 1,470 billion BTU. Hydroelectric power in 1970 will total 174 billion BTU and rise to 352 billion BTU by 1980. Coal supplies in 1970 will average 54 billion BTU with a projected requirement of 77 billion BTU by 1980.

Based on the above projections, by 1975 Mexico will have a supply deficit of 54 billion BTU (representing 2 per cent of the total power demand) and by 1980 this deficit will reach 610 billion BTU, equal to 16 per cent of the total demand, estimated at 3,802 billion BTU.

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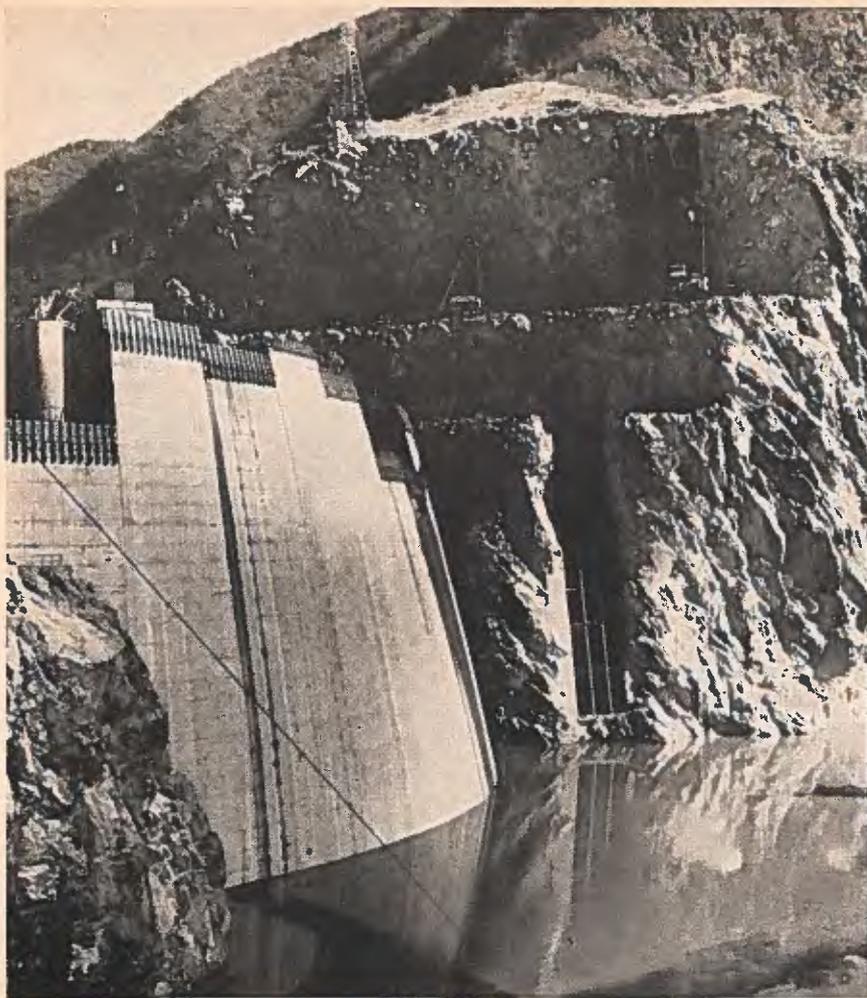
#### POWER SOURCES IN MEXICO

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	Per cent 1975	1980
Petroleum and derivates	43.6	34.02
Natural gas	40.56	38.65
Hydroelectric power	10.87	9.25
Mineral coal	2.71	2.04
Projected deficit	2.19	16.04

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◀ *Symbolic of Mexico's aspirations for the 70's is this picture of the Latin American building in Mexico City. National investment must increase by 19 per cent a year to meet demands of an estimated population of 72 million by 1980.*



*Despite newly constructed dams like the El Novillo (above) Mexico faces an estimated 16 per cent shortage of basic power resources by the end of this decade. Nuclear plants may be established and uranium deposits have already been found.*

A breakdown of total power supplies in Mexico by 1975 and 1980 is given on the preceding page.

Studies indicate that nuclear power will be the logical source to supply the deficiencies in Mexico's future power demand. The Mexican Federal Electricity Commission (Comision Federal de Electricidad) has undertaken feasibility studies, started in 1967, to determine the economic and technical aspects of establishing one or two nuclear plants to generate electric power in Mexico during the latter part of this decade.

**Nuclear energy**—The CFE is considering building a nuclear power plant with a variable capacity of between 650,000 and 750,000 kilowatts. This plant would be connected with the main system by 1976-77. Uranium production in Mexico is still in its infancy. However, substantial progress has been made in

exploration for uranium and as of August 31, 1968, the reserves of U 308 were estimated at 2,500 metric tons, currently valued at U.S.\$55 million.

**Automotive industry**—The gross production value of the Mexican automotive industry reached U.S.\$800 million in 1967 representing 2.0 per cent of Mexico's total national production, and 6.4 per cent within the manufacturing group. The industry still depends on substantial imports. The industry, as a whole, receives an effective internal market protection estimated at 255 per cent in relation to its domestic production. Total investment in the industry jumped from U.S.\$32 million in 1962 to U.S.\$240 million in 1967. Purchases of automotive parts and components in the domestic market rose from 22 per cent in 1962 to 67 per cent in 1967. In the same period local production of automobiles and

trucks rose from 66,637 units to 125,210 units. With the use of a larger percentage of domestic components imports of automotive parts and components remained relatively constant during this period.

However, during the next decade the industry must take into account the high costs resulting from the large variety of makes and models available. Currently there are some 20 makes of automobiles featuring over 40 distinct models, and 10 makes of trucks, each with a substantial number of models. Considering that the present market is for some 150,000 vehicles a year, the large number of makes and models available results in excessive costs and is out of proportion to the relatively low market demand and consumer purchasing power. Another factor in the high cost of vehicles is the volume of imports still required for local manufacture and assembly. The obvious solution would be to reduce the number and models available to the consumer, the amalgamation of manufacturing and assembly plant facilities, and a higher domestic content of parts and components. These steps would result in substantial savings that could be passed on to the consumer. An alternative is an increase in domestic production and efficiency within industry with a view to exporting competitively to international markets.

During the next decade Mexico will require substantial investment in its transportation network to maintain a balance in relation to economic growth and to integrate large areas of the country that are now isolated.

**Highways**—The Mexican gross national product during this decade is expected to increase by 6 to 7 per cent a year. Taking this growth factor into account, Mexico will require an additional 40,000 kilometers of feeder roads and 10,000 kilometers of main highways to reach a highway network of 120,000 kilometers by 1980. In this development program, the rural sector of the country will receive special attention.

**Railways**—There has been little change in the 23,400 kilometers of the Mexican railway system since the turn of the century. Rehabilitation of the present system and the modernizing of equipment and rolling stock has been emphasized rather than the extension of

track. During this decade, new rail routes will be required, including a line connecting Guadalajara-Salttillo-Monterrey; Mexico City-Acapulco (this will permit the development of forest and mineral resources of this southern area in addition to development of foreign trade via the Pacific); a line connecting Perote-Tuxpan-Tampico and the remaining portion of the Mexican Gulf Coast, which currently lacks rail facilities; and finally a branch line connecting with Las Truchas in the State of Michoacan to service the large iron and steel complex planned for that area.

**Air traffic**—During the next ten years, Mexico will modernize existing and build new airports for medium-haul and short-run flights. The various air transport companies during 1968 carried over six million paying passengers. They will need more facilities to handle a projected 13 million passengers by 1980.

**Mexican fisheries**—Consumption of fish in Mexico is estimated at 7.7 pounds per person a year, one of the lowest in the world in spite of the marine resources along the Gulf and Pacific coasts.

Mexico needs to develop its technology, organization and, more important, distribution system, which has been sadly lacking for the supply of fish products for the home market. Production increased at a rate of 9.7 per cent annually during the period 1958-1967, while home consumption during the same period increased by 11.8 per cent a year. Production by 1975 should reach 315,000 tons and by 1980 about 516,000 tons. The Banco Nacional de Fomento Cooperativo plans to construct 300 shrimp fishing boats to update the present fishing fleet. An industrial fishing complex will be located in the port of Salina Cruz and an industrial fishing center will be developed in the port of Mazatlan.

**The continental shelf**—Oil exploration and development along Mexico's continental shelf in the Gulf of Mexico continues. Existing wells produce approximately 50,000 barrels a day and by 1971 100,000 barrels a day.

**Urban development**—By 1980 cities (population in excess of 15,000) will have 38 to 42 million inhabitants or between 52 to 57 per cent of the total

population. From 1970 to 1980 the urban population will increase by two million a year. This is equivalent to one new urban area a year, requiring all normal facilities such as light, power, sewerage, housing, employment, transportation, educational facilities and social services.

The cost of urbanization, taking as a basis 25,000 pesos (U.S.\$2,000) per person, during the period 1970 to 1980 and covering 18 million new urban dwellers averages out to the equivalent of U.S.\$3,200 million a year. This sum does not include current accumulated deficits, renovation of existing housing or services, or the cost of creating sources of employment. Urban and economic development plans should, as in other more developed countries, be considered separately. Regional development programs should act as a bridge between national programming and urban development. In this context, Mexico will require specific guidelines in the geographical allocation of future investments within the area in relation to its distribution sector potential.

**Housing**—This is a serious problem. Currently there are 5,324,000 homes in

the urban and 3,436,000 units in the rural areas. This represents a present deficit of 1,398,000 units in the urban and 757,000 in the rural areas. Mexico's population by 1980 is estimated at 72.4 million, an increase of 23.5 million over the present population of 48.9 million. To meet the population increase (on the basis of one family per housing unit) during this decade will require 4,014,000 new units in the urban areas and 672,000 in the rural. Home depreciation or total loss of existing construction during the period 1969-1980 will make 2,443,000 urban units and 1,597,000 rural units necessary during 1969-1980.

The above projections clearly show that in the next eleven years Mexico will require a total of 8,726,000 additional housing units. Taking as the minimum requirement a simple unit with the basic facilities for sanitation and power, with the average cost for an urban unit set at U.S.\$2,000 and for a rural unit at U.S.\$400, Mexico could meet its basic housing needs in the next decade and the cost would represent only 4 per cent of the gross national product. Currently Mexico allocates slightly over 3.5 per cent of its GNP to residential housing.

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## Mexican Steel Industry Increases Production

In 1967 the Mexican steel industry reached a gross production value of U.S.\$640 million, representing 1.6 per cent of Mexico's total national production value, and corresponding to 5.1 per cent within the manufacturing sector.

The Mexican steel industry enjoys a high degree of protection from international competition because of high tariffs and import license controls. As a result the industry has become largely self-sufficient, to the extent that production accounts for 74 per cent of domestic consumption.

During the next decade (1970-1980) national consumption of steel products should increase at an average rate of 9.5 per cent per annum. Expressed in terms of steel billets, demand will increase by 3.5 million tons in 1968 to 6.8 million tons in 1975 to

10.7 million tons in 1980. Projects which have already been announced will result in installed capacity of primary iron or sponge iron increasing from 2.2 million tons annually (1967) to 3.6 million tons by 1972. Steel ingot capacity will increase 1.4 million tons to 5.2 million tons over the same period. Industry plans beyond this point have not yet been announced.

During the period 1975 to 1980 consumption of steel products will increase at an average annual rate of 500,000 tons, which will represent approximately half of what is generally considered the minimum economical requirement needed in the normal operation of a steel plant in Mexico. The industry must now evaluate various alternatives in future investment programming for expansion, to obtain the highest efficiency and production output.

## Automotive Parts

A. T. GJERNES

Assistant Commercial Secretary, Mexico City

Many Mexican industries have been created over the past decade but few have grown as quickly as the automotive supply industry. The industry really came to life with the 1962 Automotive Integration decree of President Adolfo Lopez Mateos which called for national production of automobiles with an eventual minimum Mexican content of 60 per cent. Within a few years the number of assembly plants increased from three to eleven. Recently, however, the number has fallen to nine. They are: Fabricas Automex (Chrysler); Ford Motor Co.; General Motors de Mexico; Nissan Mexicana; Volkswagen de Mexico; Fabrica Nacional de Automoviles (Borgward); Vehiculos Automotrices Mexicanos (American Motors); Diesel Mexicana (Renault, buses, trucks); Mexicana de Autobuses (buses).

The gross production value of the Mexican automotive industry reached U.S.\$800 million in 1967, representing 2 per cent of the country's total national production and 6.4 per cent of manufacturing output. This industry still depends to a large degree on imports, which account for 25 per cent of the value of production. Total investment in the automotive industry jumped from U.S.\$32 million in 1962 to U.S.\$240 million by 1967, and local production of automobiles and trucks rose from 66,637 units in 1962 to 125,210 in 1967, with a larger percentage of components procured domestically. Purchases of automotive parts and components in the domestic market, which in 1967 registered 22 per cent of the total production value of the industry, increased to 67 per cent by 1967.

However, in the coming decade, the industry must take into account the costly economics resulting from the large variety of vehicle makes and models available to the public. Currently there are some 20 auto brands

featuring over 40 distinct models, and 10 commercial truck makes with a substantial number of models each. Considering that the present market demand is in the neighborhood of 150,000 vehicles a year, the large number of makes and models available results in excess costs and is out of proportion to the relatively low purchasing power of the consumer. A further consideration in the high cost of vehicles is the system of quantitative import restrictions in effect to provide protection for local manufacture and assembly.

After seven years of rapid growth which gave rise to several problems (including strained relations between supplier and customer) the parts plants are becoming efficient, cost-conscious producers fully aware that they are not in a high-profit industry.

**Close to 80 per cent of the 200 or so companies now operating were not in business before 1962.** About 50 of these produce only replacement parts, including oil filters, batteries, spark plugs, wiper blades and the like. The others produce original equipment items such as motor blocks, shock absorbers, brake drums, piston rings, starters, ignition coils, fuel pumps, transmissions, axles, carburetors, hydraulic window lifts, safety glass and universal joints. In total, over 300 basic types of automotive components or parts are being made in Mexico. Besides rings, other "hard parts" manufactured include valves and castings for cylinder heads.

Automobile and truck tire production has also expanded considerably in the past nine years. Today the five major suppliers (Firestone, Goodyear, Uniroyal, General Popo and B. F. Goodrich) produce 1.49 million automobile tires and 1.03 million truck tires. This is a 12.1 per cent increase over the 1960 production of auto tires and an 83 per cent increase over the 1960 output of truck tires.

**The trend in the supplier automotive industry is toward Mexican control of the various operations, with foreign firms or individuals holding a minority interest—usually between 30 and 49 per cent.** Having the controlling interest in the hands of Mexicans has been the aim of the Government's recent campaign for "Mexicanization".

The rapid growth in the auto supply industry and the desire of the Government to protect the industry against large imports of auto parts have resulted in some instances in local products costing up to 200 per cent more than competitive imported products. Although this has not been true industry-wide, it has been common enough to result in complaints from the terminal industry as well as investigation by the Government. In its campaign to bring down prices of domestically-produced components, the Mexican Department of Industry and Commerce has threatened to allow increased imports of products that cannot be produced locally within a price range of less than 60 per cent above the landed price of competitive imported parts. It is expected that the government threat will result in a decrease in local costs rather than a substantial increase in imports.

Between 1965 and 1970 approximately U.S.\$112.8 million worth of locally made parts, components, and accessories was purchased from the local automobile supply industry and U.S.\$97.6 million was imported. Back in 1960, sales of Mexican-made parts and components (exclusive of tires) amounted to U.S.\$19.7 million. This figure represented 22 per cent of the total parts purchased by the assembly plants. By 1967, sales of locally produced goods to the terminal industry reached U.S.\$180 million, or 55 per cent of all parts that these companies bought.

Auto parts imports reached U.S.\$20 million in 1969 and unless the trend changes over the next few years, imports are expected to reach U.S.\$40 million by 1974. The majority of auto parts coming into Mexico, however, represent inter-company sales made by the terminal industry. None the less

substantial quantities have been sold to the replacement market as well.

**The figures show that Canada in 1969 supplied about three-quarters of Mexico's imported auto parts, and it seems unlikely that this market share can be increased.** With the recent developments mentioned below, it appears as if imports will be smaller or hold constant over the next few years.

Two months ago the Mexican Government issued another decree to the automobile industry which they hope will lead to another expansion in the supply industry and a decrease in imports. As mentioned earlier, if the current trend in imports does not change, Mexico will purchase approximately U.S.\$40 million worth of foreign-made auto parts in 1974.

Under the new decree, auto assemblers, if they wish to increase their yearly production quota, must export more nationally made auto parts and/or increase the national content of their production above the present 60 per cent minimum now required. It is Mexico's hope that the new directive will eventually result in an extra U.S. \$40 million of Mexican exports of auto parts. The program

requires that auto parts exports in 1970 equal at least 5 per cent of imports, this percentage rising to 15 per cent in 1971 and eventually to 85 per cent in 1976.

Mexico is working very hard to improve its balance-of-payments picture. Last year the trade deficit reached Cdn. \$842.7 million. The recent growth in imports of auto parts has alarmed the Government and it is expected to emphasize more and more the substitution of domestically produced parts for foreign-made imports. At the same time, the Government desires strongly to lower the prices of automobiles produced in Mexico which now sell for up to 80 per cent higher than in the United States. However—and here is the dilemma—local component prices usually are not low enough to allow a substantial reduction in auto prices.

With the new auto parts export program, it is hoped that larger production runs will give rise to economies of scale and hence lower prices. Besides this program, improved production technology and better products will be needed. With the substantial expansion in the Canadian automotive supply industry resulting from the U.S.—Canada Automotive

Agreement, Canadian suppliers should be in a position to offer technical know-how and improved product design to their Mexican counterparts. Because the increase in Canadian auto components exports to Mexico will probably not continue, to maintain participation in the Mexican and other Latin American markets Canadian automobile parts manufacturers should think in terms of a licensing arrangement or joint venture. If you feel you have a product which can sell competitively, even if initial production runs may be relatively low, contact the Commercial Counsellor in Mexico City, Apartado Postal 5364, Mexico 5, D. F.

Send him product brochures, annual company reports if available, and any other pertinent information. Let him do a preliminary market study on your product or products. Then, if he feels that your product could fit into the Mexican market, come down and meet some prospective partners. The office of the Commercial Counsellor will make appointments, obtain credit information, and assist in any negotiations you undertake. Be prepared to stay a week and if you are so inclined, bring your wife. Mexico is a paradise for tourists.

# Livestock

**FIDENCIO ARGUELLES**  
Commercial Officer, Mexico City

Many parts of Mexico are especially suitable for livestock raising and the possibilities for the expansion of this industry are good. About 90 million hectares—or half the total land area—is available for the raising of livestock.

Generally speaking, the country can be divided into four main areas. Northern Mexico—a desert and semi-desert area comprising about half the country—has a low annual rainfall, and large sections of the area are devoted to extensive beef cattle ranching. The breeds used are Hereford, Aberdeen Angus, Charolais and Charolais crosses, and much of the production is exported in the form of feeder cattle to the U.S.



*The gentle-looking Cebu cattle are mainly in the hotter and higher areas of Mexico.*

*Canadian Holsteins like these have an excellent reputation in Mexico and comprised 15 per cent of the country's \$6 million worth of dairy cattle imports in 1968. Mexico is to spend U.S.\$130 million to improve livestock and agriculture generally, with dairy cattle receiving the major emphasis.*



The Pacific zone is tropical and subtropical and is of lesser importance in the cattle industry. Beef cattle in this region consist mainly of Cebu and Cebu strains.

The Gulf area is mountainous and tropical with a high rainfall index and extensive cultivated grazing lands. Cebu and Cebu-Swiss crosses predominate in this area, which is noted for the quality of its beef cattle and its excellent pastures. This region supplies Mexico City, capital of the Republic, with beef.

In the central areas there is a thriving dairy industry, with Holstein-Friesian the chief breed. This region is also an important producer of swine and fighting bulls.

Pasture lands are generally located in areas considered unfit for other agriculture, where the vegetation provides a natural feed. Flat lands comprise about 40 per cent of the total land area and heavy forage yields are possible during the four to five months of the rainy season.

**Production**—The development of the Mexican livestock industry has been steady and encouraging. It has an estimated total annual production valued at approximately 60 billion pesos (U.S.\$4.8 billion). The cattle population is calculated to be 25 million head, and it is estimated that the

country has a capacity to support 50 million head. The beef cattle consist mainly of Hereford, Aberdeen Angus, Charolais, Santa Gertrudis and Cebu. Cebu strains include Brahman, Indobrazil, Gyr, Guzerot and Nelore. There is a large percentage, also, of cross-breeds.

Dairy breeds in order of importance are Holstein-Friesian, Brown Swiss, Jersey and, to a lesser extent, Ayrshire and Guernsey.

Popular swine breeds are Duroc Jersey, Hampshire, Yorkshire, Landrace, Poland-China, Chester White and crosses like Minnesota No. 1. Random cross breeds are abundant on the small farms and in the countryside. Production is concentrated in the central part of the country where abundant grain supplies help to make swine raising profitable.

Livestock raising is an important source of income for the rural population, and the export of feeder cattle and unboned and boned frozen and chilled meat is a growing source of foreign exchange. There is a good potential for expansion in this export trade.

Internal demand will tend to increase with per capita income growth. At present the per capita consumption of meat is considered low in relation to that in many other countries. Geo-

graphical conditions, dietary habits, scattered population centers, limited purchasing power, difficult communications, primitive methods of conservation and the lack of adequate transportation and refrigeration are the major factors limiting per capita consumption.

The annual production of cattle is estimated at 4,500,000 head with an estimated 3,700,000 head being used for domestic consumption and approximately 800,000 head being sold in export markets, chiefly the United States.

**Foreign trade**—The major cattle import requirements of the Mexican industry will be for pedigreed Holstein-Friesian and Herefords. Frozen semen and, to a lesser degree, pedigreed swine and chicks will also be required.

Importers must obtain permits from the Ministry of Agriculture, but these are not hard to get. With regard to duties, Mexico has a single column tariff based on the Brussels Nomenclature. No tariff preferences are extended apart from the numerous reductions being negotiated with the countries in the Latin American Free Trade Association.

Pedigreed cattle, pigs, and sheep, can be imported duty free, but a health certificate from the country of origin and certificates of registration from

the breed association of origin are required.

The total imports of livestock products (including by-products) for 1968 were calculated at over 500 million pesos (nearly Cdn. \$43 million), much more than in any preceding year. Green hides and bulk milk powder largely accounted for the increase.

To improve local herds, the import of breeding stock has been intensified and a total of 18,193 pedigreed cattle were imported in 1968. Also imported were 302 sheep, 2,471 pigs, 2,457 goats, 394 horses and 2.8 million head of registered baby chicks.

**New developments**—The Mexican Government is aware of the potential of the cattle industry and of the serious problems affecting it. Encouragement both from the technical and management viewpoint is given for the improvement of cattle herds and livestock farms. For example, veterinary services have been expanded and transport of cattle to consuming centers and regional markets has been organized under Government supervision.

The Government, through its agricultural and livestock banks, also provides the necessary financing for the import of pedigreed breeding stock. The Ministry of Finance recently introduced a 2,500 million pesos (Cdn.\$214.7 million) 15-year credit program, and with this assistance it is expected that the value of agricultural and livestock production will increase at an annual rate of 1,560 million pesos (Cdn.\$134 million). Part of the financing will be channelled to those industries dedicated to product transformation, for an estimated annual rate of 875 million pesos (Cdn.\$75.1 million). However, the majority of the credit available will be to promote livestock in those areas suitable for this activity; the rest to promote agricultural production.

The International Bank for Reconstruction and Development provided 812.5 million pesos (nearly Cdn.\$69.8 million), or 32 per cent of the 2,500 million pesos credit. Under the agreement the Mexican Government is to contribute an additional U.S.\$65 million making a total of U.S.\$130 million available for the purchase of cattle and agricultural implements, and for the advancement of farm techniques and

for industrial expansion related to agriculture. Dairy cattle will receive the major emphasis, but some beef cattle will be purchased for the Gulf coast areas. The dairy cattle will consist of pedigreed and grade animals.

The credit is being handled by an organization established by the Banco de Mexico called the Fondo de Garantía y Fomento para la Agricultura, Ganadería y Avicultura. This organization will provide the necessary financing to the commercial banks, who in turn will extend the credit facilities to potential customers. Under the system, the Fondo studies the quality of the animals, the reputation of the seller and price advantages, while the bank studies the credit-worthiness of the purchaser. Loans will be extended for a period of up to 10 years at interest rates of 10 to 11 per cent.

The Fondo has received an additional U.S.\$20 million from the International

Development Bank for the development of the agricultural and livestock program. This loan, however, will be used chiefly by medium-size farmers.

**The potential market**—Canadian exporters have a continuing market for dairy cattle in Mexico. The channels of trade are well established and Canadian Holsteins have an excellent reputation. In 1968, Mexico imported pedigreed dairy cattle valued at over U.S.\$6 million. Of this total, Canada supplied 15 per cent. With regard to beef cattle Mexican imports are valued at over U.S.\$3.4 million annually, with Canada's share being minimal.

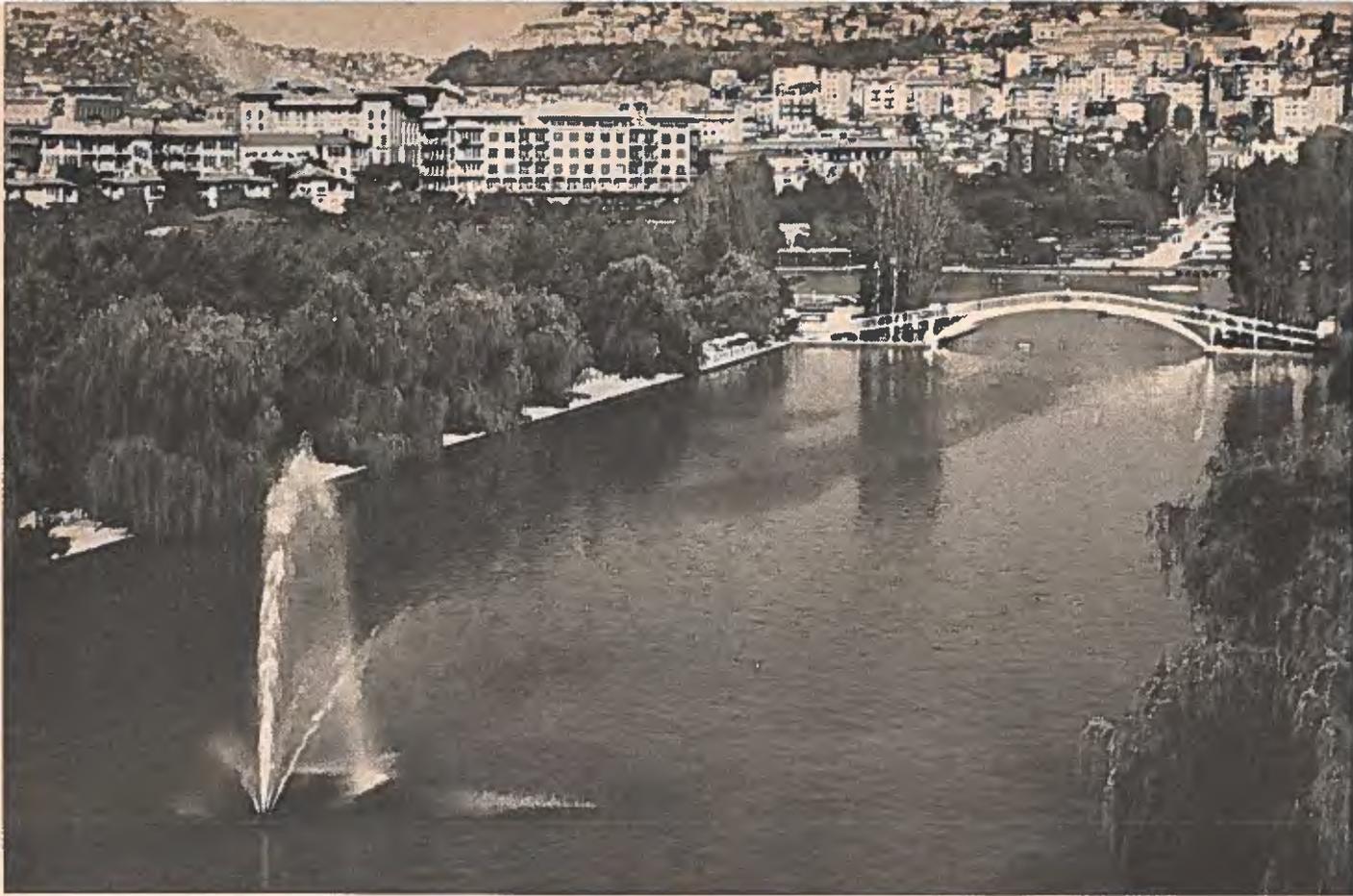
The Commercial Division of the Canadian Embassy maintains close contact with the Mexican breed associations and cattlemen. Canadian exporters interested in selling to Mexico should write to: Commercial Counsellor, Canadian Embassy, Melchor Ocampo 463, 7th Floor, Mexico 5, D. F.

TABLE I  
MEXICO'S LIVESTOCK POPULATION 1965/68

Species	Head 1965	1966	1967	1968
Cattle	21,974,748	22,965,490	23,294,140	23,627,511
Dairy	8,346,990	8,665,397	8,789,400	8,915,192
Beef	11,445,064	11,747,909	12,317,120	12,493,390
Work animals	2,182,694	2,552,184	2,187,622	2,218,929
Horses	4,771,217	5,885,437	5,987,677	6,047,553
Mules	2,137,150	3,203,311	3,261,439	3,294,053
Asses	2,707,125	3,736,910	3,802,840	3,840,868
Sheep	6,490,120	6,575,840	6,639,256	6,705,648
Goats	9,172,120	9,290,061	9,391,495	9,485,410
Swine	8,779,215	9,537,796	9,755,780	9,978,746
Poultry	96,950,000	102,300,000	120,900,000	132,200,000

TABLE 2  
IMPORTS OF CATTLE

Cdn.\$'000	1964	1965	1966	1967	1968
Total	3,786.6	5,138.2	6,826.3	7,400.9	n.a.
Beef cattle for slaughter	18.8	408.8	82.9	6.3	n.a.
Beef cattle for breeding purposes	1,684.1	1,734.6	2,421.8	2,428.1	2,831.3
Dairy cattle	2,169.5	2,994.9	4,315.2	4,987.7	5,353.2



*The capital city of Ankara, originally built by the Hittites around 2000 B.C., should be the first stop on your visit here.*

# Your Business Visit to Turkey

D. J. S. WINFIELD  
Commercial Secretary, Ankara

Turkey is waiting for you! This vast, developing and challenging country, so little known in Canada, awaits the enterprising and aggressive businessman. Competition is lively but your efforts can be amply rewarded. Too few Canadian businessmen have ventured to this fascinating land, rich in culture and tradition. Yet modern Turkey is young and eager to assert its rightful place in today's world economy.

Occupying a vital position at a major cross-road of the world linking Europe and Asia, Turkey forms a rough rectangle of over 296,000 square miles (slightly larger than the province of Alberta) and has a population of approximately 34 million, of which about 99 per cent are Moslem.

European Turkey, or Thrace, separated from Asia Minor by the strategically important straits of the Bosphorus, the sea of Marmara and the Dardanelles, is all that remains of the non-Anatolian portion of the once extensive Ottoman Empire. This great Empire reached its zenith in the late 16th century and gradually declined until in 1923 Kemal Ataturk abolished the Sultanate and the Caliphate and founded the

modern republic of Turkey. He transformed a backward feudal state into a modern Western one.

Asia Minor, by far the largest portion of the country, consists mainly of the Anatolian plateau, a high rolling plain surrounded by and interspersed with mountain ranges. The highest point in Turkey, Mount Ararat, is to the east on the plateau close to the Soviet and Iranian borders.

**The language is Turkish**, a member of the Ural-Altai family, distantly related to Finnish and spoken across Central Asia. Turkish is harmonious, with a logical grammatical structure. Since Ataturk's reforms it has been written in the Latin alphabet and spelling and pronunciation are phonetic. English, French and German are widely, but by no means universally, spoken in business and government circles, and sometimes an interpreter is required.

Before coming, it may be advisable to read something about the country. The following list of books offer a good selection:—"Ataturk—Rebirth of a Nation", by Lord Kinross;

"A History of Turkey—From Empire, to Republic", by Philips Price; "The Emergence of Modern Turkey", by Bernard Lewis; "The Early Anatolia", by Seton Lloyd; "A Short History of the Middle East", by George E. Kirk. For travel, these three are recommended:—"Europa Minor—Journeys in Coastal Turkey", and "Within the Taurus—A Journey in Asiatic Turkey", both by Lord Kinross; "Les Guides Bleus—Turquie" (in French or English).

For a successful visit, you should first advise the Commercial Division of the Canadian Embassy in Ankara of your interest, sending details of your product or service, explanatory brochures, samples if at all possible, and f.o.b., c.i.f. and c. and f. prices Istanbul. With this information it can quickly be determined whether there is a market, which agents might be interested, and the length of time you should stay.

**You can visit Turkey on business at practically any time of the year.** Two particular local religious festivals, however, lasting for 3 or 4 days each year, are held 10 days earlier every year and these periods should be avoided. In 1970 these festivals are being held in February and December and in 1971 in February and November. The trade office in Ankara will advise you. July and August could also prove fruitless as many businessmen and government officials go on vacation at this time.

Because of government involvement in business it is a good idea to allow two or three days in Ankara to meet with government officials and with prospective agents. The total time necessary for your visit will, of course, be determined by your product or service. The Trade Commissioner's office will arrange hotel accommodation and make business appointments for you, providing you let us know at least two weeks in advance of your trip. Remember, airmail letters take from three to seven days to travel from Canada to Turkey.

If you are planning a Middle East or European trip, then it is worthwhile including Turkey in your itinerary. You can make your flight arrangements through your travel agent. A single trip economy flight to Istanbul from Montreal via Europe is about Cdn.\$730 and to Ankara is Cdn.\$735. Lufthansa, Swissair, and KLM fly from Canada to Europe and with a change of planes you can get from there to Turkey; Pan Am flies direct from New York with stops in between. Unless you are planning to stop over in Istanbul it is an advantage to be booked on a through flight to Ankara.

Your hotel accommodation will cost Cdn.\$10 per day for a single with bath at the Buyuk Ankara and between Cdn.\$13—\$16 at the Istanbul Hilton. There are many other first (and second) class hotels available in both cities which your travel agent should know about. If he doesn't, write to the Ministry of Tourism and Information, Ankara, Turkey, requesting their brochure "Turkey—Hotels". Most of the hotels have telex facilities and all have telephones.

You should allow approximately \$5—\$10 per day for meals. This, of course, is for yourself and does not include entertainment. Tipping is customary. There is a 10-15 per cent service charge added to hotel and restaurant bills—in restaurants one is expected to leave an additional 10 per cent. Porters expect TL 2.50 (Cdn.\$0.20) per bag, and more if extra service is provided.

Turkish currency is the lira and exchange is rigidly controlled by the Government. Presently valued at TL 19.10 to Cdn.\$1 (TL 12.00 to U.S.\$1) for tourists by the Government, the official rate of exchange for residents of Turkey and business transactions is TL 8.325 to Cdn.\$1 (TL 9.00 to U.S.\$1). The lira is divided into 100 kurus. Coins are issued in 5, 10, 25 and 50 kurus and 1 and 2.5 lira pieces. Bank notes of 5, 10, 100, 500 and 1,000 lira are in circulation. You may not bring any more than TL 500 into the country and cannot take out more than TL 200. You should purchase U.S. dollar travellers' cheques, exchangeable at most hotels and banks. Keep receipts of transactions so that when you leave you can exchange excess Turkish funds without difficulty.

**No visa is needed** for a visit of less than three months. A valid Canadian passport and up-to-date international small-pox vaccination certificate are required. If you plan to stay for more than three months a residence permit is required. This costs TL 65.00. It is recommended that you be inoculated against polio and have TABT shots as well. Some people also feel safer with a dose of gamma globulin against hepatitis although this is not of major concern.

**Now, what to pack!** The Turkish climate is varied and on the whole temperate. The coastal fringe is generally warmer in all seasons than the interior. The Anatolian plateau is dry with warm, sunny summers and cold, generally snowy, win-



"What can we do to promote Canadian exports?", Commercial Secretary David J. S. Winfield (seated) asks his staff during a program planning session in the new Commercial Office, Ankara. From the left are: Mrs. Nazire Turkel, Mr. Burhan Boyacigil, Commercial Officer; and Mrs. Feyzan Demir.

ters. Severe winters and relatively short summers prevail in the mountainous east while southern winters are mild and summers hot.

In the winter—cold and damp in Istanbul, colder and dryer in Ankara—one is well advised to bring toe rubbers, warm suits and underwear, an overcoat, scarf and gloves. In the spring and fall a light topcoat or raincoat and medium to light-weight suits are adequate. The summer months, generally from May to late September, are dry and hot in Ankara and hot and humid in Istanbul. Lightweight suits are recommended; a light folding raincoat might well come in useful.

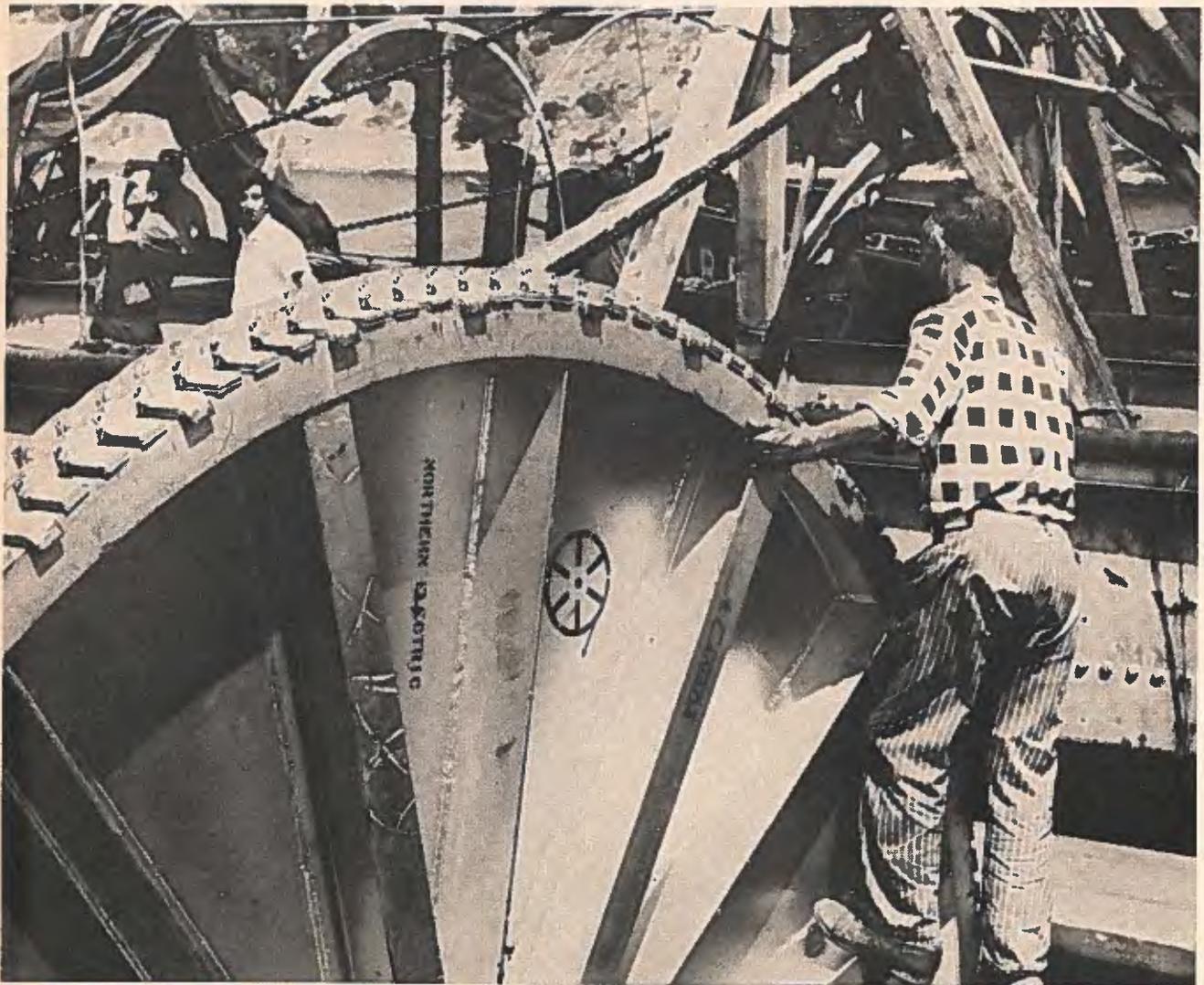
Descriptive literature complete with technical specifications of your product, f.o.b., c.i.f. and c. and f. prices Istanbul and, when possible, samples are essential when doing business in Turkey. If you have difficulty in providing c.i.f. and c. and f. prices your shipping agent can help you. Failing that, guidance can be obtained from the Department of Industry, Trade and Commerce in Ottawa.

Small presents are always appreciated by your Turkish hosts and small company giveaways will be gratefully received by your contacts. However, you may only import \$45 of samples, giveaways and presents.

A good supply of business cards is essential. And it is always useful to have a prospectus of your company and some illustrated literature showing the capacity and type of operation you have.

Household electrical appliances—razors, typewriters, dictating machines, etc.—operate on 220 volt 50 cycle power, the power rating throughout Turkey. No problems will be encountered if you wish to bring such equipment, but don't forget the power factor.

You are allowed to import 50 cigarettes. This is not so much of a hardship as it sounds as there are some quite palatable brands of Turkish cigarettes. Pipe smokers may import 50 grams of tobacco and those who favor cigars, 20 cigars. You may import no more than one litre (1.76 pints) of liquor.



*The Bosphorous Straits dividing Istanbul form the demarcation line between the continents of Europe and Asia. Telephone communications between the Asian and European sides of the Straits are made by submarine cable being laid here. Over a mile long, the cable was made in Canada by Northern Electric especially for this particular communications project.*

But Scotch is available for about \$1.50-\$2 per drink (and 'shots' are not measured here as they are in Canada) as well as local gin, vodka, cognac and a wide selection of wines and liqueurs at most hotels and bars.

**When you arrive in Ankara, and before starting your business visits, you should call on the Trade Commissioner's office for any messages that may necessitate last minute changes in your schedule. You should also be briefed on the general economic and market situation. Where an interpreter is required you will be advised. If the Commercial Officer is not able to accompany you we will ensure that an interpreter is available. If any costs are to be incurred you will be advised. You can expect between four and eight meetings per day depending on the nature of your business.**

The pattern of a business meeting in Turkey is more relaxed than in North America. First, you will be invited to take either a cup of strong Turkish coffee (with or without sugar, as you prefer) or a glass of tea (without milk). Then you and your host will discuss the weather and your trip; from that point on you should conduct yourself as in any North-American business meeting. You are expected to be concise and to make a factual, reasonable exposition of your products or service.

Turkish Airlines have regular flights between Ankara and Istanbul with connections between all major centers in Turkey. Fares are reasonable and should be available from your travel agent.

Within the cities, taxis are not expensive by North-American standards, although you should determine the fare before entering the taxi because meters are non-existent.

Cars with or without drivers are available at reasonable rates in both Istanbul and Ankara. However, it is recommended that you take a driver with you unless you are used to the traffic and the city. If you are going to drive yourself you should have an international licence, plus a valid licence from your home province.

An interesting and practical form of transport in Turkey is the dolmus (pronounced dol-mush) which literally means 'stuffed'. This is a privately owned station wagon, varying in age from 30 years to less than a year, in which you can ride with other passengers along a predetermined route for surprisingly low rates.

**How do you address Turkish people?** The Western form of address is most acceptable—that is, Mr. Mavi. It is difficult to get the pronunciation of Turkish names correct the first time but the effort is much appreciated. You may be surprised to be called Mr. John or Mr. Fred, but it is customary in Turkey to call people by their first names. For example, Ahmet Kirmizi is called Ahmet Bey (literally Mr. Ahmet) and, after you have got to know people, this is an acceptable form of address. Stick to the formal form if in doubt—you can never go wrong. If you tell people to call you by your first name it is taken as a gesture of friendship and, when used with discretion, is appreciated.

Your agent, your contacts, your host and hostess will always be pleased with a small present. Your regular giveaway will do for business; flowers, chocolates or something



*Modern Turkey, with its rich cultural heritage is eager to assert its rightful place in today's world economy.*

small but typically Canadian will be appreciated on social occasions. A meeting over lunch for business or pleasure is an accepted and much appreciated gesture.

Eating in Turkey is a pleasure for the adventurous gastronome and no problem for those who are not. Local fruit, vegetables, fish and meat are of excellent quality and in most hotels and restaurants one need not fear after-effects. Standard North American-style meals are also available. But with such delights as "The Turkish priest liked it so much he fainted" (Imam Bayildi), "Lady's thigh" (Kadin Budu), and "Lady's navel" (Kadin Gobegi) who can resist an opportunity to try this country's rich selection of delicious dishes?

If you are invited to a Turkish home for a meal, it will be a memorable experience. The hostess will take pride in offering a wide variety of dishes, many of which are from her home region and most of which cannot be obtained in a restaurant. You are expected to eat as much as you possibly can and not to do so is an insult to the host and, especially, the hostess. But be warned: try everything sparingly because there is always more and the newcomer is constantly amazed by the number and variety of dishes.

To take a meal in true Turkish style one should drink raki (pronounced 'rakuh') the traditional drink which tastes of liquorice and is a pleasant companion to the rich food. Turkish wines—white, red and rose—are good and one can finish the meal with a palatable and satisfying snifter of Turkish cognac.

As you may know there is great variety of entertainment in Turkey. You can find night-clubs—even a Playboy Club in Ankara—English and French movies, an excellent symphony

orchestra and a good opera. If you want to feel something of the country itself you must go to see a belly-dancer. This art, which has existed for centuries, is unfortunately dying out but can still be found without too much effort. Traditional singing and dancing is still very popular and well worth a visit to hear the haunting, evocative music.

If you have the time a holiday in Turkey is highly recommended. You can usually complete your business comfortably in less than two weeks but an extra week or longer is well worthwhile to see some of the magnificent sights or simply to laze in the sun on one of the many beaches on the west or south coasts close to Izmir or Antalya.

If you feel like being active there are numerous fascinating historic sites within the cities of Ankara and Istanbul, as well as in Konya, Kayseri, Bursa, Iskenderun, Antalya, Izmir and Trabzon all of which are within a day's drive of Ankara. Besides the noted Greco-Roman sites of Pergamum, Ephesus, Miletus, Aphrodisias and Hieropolis, to name but few, there are many Hittite, Persian, Phrygian, Byzantine, Crusader, Seljuk and of course Ottoman places worth a visit.

Businessmen who don't have time for all this can see many imposing relics of the past in Ankara and Istanbul. Numerous brochures and books are available to provide you with an introduction to the rich archeological and historical sites.

A visit to Turkey will be worth your while. Come and see for yourself what you can do; feel the pulse of this vibrant and dynamic country.

## Turkish Statutory Holidays

Independence Day Ulusal Egemenlik Bayrami	April 22, 23 (1½ days)
Spring Festival Bahar Bayrami	May 1
Youth and Sports Day Gençlik ve Spor Bayrami	May 19
Independence and Constitution Day Hurriyet ve Anayasa Bayrami	May 26, 27 (1½ days)
Victory Day Zafer Bayrami	August 30
Republic Day Cumhuriyet Bayrami	October 28, 29, 30 (2½ days)
Religious Sugar Festival Seker Bayram	December 1, 2, 3 (3 days)
New Year's Day Yilbasi	December 31—January 1 (1½ days)
Religious Sacrificial Festival Kurban Bayram	Date not yet determined, but probably either first or second week of February

Information on market possibilities, import programs, regulations and procedures can be obtained either from the Asia and Middle East Division, Office of Area Relations, Department of Industry, Trade and Commerce, Ottawa 4, Ontario, or from the Commercial Secretary, Commercial Division, Canadian Embassy, Vali Dr. Resit Caddesi 52, Cankaya, Ankara, Turkey.

## Increase in U.K. Freight Handling Charges

Air freight handling charges in Britain have been increased by about 70 per cent by members of the International Air Transport Association. The new rates for clearance, handling and processing of import consignments, which are now in effect, are 10s. per 50 kg. or part thereof (up to 2,500 kg.) and 10s. for each additional 100 kg., with a minimum charge of £2. There is no maximum charge.

There have also been large increases in storage charges at airport terminals to deter shippers and agents from using airline warehouses for low-cost storage space. The new storage rates allow for a free period of 48 hours (excluding weekends and public holidays) starting at 08.00 hours of the day following arrival. For the subsequent 48 hours the charge is 5s. per 100 kg. or part thereof, with a minimum of 10s. For each subsequent 24 hours or part thereof the charge is 25s. per 100 kg. or part thereof. The old rate was a straight ¼d. a day regardless of time.

With these increases, particularly in storage charges, rapid clearance through the airports becomes more important.

To avoid delays the consignor must send complete and correct documents with each

consignment and advise the consignee immediately of the date of departure, the flight number and air waybill number. The consignee, for his part, must ensure that precise clearance instructions are given to the forwarding agent.

## Cyprus Government Aids Hotel Expansion

Financial aid by the Government of Cyprus for the construction of new hotels is being increased sharply to help meet the mounting demand for more tourist beds.

A recent meeting of the Council of Ministers agreed to increase government loans for the construction of new hotels from 40 per cent to 70 per cent of the total cost. Previously government loans only covered the construction cost, but the 70 per cent now to be granted will cover construction, fixtures, fittings, furniture and all relevant equipment, excluding the cost of land. The decision follows the dramatic increase

in tourist arrivals which rose 70 per cent in two years. The demand for tourist beds is expected to double in the next two years.

In an official announcement the Government said the increased loans will enable the Ministry of Commerce and Industry and the newly formed Cyprus Tourist Organization to channel hotel investment in the most suitable direction.

The Government will decide the priorities of areas and classes of hotels in accordance with existing master plans and prevailing conditions in the tourist industry.

# Canadian Food Products Go to Sea

Eleven Canadian companies went down to the sea with their products in mid-January and became part of a Floating Food Fair sponsored by the Department of Industry, Trade and Commerce. When the *Sunriver* of the Saguenay Shipping fleet sailed from Halifax for the Caribbean on January 19, it carried on its verandah deck well-set-up displays by the eleven firms, all of them in the food, beverages or tobacco fields. Nine of the companies sent representatives to make contacts with potential customers en route.

The plan of operation was simple. When the *Sunriver* docked at a port, representatives of the leading hotels, institutions and supermarkets there came aboard by invitation from the Canadian Trade Commissioner in the area to see the displays, attend an informal reception, and discuss possible purchases with the Canadians. Receptions were held in the morning, afternoon and evening, and there were separate invitation lists for each. Snacks were served at the morning and afternoon receptions and in the evenings a cold buffet that featured Canadian fisheries and other products and gave the chef of the *Sunriver* a chance to display his professional talents. Every visitor received a press kit in an attractive vinyl briefcase, containing general information on the Canadian food industry plus brochures from individual exhibitors. Each one also departed carrying with him a bag of Canadian apples.

Five of the firms taking part in this unique fair came from the Maritime Provinces and six from Ontario. They exhibited in all a wide variety of foods—fisheries products, fruit juices, processed fruit and vegetables, spices, Canadian cheddar, frozen pies and frozen french fries, peanut butter, meats, etc. Also on display were Canadian wines, liquors, and tobacco.

First stop on the voyage was Hamilton, Bermuda, and the other ports visited in succession were Nassau, Bahamas; St. John's, Antigua; Bridgetown, Barbados; and Port-of-Spain, Trinidad. At some of these stopovers, buyers were flown in from nearby but unvisited islands.

Results? A number of the exhibitors who were not represented in the Caribbean area obtained good representatives and sales on-site reached about \$85,000. Because of the interest shown, however, the Canadian firms are confident that much more will result over the next 12-month period.



*The Sunriver, part of the Saguenay Shipping fleet, which took Canada's Floating Food Fair on a tour of the Caribbean. With its flourishing tourist industry, the area should prove a lucrative market for Canadian food products.*



*F. R. Were (third from right), export manager of W. H. Schwartz and Sons, Ltd., of Halifax, makers of spices and extracts, discusses some of his firm's products with Gunter Sankowski (second from right), chef of the big Princess Hotel, Hamilton, Bermuda, and another interested visitor. On the left is David Keddie, Canadian Vice Consul and Assistant Trade Commissioner from New York.*

# Winning Friends and Future Sales



The success of Canada's exhibit of hospital and medical equipment at the New England Hospital Assembly in Boston in March, has led the Department of Industry, Trade and Commerce to undertake a similar, although larger, exhibit at the national level. Officials view the experience gained this year and last at the Boston regional show as being invaluable to effective participation at the American Hospital Association Convention in Houston in September.

The 10 participating companies with their eye-catching, informative and topical displays received a lot of attention from the 14,000 delegates at the Assembly.

Pleased with the reception given them individually and as a group, exhibitors' representatives agreed that the sales potential opened up to their firms by exposure at the Assembly in Boston is extremely good.

The products displayed by the 10 companies ranged from a small stethoscope, designed for babies, to highly sophisticated X-ray equipment, special communications equipment and award-winning automatic washers for laboratory use.

The Canadian exhibitors were among the 80 companies displaying the latest and most practical equipment to the Hospital Assembly which draws its large number of delegates from the concentration of hospitals in the New England region.

*An inquiring nursing supervisor tests the product while R. G. LeMoyné (center), president of Techlem Inc., of Montreal, points out the advantages of his firm's planned patient handling system as R. J. MacKay, vice-president of Winley-Morris Co. Ltd., Montreal, looks on.*

*Bernard Morin (center) and his assistant (right) talk with an interested delegate after demonstrating with the aid of Suzy—isn't she a doll—the advantages of using the Octagon Board made by Unik Medical Labs, Inc., of Montreal, in pediatric X-ray procedures.*

*Communications are vitally important in the operation of a hospital. Bert Hall of Barvic Electronic Communications Ltd., elaborates, for two nursing supervisors, on his firm's system for keeping track of key hospital personnel.*



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\*Businessmen are advised to send only letters to this address. To ensure prompt arrival of parcels of any kind, the sender should consult the Sao Paulo office first about the best method to use.

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First Secretary

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*Phone:* 13.38.50  
*Telex:* 221613 (DOMCAN BRU)

*Territory:*  
European Economic Community, European  
Atomic Energy Community, European Coal  
and Steel Community

## FRANCE

Commercial Counsellor  
Canadian Embassy  
35 Avenue Montaigne  
Paris 8<sup>e</sup>, France

C. T. Charland  
Commercial Counsellor

F. G. Beaudette  
Commercial Secretary (Agriculture)

D. E. F. Taylor  
Commercial Secretary (Timber)

F. M. Wanklyn  
Assistant Commercial Secretary

T. G. Tait  
Assistant Commercial Secretary

A. C. Perron  
Assistant Commercial Secretary

*Cable:* CANADIAN PARIS 086  
*Phone:* 225-99-55  
*Telex:* 28806 (DOMCAN A PARIS)  
*Territory:*  
Algeria, Andorra, Monaco

## GERMANY

### BONN

Commercial Counsellor  
Canadian Embassy  
Friedrich-Wilhelmstrasse 18  
53 Bonn, West Germany

R. R. Parlour  
Commercial Counsellor

R. Frenette  
Assistant Commercial Secretary

*Cable:* CANADIAN  
*Phone:* 231061  
*Telex:* 886421 (DOMCA D)

*Territory:*  
States of Baden-Wuerttemberg, Bavaria,  
Hesse, Rhineland-Palatinate, Saar,  
West Berlin

### DUESSELDORF

Consul General  
Canadian Consulate General  
Koenigsallee 82  
4 Duesseldorf 1, West Germany

G. A. Browne  
Consul General and  
Trade Commissioner

A. E. Grant  
Consul and  
Assistant Trade Commissioner

*Cable:* CANADIAN  
*Phone:* 320525  
*Telex:* 8587144 (DMCN D)

*Territory:*  
State of North Rhine-Westphalia

### HAMBURG

Consul General  
Canadian Consulate General  
Esplanade 41-47  
2000 Hamburg 36, West Germany

E. H. Maguire  
Consul General

D. S. Armour  
Consul and  
Trade Commissioner

J. H. Lang  
Vice Consul and  
Assistant Trade Commissioner

*Cable:* CANADIAN  
*Phone:* 351805  
*Telex:* 215555 (DMCNH D)

*Territory:*  
City States of Bremen and Hamburg;  
States of Lower Saxony and Schleswig-  
Holstein

## GHANA

Commercial Secretary  
Office of the High Commissioner for  
Canada  
P.O. Box 1639  
E 115/3 Independence Avenue  
Accra, Ghana

J. P. Bell  
Commercial Secretary

J. Filion  
Assistant Commercial Secretary

*Cable:* CANADIAN  
*Phone:* 28555  
*Telex:* 2024 (DOMCAN ACC)

*Territory:*  
Guinea, Ivory Coast, Liberia, Mali,  
Mauretania, Togo, Upper Volta

## GREECE

Commercial Secretary  
Canadian Embassy  
31 Vassilissis Sophlas Avenue  
Athens 138, Greece

P. D. Donohue  
Commercial Secretary

*Cable:* CANADIAN ATHENS 5584  
*Phone:* 714-041  
*Telex:* 5584 (215584 DOM GR)

## GUATEMALA

Commercial Counsellor  
Canadian Embassy  
Apartado 3A (airmail), 4A (seamail)  
Edificio Etisa, Plazuela Espana  
7a Avenida 12-19, Zone 9  
Guatemala City, C.A., Guatemala

S. G. Tregaskes  
Commercial Counsellor

J. D. Tennant  
Commercial Secretary

A. L. Lyons  
Assistant Commercial Secretary

*Cable:* CANADIAN  
*Phone:* 61560, 67227, 61005  
*Telex:* 206 (DOMCAN GU 206)

*Territory:*  
Costa Rica, El Salvador, Honduras,  
Nicaragua, Panama, and Canal Zone

## HONG KONG

Senior Canadian Government Trade  
Commissioner  
P.O. Box 126  
P & O Building, 11th Floor  
21-23, Des Voeux Road, Central  
Hong Kong, Hong Kong

C. R. Gallow  
Senior Trade Commissioner

R. G. Godson  
Trade Commissioner

J. L. Swanson  
Trade Commissioner

M. C. J. Lemieux  
Assistant Trade Commissioner

S. J. Kaufman  
Assistant Trade Commissioner

*Cable:* CANADIAN  
*Phone:* 224087  
*Telex:* HKG 391 (DOMCAN HX 391)

*Territory:*  
Cambodia, People's Republic of China,  
Laos, Macao, Vietnam

## INDIA

Commercial Counsellor for Canada  
P.O. Box 11  
13 Golf Links Road  
New Delhi 1, India

L. J. Taylor  
Commercial Counsellor

*Cable:* CANADIAN  
*Phone:* 61-8254  
*Telex:* 346 (DOMCAN DLI)

*Territory:*  
Bhutan, Nepal, Sikkim

## INDONESIA

Acting Commercial Secretary  
Canadian Embassy  
Djalan Budi Kemuliaan No. 6  
Djakarta, Indonesia

W. Boychuk  
Acting Commercial Secretary

*Phone:* O.G. 47841  
*Telex:* 011-4345 (DOMCAN DKP)

## IRAN

Commercial Secretary  
Canadian Embassy  
P.O. Box 1610  
Bezrouke Building  
Corner of Takht Jamshid Avenue and  
Forsat Street  
Tehran, Iran

D. H. M. Branion  
Commercial Secretary

G. C. Lambert  
Assistant Commercial Secretary

*Cable:* CANTRACOM  
*Phone:* 613560, 4-9291  
*Telex:* 2037 (DOMCAN TEHRAN)

## IRELAND

Commercial Counsellor for Canada  
66 Upper O'Connell Street  
Dublin, Ireland

*Cable:* CANAOIAN  
*Phone:* 41577  
*Telex:* 5488 (DMCN EI)

## ISRAEL

Commercial Secretary  
Canadian Embassy  
P.O. Box 20140  
84 Hahashmoniam Street  
Tel Aviv, Israel

J. H. Suggitt  
Commercial Secretary

G. Bruneau  
Assistant Commercial Secretary

*Cable:* CANADIAN  
*Phone:* 37161/2

*Territory:*  
Cyprus



## ITALY

### ROME

Minister-Counsellor (Commercial)  
Canadian Embassy  
Via G. B. De Rossi 27  
00161 Rome, Italy

G. F. G. Hughes  
Minister-Counsellor (Commercial)

J. E. Montgomery  
Commercial Counsellor (Agriculture)

C. Renaud  
Commercial Secretary

D. S. Wright  
Assistant Commercial Secretary

*Cable:* CANADIAN  
*Phone:* 864-327

*Telex:* 61056 (DOMCAN ROME)

#### *Territory:*

Provinces of Toscana, Marche, Umbria,  
Lazio, Abruzzi-Molise, Puglia, Campania,  
Basilicata, Calabria, Sicilia, Sardegna.  
Other countries: Libya, Malta

### MILAN

Consul General and Trade Commissioner  
Canadian Consulate General

C.P. 3977  
Via Vittor Pisani 19  
20124 Milan, Italy

R. W. Blake  
Consul General and Trade Commissioner

V. G. Lotto  
Consul and Trade Commissioner

B. M. White  
Consul and  
Assistant Trade Commissioner

*Cable:* CANTRACOM  
*Phone:* 652-485/652-600

*Telex:* 31368 (CANTRACOM MILAN)

#### *Territory:*

Provinces of Emilia-Romagna, Lombardia,  
Piedimonte, Trentino-Alto Adige, Veneto,  
Liguria, Trieste, Valle D'Aosta, Friuli-  
Venezia

## JAMAICA

Commercial Secretary  
Office of the High Commissioner for  
Canada

P.O. Box 1500  
Tobago Road  
Corner Trafalgar Road and Knutsford  
Boulevard  
Kingston 10, Jamaica

R. G. Woolham  
Commercial Secretary

D. H. Leavitt  
Assistant Commercial Secretary

J. P. Lefebvre  
Assistant Commercial Secretary

*Cable:* CANADIAN  
*Phone:* 65726

*Telex:* KGN 30 (BEAVER KINGSTON)

#### *Territory:*

Bahamas, British Honduras, Cayman  
Islands, Turks and Caicos Islands

## JAPAN

Minister (Commercial)  
Embassy of Canada  
Akasaka Post Office  
Tokyo 107, Japan

J. A. Stiles  
Minister (Commercial)

S. G. Harris  
Commercial Counsellor

R. E. Pedersen  
Assistant Commercial Secretary

C. D. Caldwell  
Assistant Commercial Secretary

F. M. Galbraith  
Assistant Commercial Secretary

*Cable:* CANADIAN

*Phone:* 408-2101/8

*Telex:* TK 2218 (DOMCAN TK 2218)

#### *Territory:*

Guam, Korea, Okinawa

## KENYA

Commercial Counsellor  
Office of the High Commissioner for  
Canada

P.O. Box 3778  
Industrial Promotion Services Building  
Kimathi Street  
Nairobi, Kenya

Commercial Counsellor

A. Bouchard  
Assistant Commercial Secretary

*Cable:* DOMCAN NAIROBI  
*Phone:* 27426

*Telex:* 22198 (DOMCAN NRB)

#### *Territory:*

Ethiopia, Malawi, Somali Republic,  
Tanzania, Uganda, Zambia

## LEBANON

Commercial Counsellor  
Canadian Embassy  
Boite Postale 2300

Alpha Building  
Rue Clemenceau  
Beirut, Lebanon

N. W. Boyd  
Commercial Counsellor

D. I. Ditto  
Commercial Secretary

S. B. McDowall  
Commercial Secretary

J. J. Y. Trepanier  
Assistant Commercial Secretary

*Cable:* CANADIAN

*Phone:* 250955

*Telex:* 652 (DOMCAN BERYT)

#### *Territory:*

Iraq, Jordan, Kuwait, People's Republic  
of Southern Yemen (Aden), Persian Gulf  
area, Saudi Arabia, Syria, Trucial States,  
Yemen

## MALAYSIA

Commercial Counsellor  
Office of the High Commissioner for  
Canada  
P.O. Box 990  
A.I.A. Building, Ampang Road  
Kuala Lumpur, Malaysia

D. P. Lindores  
Acting Commercial Secretary

*Cable:* DOMCAN  
*Phone:* 89722/4  
*Telex:* KL/TX279 (DOMCAN KL)  
*Territory:*  
Brunei, Burma

## MEXICO

Commercial Counsellor  
Canadian Embassy  
Apartado Postal 5-364  
Melchor Ocampo 463, 7th Floor  
Mexico 5, D.F., Mexico

T. F. Harris  
Commercial Counsellor

A. D. McArthur  
Assistant Commercial Secretary

A. T. Gjernes  
Assistant Commercial Secretary

*Cable:* CANADIAN  
*Phone:* 33-14-00  
*Telex:* 017-71-191 (DOMCAN MEX)

## NETHERLANDS

Commercial Counsellor  
Canadian Embassy  
Sophialaan 7  
The Hague, Netherlands

D. H. Cheney  
Commercial Counsellor

W. L. Clarke  
Assistant Commercial Secretary

D. D. H. Wright  
Assistant Commercial Secretary

*Cable:* CANADIAN  
*Phone:* 61-41-11  
*Telex:* 31270 (DOMCAN HAGUE)

## NEW ZEALAND

Commercial Counsellor  
Office of the High Commissioner for  
Canada  
P.O. Box 12-049 Wellington North  
ICI Building, 3rd Floor  
Moiesworth Street  
Wellington, New Zealand

S. V. Allen  
Commercial Counsellor

M. J. Hladik  
Assistant Commercial Secretary

*Cable:* DOMCAN Wellington  
*Phone:* 70-644  
*Telex:* 065-3505 (DOMCAN NZ 3505)

*Territory:*  
Cook Islands, Fiji, French Oceania, Gilbert  
and Ellice Islands, Tahiti, Tonga, Western  
Samoa

## NIGERIA

Commercial Secretary  
Office of the High Commissioner for  
Canada

P.O. Box 851  
Niger House  
Odunlami Street  
Lagos, Nigeria

*Cable:* CANADIAN  
*Phone:* 25262  
*Telex:* 21275 (DOMCAN LAGOS)

*Territory:*  
Dahomey, Gambia, Niger, Senegal,  
Sierra Leone

## NORWAY

Commercial Secretary  
Canadian Embassy  
Oscargate 20  
Oslo 3, Norway

J. R. Caux  
Commercial Secretary

*Cable:* CANADIAN  
*Phone:* 46.69.55  
*Telex:* Oslo 11880 (11880 DOMCAN)  
*Territory:*  
Iceland

## PAKISTAN

Commercial Secretary  
Office of the High Commissioner for  
Canada  
Hotel Shahrazad  
Islamabad, Pakistan

J. E. G. Gibson  
Commercial Secretary

H. W. Guy  
Assistant Commercial Secretary

*Cable:* CANADIAN  
*Phone:* 21101-04  
*Telex:* 875 (DOMCAN IBA)  
*Territory:*  
Afghanistan

## PERU

Commercial Secretary  
Canadian Embassy  
Casilla 1212  
Edificio El Pacifico  
Corner Avenida Arequipa and Plaza  
Washington  
Lima, Peru

M. R. Bell  
Commercial Secretary

D. J. Browne  
Assistant Commercial Secretary

*Cable:* CANADIAN  
*Phone:* 287420  
*Telex:* WLA 5323 (DOMCAN PX 5323)  
*Territory:*  
Bolivia

## PHILIPPINES

Consul General and Trade Commissioner  
Canadian Consulate General  
P.O. Box 1825  
1414 Roxas Boulevard  
Manila, Philippines

J. L. Mutter  
Consul General and Trade Commissioner

B. A. Gagosz  
Consul and Assistant Trade Commissioner

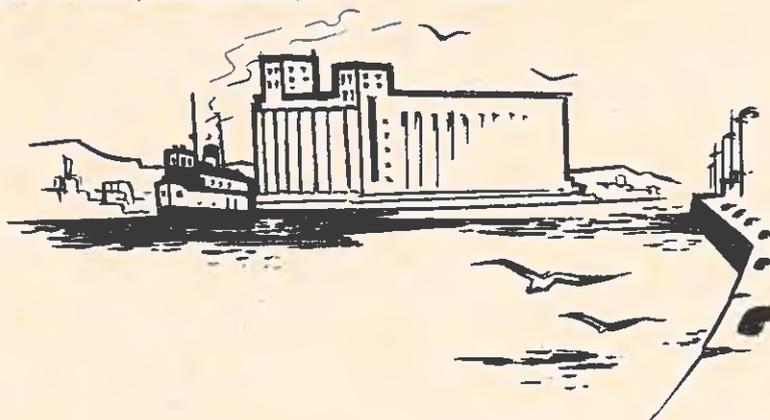
*Cable:* CANADIAN  
*Phone:* 50-20-76, 77, 78  
*Telex:* 3252 (DOMCAN PN 3252)  
*Territory:*  
Republic of China (Taiwan)

## PORTUGAL

Commercial Counsellor  
Canadian Embassy  
Rua Rosa Araujo, 2-7°  
Seventh Floor  
Lisbon 2, Portugal

P. A. Savard  
Commercial Counsellor

*Cable:* CANADIAN  
*Phone:* 56-25-49  
*Telex:* 377 (DOMCAN P)  
*Territory:*  
Azores, Cape Verde Islands, Madeira,  
Portuguese Guinea



## PUERTO RICO

Consul and Trade Commissioner  
Canadian Consulate  
1606 Pan Am Building  
Hato Rey, Puerto Rico 00917

D. I. Campbell  
Consul and Trade Commissioner

R. A. Fairweather  
Consul and  
Assistant Trade Commissioner

Phone: 764-2011 (Area code: 809)

Telex: 3450297 (CANADA 3450297)

### Territory:

Dominican Republic, Haiti,  
U.S. Virgin Islands

## SINGAPORE

Commercial Counsellor  
Office of the High Commissioner for  
Canada

P.O. Box 845  
International Building, 11th Floor  
360 Orchard Road  
Singapore 1, Singapore

M. B. Blackwood  
Commercial Counsellor

J. H. Gill  
Assistant Commercial Secretary

Cable: CANADIAN

Phone: 37-1322

Telex: 277 (DOMCAN SPORE)

## SOUTH AFRICA

### JOHANNESBURG

Canadian Government Trade Commissioner  
P.O. Box 715  
78 Fox Street  
Johannesburg, South Africa

Wm. Jones  
Trade Commissioner

M. A. Brault  
Assistant Trade Commissioner

G. P. Orban  
Assistant Trade Commissioner

Cable: CANADIAN

Phone: 834-6521

Telex: 7189 (43-7189 JH)

### Territory:

Provinces of Natal, Orange Free State,  
Transvaal. Other countries: Angola,  
Botswana, Comoro Archipelago, Lesotho,  
Malagasy, Mauritius, Mozambique, Reunion,  
Swaziland

### CAPE TOWN

Canadian Government Trade Commissioner  
P.O. Box 683  
African Life Centre, 13th Floor  
St. George's Street  
Cape Town, South Africa

W. D. Wallace  
Trade Commissioner

Cable: CANADIAN

Phone: 2-5134/5

Telex: 7060 (5-7060 CT)

### Territory:

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

## SPAIN

Commercial Counsellor  
Canadian Embassy  
Apartado 117  
Edificio Espana  
Avenida de Jose Antonio 88  
Madrid, Spain

H. E. Lemieux  
Commercial Counsellor

G. M. Wansbrough  
Assistant Commercial Secretary

Cable: CANADIAN

Phone: 247-54-00

Telex: 27347 (DOMCA E)

### Territory:

Provinces outside the peninsula—Balearic  
Islands, Canary Islands, Spanish Sahara.  
Other countries: Equatorial Guinea,  
Morocco

## SWEDEN

Commercial Counsellor  
Canadian Embassy  
P.O. Box 14042  
Kungsgatan 24  
S-104 40 Stockholm, Sweden

M. B. Bursey  
Commercial Counsellor

E. C. H. Shelly  
Assistant Commercial Secretary

Cable: CANADIAN

Phone: 23-79-20

Telex: 10687 (10687 DOMCAN S)

### Territory:

Finland

## SWITZERLAND

Commercial Counsellor  
Canadian Embassy  
Kirchenfeldstrasse 88  
3000 Berne, Switzerland

H. E. Campbell  
Commercial Counsellor

R. D. Merner  
Assistant Commercial Secretary

Cable: CANADIAN

Phone: 44-63-81

Telex: 32489 (DMCNA CH)

### Territory:

Liechtenstein, Tunisia

## THAILAND

Commercial Secretary and Consul  
Canadian Embassy  
P.O. Box 2090  
Thai Farmers Bank Building, 7th Floor  
142 Silom Road  
Bangkok, Thailand

C. E. Rufelds  
Commercial Secretary and Consul

Phone: 32956

Telex: 2277 (DOMCAN BKK)

## TRINIDAD AND TOBAGO

Commercial Counsellor  
Office of the High Commissioner for  
Canada  
P.O. Box 1246  
Colonial Building  
72 South Quay  
Port-of-Spain, Trinidad

K. G. Ramsay  
Commercial Counsellor

D. J. McJanet  
Commercial Secretary

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

Cable: CANADIAN

Phone: 34787

Telex: 226 (DOMCAN POS 226)

### Territory:

Barbados, French Guiana, Guadeloupe,  
Guyana, Leeward and Windward Islands,  
Martinique, Surinam

## TURKEY

Commercial Secretary  
Canadian Embassy  
Vall Dr. Resit Caddesi 52  
Ankara, Turkey

D. J. S. Winfield  
Commercial Secretary

Phone: 12-24-48

Telex: 69 (DOMCAN ANKARA)

## UNION OF SOVIET SOCIALIST REPUBLICS

Commercial Counsellor  
Canadian Embassy  
23 Starokonyushenny Pereulok  
Moscow, U.S.S.R.

R. A. Buil  
Commercial Counsellor

J. D. Welsh  
Commercial Secretary

Cable: CANAD

Phone: 241-90-34, 241-91-55

Telex: 401 (DOMCAN MSK)

**UNITED ARAB REPUBLIC**

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

*Cable:* CANADIAN  
*Phone:* 23110  
*Territory:*  
 Sudan

**UNITED NATIONS**

Permanent Mission of Canada to the United Nations  
 866 United Nations Plaza, Suite 250  
 New York, N.Y. 10017

D. G. Adam  
 Third Secretary

*Cable:* CANINUN NYK  
*Phone:* 751-5600 (Area Code 212)  
*Telex:* 00126228 (CANINUN NYK)

**UNITED STATES****WASHINGTON**

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

W. G. Pybus  
 Commercial Counsellor

W. F. Hillhouse  
 Commercial Counsellor (Agriculture)

B. F. Armishaw  
 Commercial Counsellor

H. C. Armstrong  
 Commercial Counsellor

G. H. Musgrove  
 Commercial Secretary  
 (Agriculture)

J. D. Belisle  
 Assistant Commercial Secretary

*Cable:* CANADIAN  
*Phone:* 332-1011 (Area Code 202)  
*Telex:* 0089664 (DOMCAN WSH)  
*Territory:*  
 District of Columbia

**NEW YORK CITY**

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

D. S. Armstrong  
 Deputy Consul General (Commercial)

D. T. Wismer  
 Consul and Assistant Trade Commissioner

R. J. G. Ledoux  
 Consul and  
 Assistant Trade Commissioner

D. J. Bachand  
 Vice Consul and  
 Assistant Trade Commissioner

*Cable:* CANTRACOM  
*Phone:* 586-2400 (Area Code 212)  
*Night Line:* 586-2321  
*Telex:* 00126242 (DOMCAN NYK)

*Territory:*  
 States of Connecticut, New Jersey (twelve  
 northern counties) Southern New York  
 Other countries: Bermuda

**BOSTON**

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

W. R. Van  
 Consul and Senior Trade Commissioner

K. R. Higham  
 Consul and Trade Commissioner

J. N. R. Ferland  
 Consul and  
 Assistant Trade Commissioner

*Phone:* 262-3760 (Area Code 617)  
*Telex:* 0094567 (DOMCAN BSN)

*Territory:*  
 States of Maine, Massachusetts, New  
 Hampshire, Rhode Island, Vermont.  
 Other countries: St. Pierre and Miquelon.

**BUFFALO**

Consul and Trade Commissioner  
 Canadian Consulate  
 1400 Main Place  
 396 Main Street  
 Buffalo, New York 14202

J. H. Bailey  
 Consul and Trade Commissioner

*Phone:* 852-1247 (Area Code 716)  
*Telex:* 9-1329 (DOMCAN-BUF)

*Territory:* Northern New York State

**CHICAGO**

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

R. D. Sirrs  
 Consul and Senior Trade Commissioner

J. A. Doyle  
 Consul and Trade Commissioner

Z. W. Buriannyk  
 Consul and  
 Assistant Trade Commissioner

K. G. DeWolf  
 Consul and  
 Assistant Trade Commissioner

A. J. G. Dallaire  
 Vice Consul and  
 Assistant Trade Commissioner

*Phone:* 427-1031 (Area Code 312)  
*Telex:* 00254171 (DOMCAN CGO)

*Territory:*  
 States of Illinois, Indiana, Iowa,  
 Missouri, Nebraska, Southern Wisconsin

**CLEVELAND**

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

D. A. B. Marshall  
 Consul and Trade Commissioner

F. M. Mulkern  
 Consul and  
 Assistant Trade Commissioner

C. R. Donley  
 Vice Consul and  
 Assistant Trade Commissioner

J.-G. M. Tardif,  
 Vice Consul and  
 Assistant Trade Commissioner

*Phone:* 861-1660 (Area Code 216)  
*Telex:* 00985364 (DOMCAN CLV)

*Territory:*  
 States of Ohio, Kentucky, West Virginia,  
 Western Pennsylvania

**DALLAS**

Consul and Trade Commissioner  
 Canadian Consulate  
 2100 Adolphus Tower  
 1412 Main Street  
 Dallas, Texas 75202

C. M. Forsyth-Smith  
 Consul and Trade Commissioner

J. A. Langley  
 Consul and  
 Assistant Trade Commissioner

R. C. Lee  
 Vice Consul and  
 Assistant Trade Commissioner

*Phone:* 742-8031 (Area Code 214)  
*Telex:* 00732637 (DOMCAN DAL)

*Territory:*  
 States of Texas, Arkansas, New Mexico,  
 Oklahoma, Kansas

## UNITED STATES

### DETROIT

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

J. D. Blackwood  
Consul and Trade Commissioner

J. A. Sotvedt  
Consul and  
Assistant Trade Commissioner

W. B. Schumacher  
Vice Consul and  
Assistant Trade Commissioner

Phone: 965-2811 (Area Code 313)

Telex: 0023445 (DOMCAN DET)

Territory:

States of Michigan and Indiana

### LOS ANGELES

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

V. B. Chew  
Consul and Trade Commissioner

S. F. Pattee  
Consul and  
Assistant Trade Commissioner

D. M. Lawson  
Vice Consul and  
Assistant Trade Commissioner

Phone: 627-9511 (Area Code 213)

Telex: 00674119 (DOMCAN LSA)

Territory:

States of Arizona, California, (ten southern counties), Clark County in Nevada

### MINNEAPOLIS

Consul and Trade Commissioner  
Canadian Consulate  
15 South Fifth Street  
Minneapolis 55402, Minnesota

G. E. Woollam  
Consul and Trade Commissioner

P. W. Aubin  
Consul and Assistant Trade Commissioner

Phone: 336-4641 (Area Code 612)

Telex: 29-0229

Territory: States of Minnesota,  
North and South Dakota, Montana  
(East of the Divide), Northern  
Wisconsin, Upper Michigan Peninsula

## NEW ORLEANS

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

W. J. Millyard  
Consul and Trade Commissioner

W. M. Maybee  
Vice Consul and  
Assistant Trade Commissioner

R. Lockhead  
Vice Consul and  
Assistant Trade Commissioner

Phone: JACKSON 5-2136, 5-2137  
(Area Code 504)

Telex: 0058237 (DOMCAN NLN)

Territory:

States of Alabama, Florida, Georgia,  
Louisiana, Mississippi, North Carolina,  
South Carolina, Tennessee

### PHILADELPHIA

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

R. V. N. Gordon  
Consul and Trade Commissioner

P. J. Gosselin  
Consul and  
Assistant Trade Commissioner

J. N. Grantham  
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), Eastern  
Pennsylvania, Virginia

### SAN FRANCISCO

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

R. M. Dawson  
Consul and Trade Commissioner  
E. P. Rigby  
Consul and  
Assistant Trade Commissioner

J. D. R. Roy  
Vice Consul and  
Assistant Trade Commissioner

Phone: 981-2670 (Area Code 415)

Telex: 0034321 (DOMCAN SFO)

Territory:

States of California (except the ten southern counties), Colorado, Hawaii, Nevada (except Clark County), Utah, Wyoming

## SEATTLE

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

O. B. Laughton  
Consul General and Trade Commissioner  
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# Selling Marine Products in U.S.? Use Established Methods

PIERRE H. LUTRELL  
Commercial Officer, Chicago

Distribution of original equipment to the boatbuilder (the original equipment market or O.E.M.) and finished boating products to the consumer market is a relatively complex matter requiring careful studies by Canadian manufacturers developing U.S. marketing plans. Selling O.E.M. products is normally done through factory salesmen. However manufacturers representatives (commission sales agents) and wholesale distributors (both marine and industrial) also figure heavily. Finished boating products—boats, engines, out-

board motors, trailers, accessories and supplies—follow a variety of channels to the dealer and boater.

**Distribution through the factory salesman** is not universal in the marine products industry, although he plays an important role in the distribution patterns of many manufacturers. He is generally the contact between boat, outboard motor and trailer manufacturers, and their dealers and distributors. He also sells hardware, accessories, power plants, basic materials and ma-

rine finishes to the O.E.M. and, through distributors, to the dealer aftermarket.

There are technical and non-technical factory salesmen.

Manufacturers selling basic materials such as plastics and fiberglass to boatbuilders generally use salesmen trained to give technical service. They often are engineers and may assist the boatbuilder in the design and specification stages when a new model is evolving. These technically-trained salesmen have

the responsibility to see that their company's products are used properly. Some manufacturers of equipment, components and parts also use technical men to reach the O.E.M.

Non-technical factory salesmen, calling on boating distributors and dealers, are usually specialists in their firm's merchandising policies, and help with dealer merchandising problems, displays and other retailing matters. They may also supervise certain aspects of the manufacturer's representative activities in their territories if their companies employ both factory salesmen and representatives.

A factory salesman represents only one product or line and his time and energy are not divided among several manufacturer's products.

**Normally, manufacturers use representatives** when they do not have their own sales force to cover their markets. They may also use them to supplement the existing sales force in outlying areas. The activities of the manufacturer's representative may be closely integrated with those of a factory salesman and the home office, or he may operate completely on his own.

A manufacturer's representative may be a one-man operation working out of his car and home, or he may be part of a large selling operation with branch offices and staff. His territory may range from regional state coverage to as many as 15 states. He receives commission on sales, usually running from 7-10 per cent. Out of this, the representative pays his own business expenses. There are approximately 300-350 manufacturers' representatives in the U.S. handling marine products, and about one-third claim to operate exclusively in the boating field.

Manufacturers' representatives are a major factor in the distribution of marine accessories, marine hardware, watersports and safety equipment, marine finishes and trailers. They are not a significant factor in the distribution of boats, outboard motors or engines and drives.

**Wholesale distributors generally handle** hardware, accessories, paints and compounds, and watersports and safety equipment. As a link between manufacturers and the boating dealers, they

generally perform the following services:

Receives his goods in large lots providing savings in shipping. By giving quick service on a variety of in-stock products to the dealer he relieves the manufacturer of the final transportation step with its related costs.

Extends credit to his dealers on open account, assuming this risk for the manufacturer.

Provides vital product knowledge to the dealers and feeds regional market data back to the manufacturers.

Bears the start-up cost of a new product through introduction to a dealer network.

On the average, nearly half of the typical distributor's new equipment sales comes from hardware, accessories and supplies while 20 per cent comes from boats, 19 per cent from motors and 3 per cent from trailers. The typical distributor averages 175 different product lines, changing about two a year. His average discount structure is 25-35 per cent on inboards and sailboats, 40 per cent on inboard engines, 32-40 per cent on outboard motors and 50 per cent plus on hardware and accessories.

Half of the distributors servicing the pleasure boating field also sell to the public from retail establishments, competing in some ways with their dealer customers. This practice is generally accepted by the dealers as long as the distributor does not take advantage of his greater buying power by offering large discounts.

**The most important man in the boating industry—the dealer—is the final link** between the manufacturers and the consumers.

Dealers fall into three broad categories: the dealership or boat store handling a complete range of boating merchandise; marinas that also maintain a retail store, and boat yards that sell boating merchandise.

New equipment sales account for about 60 per cent of the average dealer's gross income, used equipment sales for another 20 per cent and the rest from service and repairs. The dealer buys inboards and sailboats at a 20-25 per cent trade discount, outboard boats and

trailers at about 30 per cent, outboard motors at approximately 32 per cent, and hardware, accessories and supplies at 35-40 per cent. The average dealer (excluding those in "year around" areas) makes the bulk of his sales from April to July, with his own buying decisions beginning in the late fall and most of his orders being placed in February and March. There seems to be a trend, however, toward earlier ordering and showroom display.

There also is a definite trend among dealers to diversify, illustrated by the large number of dealers who have taken on such non-related lines as snowmobiles, camp trailers and all-terrain vehicles.

**The majority of boat manufacturers use their own salesmen** to distribute directly to the retailers. The factory salesmen become familiar with the various key marketing factors of their territories and provide assistance to dealers in the fields of advertising, promotion, display, financing as they apply to the specific localities. Very little use is made of manufacturers' representatives in the distribution of boats. It is important to remember that good dealers are the key to a boat manufacturer's success. The dealer represents the boat builder to the public—his image is the manufacturer's.

**Most manufacturers of outboard motors rely on factory salesmen** to sell their lines direct to retailers. Only 10-15 per cent of motor distribution is handled through wholesale middlemen. Business relationships in the outboard motor business are very close and outboards usually account for better than half of a dealer's gross business and most dealers only sell and service one line. Manufacturers often provide comprehensive courses in service techniques and shop management for their dealers, and maintain strategically located distribution centers for motor parts.

**Inboard engines and drive units are a very specialized field, with the distribution** almost entirely on a direct manufacturer to boatbuilder basis using technically trained factory salesmen.

Boat trailer manufacturers generally market their products through distributors, though a few large firms with their own field sales forces sell directly to dealer networks. Dealer selection is

usually left with the distributors, but factory salesmen, in addition to working with the distributors, maintain advisory contact with the retail outlets. Shipment of trailers is a problem with the inherent handicap of weight and density. The use of distributors helps reduce the freight cost and time problems by allowing for larger, consolidated shipments to one location.

**Roughly 90 per cent of all sales of marine finishes and compounds go through distributors to the dealers.** The remainder are on a direct manufacturer to dealer basis where the dealer is near the manufacturer. Some manufacturers use representatives to cover areas where there are few distributors, and some use representatives to reach the O.E.M. market although factory salesmen are becoming more of a factor because of the increasing need for technical sales service.

**Dealers buy marine electronics either directly from the manufacturers or from electronic specialty firms.** Electronics of a specialized and highly technical nature are usually retailed only through big-volume marinas. Government regulations require extensive make-ready and service by licensed technicians.

Problems of noise suppression, grounding and proper antenna loading have caused smaller dealers, who do attempt to sell electronics, to use the services of local laboratories to do technical phases of installation and servicing.

**Both marine accessories and hardware are sold to the O.E.M. market as well as the dealer aftermarket.** Generally sales to O.E.M. are handled by manufacturers' representatives. This is a growing field as more boat manufacturers offer a broad range of accessories and hardware as "standard equipment" on their products. Sales to the retail market are often handled by manufacturers' representatives, although in this case they are generally selling to distributors who in turn supply the dealers. Some manufacturers also sell direct to large volume users, such as discount chain-stores, using either factory salesmen or representatives. In most cases these large volume buyers, although retailers by definition, receive approximately the same discounts as legitimate wholesale distributors.

**The manufacturer's representative is the key figure in the distribution of water sports and safety equipment.** Because of the great number of retail

outlets for these products, the representatives usually sell to wholesale distributors or large volume users such as discount chains. Much of this merchandise moves into the sporting goods field and is handled by representatives and distributors not normally selling other marine products. Because of this, sporting goods stores and sporting goods departments in larger stores must be included as possible retail outlets. Manufacturers' representatives make it possible for the producer to get the maximum amount of product exposure with a minimum amount of staff sales personnel. The representatives not only call on the distributors, but also work with the distributors' salesmen in solving dealer problems, and assist the distributors in presenting their "private trade shows" for dealers. A note of importance on safety equipment; much of it must have official U.S. Coast Guard approval because of Federal and, in many cases, state regulations.

As is the case with any Canadian firm seeking to market merchandise in the U.S., the marine products manufacturer will find the appropriate Trade Commissioners Office an excellent point of contact that can aid them in developing marketing programs efficiently.

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## Canadian Trade Offices Open in U.S.



G. E. Woollam



J. H. Bailey

Two new trade offices have been opened in the United States to help Canadian business generate sales in market areas previously receiving limited attention. They bring to 14 the number of Industry, Trade and Commerce offices in the U.S.

The Minneapolis office, officially opened April 17 by the Hon. J. A. Richardson, Minister of Supply and Service, is headed by Glyn E. Woollam, Consul and Trade Commissioner. Mr. Woollam was Commercial Counsellor (Agriculture) in London. With him is Pierre W. Aubin, Consul and Assistant Trade Commissioner, and a support staff of four. The office is located at 15 South Fifth Street, Minneapolis, Minnesota 55402. Phone number: 336-4641 (area code 612); telex: 29-0229.

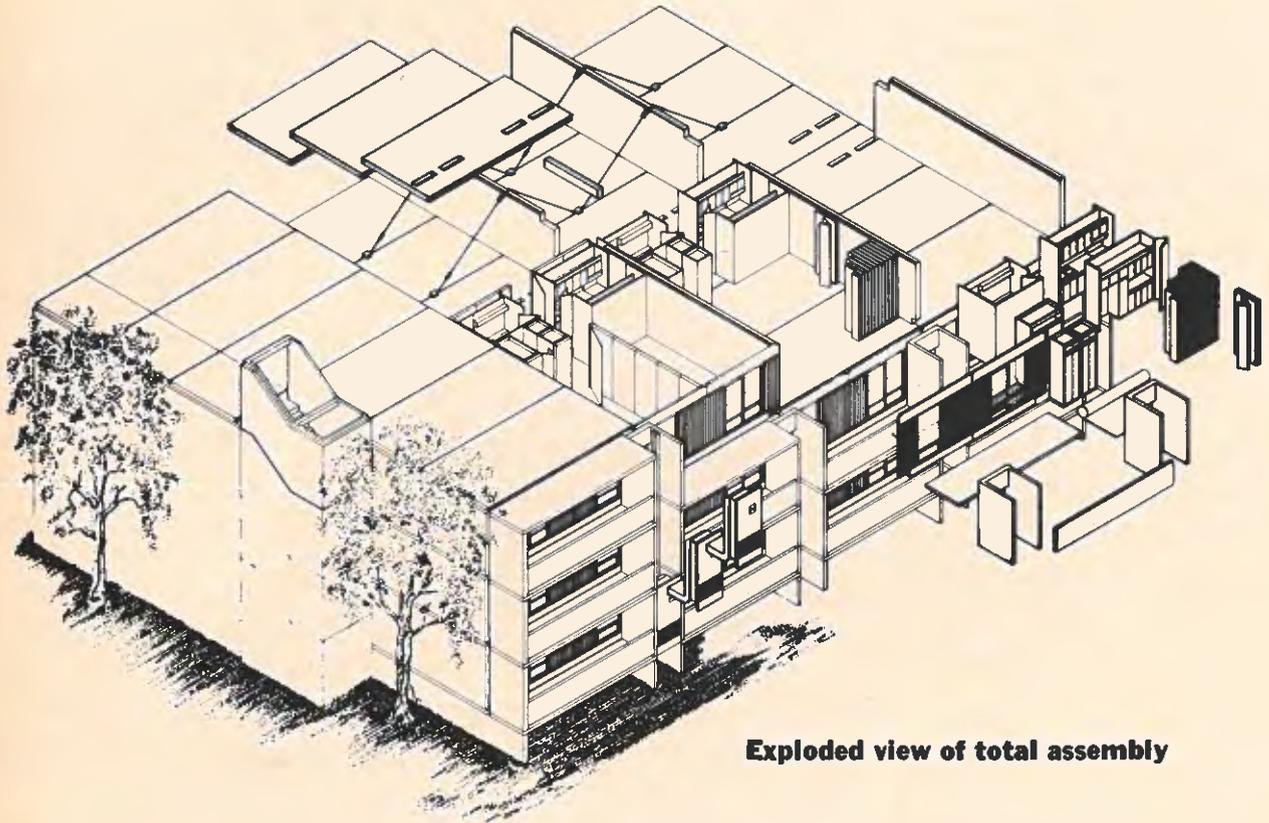
The office will be of particular assistance to businessmen in the Prairie Provinces. Its territory includes the States of Min-

nesota, North and South Dakota, Montana (east of the Divide), northern Wisconsin and the upper Michigan peninsula. Canada's exports to this area are about \$250 million a year, mostly newsprint, petroleum, automotive parts and lumber.

The Buffalo office was officially opened April 22 by the Hon. J. J. Greene, Minister of Energy, Mines and Resources. It is headed by John H. Bailey, Consul and Trade Commissioner. Mr. Bailey was Commercial Counsellor in Caracas, Venezuela. With him is John Quigley, Commercial Officer, and a staff of three. The address of this office is 1400 Main Place, 396 Main Street, Buffalo, New York 14202. Phone number: 852-1247 (area code 716); telex: 9-1329 (DOMCAN-BUF). Its area will cover the northern part of New York State, and it will serve particularly the interests of manufacturers in central Canada.

# Canada Breaks Through in U.S. Housing

Canadian development consortium among firms participating in \$75 million real estate program.



**Exploded view of total assembly**

**K. C. SHINDLER**  
Canadian Division, Publicity Branch  
Department of Industry, Trade and Commerce

Operation Breakthrough, a program to provide 26 million housing units in the next decade in the United States, has proved to be a breakthrough for a Canadian consortium of real estate developers.

Descon/Concordia of Montreal, made up of Descon Management Corporation Ltd. and Concordia Management Ltd. was the only Canadian firm selected out of 250 U.S., Canadian and foreign entries for the massive \$75 million project. Twenty-two firms, mostly from the United States, will begin pilot projects in the near future in New Jersey, Indiana, Michigan, Georgia, Tennessee, California, Missouri, Delaware, Texas and Washington. No final decision has been made

on the location for the project involving the Canadian company. They expect to begin building by October.

To participate in the U.S. competition, organized by the Department of Housing and Urban Development (HUD), the Montreal based firms pooled their experience in systems design, research and application of technology in housing. Under the consortium arrangement, Descon will be responsible for the building systems and Concordia will provide overall supervision and management for the project.

Descon was founded in 1968 by William F. Dawson, who consecutively headed Douglas Bremmer Construction Co., Inspiration Limited and G.

M. Gest. His associate in Descon is Philip David Bobrow, architect, whose firm designed the Nun's Island and Havre des Iles projects, both of which received National Housing Design Council awards. Concordia built Place Bonaventure in Montreal and is management consultant for the \$115 million Crown Center urban renewal project in Kansas City. It is now planning to build Cité Concordia, a \$250 million comprehensive development in midtown Montreal.

Hartland Price, chairman of the board of directors of Descon, described the chief feature of the Canadian effort as the "export of brains and know-how" from Canada while the project itself will utilize local American con-

struction capabilities. The awarding of the contract to the Montreal group will guarantee long-term benefits to Canada's building industry "since we intend to carry out most of the research and development here."

Brigadier J. Guy Gauvreau, president of Concordia Estates Holdings Limited, said the combined system will produce 15,000 housing units annually and has a capacity of 50,000.

**HUD's urban development projects will attempt to solve the critical housing shortage in the U.S., where only 1,500,000 units are being built each year instead of the 2,500,000 needed to meet requirements.**

"Operation Breakthrough" is HUD's demonstration program to break through the major obstacles to volume production and delivery of housing in the United States. More than 2,000 prototype housing units for all income levels will be built by the 22 producers in the testing and demonstration phases of the program. Most of the selected producers will build their prototype housing units on at least two sites, and all sites will con-

tain a variety of housing types and price levels. Prototype models will include single family detached units, single family attached, row houses, multi-family, low rise units, and high-rise buildings. The building materials in the prototypes include concrete, wood, metal and plastic.

In its submission Descon/Concordia proposes a building system utilizing readily available "off-the-shelf" components or assemblies fabricated by standard manufacturing processes. Since each urban development plan must adapt to a particular environment, Descon/Concordia will research both in the U.S. and Canada but will use local manufacturing skills.

The factory-produced reinforced concrete panel system will be applicable to all housing types except single family detached units. The panels may be pre-stressed, post-tensioned or simply reinforced, depending on the availability of local resources. If necessary all casting will be done on site. In addition, the pre-fabricated components may be assembled under any weather condition by using a "unique dry mechanical joint."

Other components can be fabricated in local plants as well. The interior sub-assemblies include prefabricated kitchen elements, storage components and closets, bathrooms and partitions. The partition system is made up of easily installed pre-finished panels with a variety of finishes, while simple floor and ceiling connections will be used.

The panels incorporate a "raceway" for electrical distribution, pre-assembled electrical outlets and "snap-on" vinyl baseboard. Kitchen, storage and bathroom components are made up of modularly co-ordinated elements to provide a variety of assemblies. This will allow an equally wide spectrum of apartment layouts.

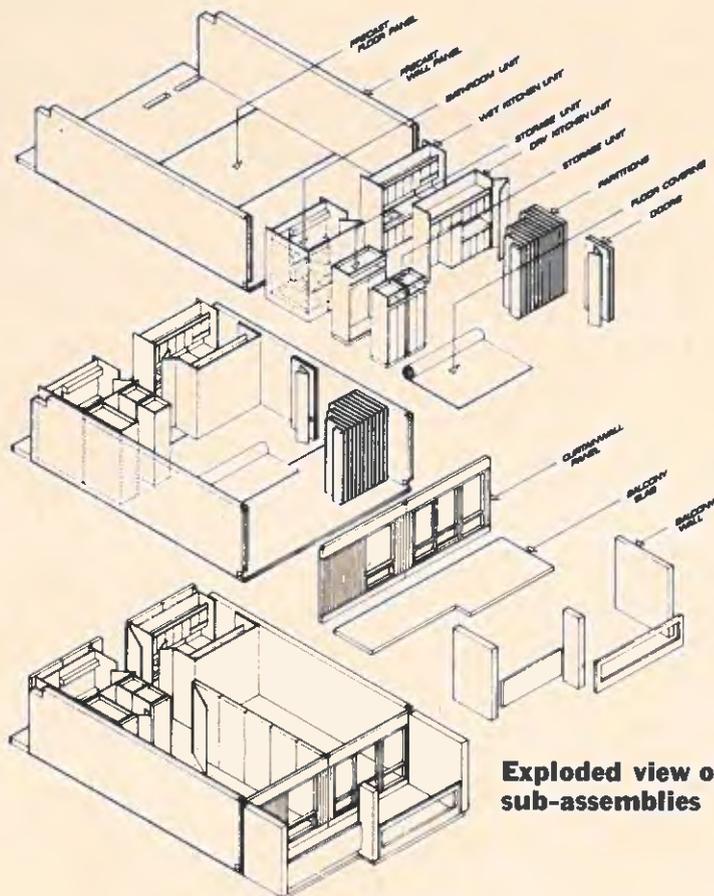
Also pre-finished for easy installation is the exterior wall assembly—dubbed "weather envelope" by Descon/Concordia—into which windows, sliding doors and heating and air conditioning systems are integrated. The pre-fab scheme can be used for a variety of buildings—from townhouses to high-rise apartments.

**Arrangement of this concept can be made to allow the most efficient use of land, while costs can be reduced and the environment bettered by increasing urban density.**

The Descon/Concordia system is a three-stage process involving the design and development of a prototype, actual building of the project at a site to be determined by HUD and eventual development of the system on a large scale. The two companies have found it necessary to combine a management system and a flexible building system to permit adjustment to reflect local construction capabilities and resources for community participation and to serve local needs.

The Descon/Concordia building system, exploring the potential of innovative design, represents a rationalization of advanced technology in using concrete panels and pre-assembled architectural and utility components.

The Descon/Concordia management system seeks to resolve one of the basic problems facing the construction industry in North America, the lack of qualified management. It provides a methodology for handling large-volume projects, using better design and industrialized construction procedures.



**Exploded view of sub-assemblies**

# Singapore Plans Improved Communications

Improved port facilities, expanded airports form part of Singapore's aggressive economic planning. Canadian firms might supply services or equipment or find enlarged markets as these plans proceed.

**J. H. GILL**  
Assistant Commercial Secretary

**WILLIAM CHIA**  
Marketing Officer, Singapore



*The Singapore International Airport, on the left, main passenger terminal, has just extended its runways and can now handle any airliner in service. Plans for future expansion are under study. Right, a view of the deep-water wharf at Jurong. The lumber comes from Singapore's sawmills. With the establishment of a free trade zone and large storage areas Singapore hopes to become the warehouse for Southeast Asia.*



**Singapore has now become the fourth largest seaport in the world.** It has accomplished this feat by combining the natural assets of deep harbors and strategic geographical location with an energetic and far-sighted administration. More recently, it has also become an important center for air services. Runways, terminals and access roads are all being developed to meet the demand created by a programmed expansion in tourism and a significant increase in air freight shipments.

The response to the Government's energetic plans for countering the economic effects of the British military withdrawal by 1971 has been beyond most expectations, and the withdrawal is no longer a cause for overall concern but a stimulus to greater economic development. Three airports and a modern shipyard are among the major facilities that Singapore inherits as the British forces gradually depart.

**Singapore has two major seaports:** City Port, a passenger and general commercial port adjacent to the main city area on the southern side of the island; and the Jurong Wharves, situated on the western end of the island, which generally handle industrial cargo destined for the Jurong industrial estate. There is continuing pressure for the improvement, expansion and modernization of facilities so that the ports can accommodate

larger ships and can cut down turnaround time which averages about two days.

**Over 200 lines offer ocean shipping services;** 44 of these are major global lines. The Government also has its own shipping line—Neptune Orient Lines. At present an average of 35 seagoing and 22 coastal ships call at Singapore daily.

The present extensive port facilities are under the supervision of the Port of Singapore Authority (PSA). Both in the city harbor area and at the new facilities in the Jurong industrial town, public docking, cargo loading and unloading, and warehousing operations are performed on a 24-hour basis with modern mechanical materials handling equipment.

About 25 per cent of the total volume of general cargo passing through the port is handled by lighters from ships anchored in the roads. Most of the goods, however, are handled at the dockside.

**Construction of the East Lagoon container complex, covering about 60 acres** in the City Port area, is to be completed by 1972 at an estimated cost of U.S. \$25.5 million. This expansion includes 2,250 feet of marginal wharves for container ships and a cross berth of 700 feet for feeder services. It is designed to cater to container ships from Europe,

America, Japan and Australia, operating in the Pacific and Southeast Asian region. A diaphragm breakwater of about 250 feet will ensure adequate protection for ships during the monsoon period. A backup area of 100 acres has been provided for future expansion. The first container berth should be completed by the end of next year, and a shore-based container crane will be installed.

Ancillary services also under construction include freight stations, transit sheds, a four-storey control tower with viewing gallery, a mechanical equipment shed, container servicing and repair facilities, container marshalling yard and hard-standing for open-storage cargo.

About 10 acres will be used for open storage of conventional cargo. This area can be converted into a container marshalling yard when container traffic increases. Initially there will be room for 5,700 twenty-foot containers, with space for another 1,200 behind the feeder berth. Electrical facilities are being installed to cater to the plug-in and plug-off needs of the frozen-cargo containers now entering Singapore.

With container port facilities, Singapore hopes to increase its transshipment activities substantially, necessitating increased feeder services to other nearby ports, even in the light of regional port developments

in Malaysia and Indonesia, because of its modern infrastructure and geographical position.

**Public warehousing provided by the PSA in the city area consists of 47 transit sheds at wharf-site and 21 warehouses with a total area of 1,813,000 square feet, plus an additional open storage space of 855,000. Special sheds for dirty cargo and for assembling dangerous goods are also provided. To solve expected congestion, a number of warehouses are being replaced by new ones of single-portal-span frame design, permitting free movement of fork lift trucks and other materials-handling vehicles.**

**Jurong Wharves, a new bulk-handling port, serves the bustling Jurong industrial estate. Over 3,000 feet of**

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## Singapore's Port Facilities

**City Port:** three miles; 25 oceangoing and five coaster berths; depths up to 33 feet below Admiralty Chart Datum.

**The Jurong Wharves:** 4,260 feet; five berths of 36 feet depth and 1,260 feet coastal and lighter wharf.

**Storage at the City Port:** 47 transit sheds, 1,300 square feet; 12 storage warehouses, 295,000 square feet; 9 leased warehouses, 218,000 square feet; open storage space (concrete surface), 855,000 square feet; car parks, 66,000 square feet.

**Storage at the Jurong Wharves:** 32,400 square feet covered space and 100,000 square feet open space.

**Mechanical Equipment at the City Port:** 204 forklift trucks, capacity 2,800-18,000 pounds; 10 electric elevating platform trucks, capacity 4 tons; 11 tractors and 142 trailers, capacity 2-25 tons; 31 mobile cranes, capacity 2-10 tons; 1 mobile crane, capacity 27½ tons; 1 floating crane, capacity 80 tons at a radius of 78 feet. Sixteen miles railway track and some rolling stock.

**Liquid Loading Points at the City Port:** 61 bunkering points, 2 oil intake points, 47 liquid cargo loading points (32 latex, 8 coconut oil and 7 palm oil).

**Craft at the City Port:** 7 harbor tugs (bollard pull: 2.5-17.5 tons); 9 pilot launches; 2 police patrol launches; 12 waterboats (capacity 207-458 tons).

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deepwater berths, each 36 feet deep, are available for shipping. A stretch of 1,260 feet of coaster berths is also being made operational. Ancillary shore facilities at Jurong include 32,400 square feet of covered storage and 100,000 of open storage space.

Goods delivered within three days of completion of discharge of a vessel at the PSA wharves are not subject to storage charges. Up to four weeks free storage is allowed for transshipment. After these respective time periods a sliding scale of charges is applied.

**A Free Trade Zone has been established comprising both port areas.** Special warehouses have been built for the particular requirements of traders. Covered space is rented out to allow for the sorting, processing, assembling or displaying of goods. Exporters whose products are subject to customs duties and tariffs are making use of the Free Zone for exports to surrounding countries.

Singapore hopes that this latest facility will increase its role as the warehouse of Southeast Asia and help maintain its free port status, despite an increasing number of tariffs imposed to protect locally manufactured goods.

The importance of Singapore in world trade is enhanced by a regional oil-exploration boom. The latest estimate shows that some 70 international oil-drilling firms are operating rigs in this area. Fuel oil, marine diesel oil and other essential supplies are purchased in Singapore to supply these offshore rigs. Singapore is an oil-refining center; Shell, Esso, B.P., Mobil and Caltex all have refineries and oil installations here. Many of these plants are expanding their facilities.

The first drydocks in Singapore were constructed in the 1850's. Since then the industry has grown to meet the expanding needs of the entrepot trade. In the past decade, much needed rationalization took place with the setting up of marine industrial estates in Kallang and Tanjong Rhu and with the establishment of the larger ship-repair companies in Jurong, Keppel and Sembawang. On January 24, 1970, it was announced that 15 more ship-

yards would be opened by July 1970, in addition to the 30 now in operation. All the new yards (three of them U.S.) will be sited in Jurong Town. The biggest, Bethlehem Steel Incorporated, will be geared to make oil rigs.

**Several giant drydocks are under construction in various shipyards.** Expected to be operational by 1972, these drydocks will be able to accommodate ships up to 400,000 dwt.

**Singapore is also busy expanding its airport facilities.** Twenty-eight countries have signed air service agreements with the Republic of Singapore as a result of the new pattern of global network systems which have evolved with the advent of high-capacity jets in recent years. Twenty-three international airlines provide 490 inward and outward flights a week. Singapore thus plays a dual role as both a regional and an international air center.

The Singapore Government is co-owner with the Government of Malaysia of Malaysian-Singapore Airlines which provides frequent flights between Singapore and the principal commercial centers in West and East Malaysia, to which a great deal of Singapore's re-export trade is directed.

Weather is generally ideal in Singapore the year round. There are few storms and rainfall is usually short so that flight cancellations and diversions are rare. Airport services are designated by the Government as "essential services" and organized interruption by personnel is prohibited.

There are four airports. Singapore International Airport at Paya Lebar is the main functioning unit and the only commercial passenger terminal at present. Two of the other three airports, Tengah and Changi, are still under full operational control of the Royal Air Force and the third, Seletar, is now jointly operated by the Royal Air Force and Singapore Armed Forces.

**Singapore International Airport at Paya Lebar has just extended its runway and parallel taxiway from 9,000 to 11,000 feet and can handle any civil airliner in service anywhere.**

**TABLE 1**  
**CARGO DISCHARGED AND LOADED**

Freight tons '000 Year	Discharged	Loaded	Total
1964	11,882.1	6,169.0	18,051.1
1965	13,360.0	7,980.3	21,340.3
1966	16,543.5	10,094.5	26,638.0
1967	18,397.3	11,943.0	30,340.3
1968	21,678.2	13,959.3	35,637.2
1969 (9 mos.)	16,335.4	11,225.3	27,560.7

The new instrument landing system is one of the few in Southeast Asia to comply with the specifications of performance laid down by ICAO. The whole of the 11,000-foot runway has been resurfaced and strengthened so that the load classification number has been raised to 100 from the former 77.

Late in November, it was announced that a master plan to develop Singapore Airport at Paya Lebar into a super airport of the future has been submitted to the Government. This plan was developed in response to some aviation experts' prediction that the 1.1 million passengers passing through the airport annually will soar to 4 million in the mid-70's.

Three government-approved projects are scheduled for tendering in the first quarter of 1970 and will cost approximately U.S. \$13 million. They are: a U.S. \$7 million passenger terminal, a U.S. \$4 million jumbo jet hangar, and a U.S. \$1 million air-freight terminal.

Included in the projects awaiting immediate government approval are: a further extension of the runway from 11,000 to 13,200 feet to accommodate the supersonic Concorde and the Russian TU-144, a new fire station, and construction of more apron facilities.

Malaysia Singapore Airlines, traffic handling agents for most international airlines operating here, is studying a scheme to install computers at its ticket counters. These will cut a passenger's checking-in time in half.

The present facilities are designed to handle the projected traffic explo-

sion until 1976. By that time further decisions will have to be made involving either the expansion of Singapore Airport with a second runway or switching to an expanded new airport on the present RAF Changi site.

Seletar airfield is to be turned into Singapore's second airport to ease the workload on Paya Lebar. A section of the airfield is now used by the Singapore Armed Forces Flying Training School for training pilots and mechanics. It will take on all types of aircraft that can operate from its short runway, including charter services, helicopters and training aircraft.

On October 31, 1969, the airfield also became the base of the U.S. \$700,000 Singapore General Aviation Service Company Private Limited, nucleus of the Republic's aviation industry.

The General Aviation Service Company is a partnership between the Singapore Government (60 per cent) and Hawker de Havilland (Australia) Proprietary Limited (40 per cent). Kim San, Minister of the Interior and Defence, says the opening of the aerospace industry marks the first concerted step by Singapore "to enter the aviation industry and in a small way to gain a toehold in the space age". Its main object is to serve corporations and individuals engaged in general aviation activities in Southeast Asia and to provide various facilities for the Air Defence Command of the Singapore Armed Forces. This would include, among other things, airport ramp services, air-frame overhaul and maintenance, the servicing of avionics equipment

**TABLE 2**  
**SINGAPORE'S AIR TRAFFIC**

Period	Number of Landings	
	West Malaysia	Other countries
1964	2,946	5,046
1965	3,024	5,743
1966	2,808	5,803
1967	3,193	7,294
1968	3,104	8,556
1969 (9 mos.)	2,710	7,867

Landed	Air Freight '000 lb.	
	West Malaysia	Other countries
1964	342	5,799
1965	523	6,885
1966	544	6,822
1967	608	8,228
1968	732	9,920
1969 (9 mos.)	638	9,228

Dispatched	Air Freight '000 lb.	
	West Malaysia	Other countries
1964	2,823	3,702
1965	3,121	4,757
1966	2,005	7,693
1967	1,561	9,212
1968	1,318	10,948
1969 (9 mos.)	1,007	11,687

and the overhaul and servicing of aircraft engines. The Defence Minister went on to say: "We aim to be not only the servicing center of Southeast Asia but also the center of ideas for development and progress. Our success, we hope, will encourage others and thus help bring peace and prosperity to this part of the world".

Singapore's excellent commercial facilities, combined with its trade-oriented business community and a government which encourages all manner of entrepot development, have made it a focal point in the trade expansion now under way in Southeast Asia. Canadian exporters interested in increasing their sales to this developing market or supplying services and equipment for the expanding seaports or airports should contact the Singapore office to get an initial indication of their regional prospects.

# Selling to Crown Agents

From recruiting staff to paying pensions, from providing banking and engineering services to setting up earth stations for satellite communications, these specialists can help Canadians to find new business in many fields.

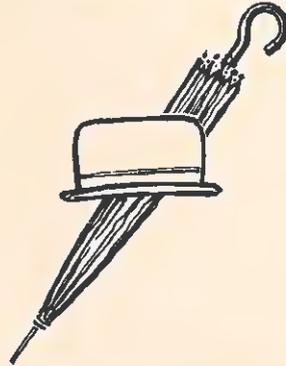
G. M. DEYELL  
Assistant Commercial Secretary  
London

Are these among your customers—Governments, national and local; broadcasting, telecommunications and electricity authorities; bank and currency boards; universities and schools; railway and transport authorities; ports and harbor authorities; development and research bodies; armed forces; government-sponsored organizations and corporations? If so, then the Crown Agents offer you an opportunity to expand your list of offshore customers.

The Crown Agents and their various operating branches began life back in the heyday of the British Empire. They were then styled Joint Agents General for Crown Colonies and were directly responsible to the authorities in the territories they served. If a potentate in the Middle East wanted Scotch whisky or a railway to cross Eastern Africa he could enlist the services of the Joint Agents. Today their role has not changed significantly although it has become much more sophisticated and is strictly commercial.

Crown Agents describe themselves as offering a public service. Nevertheless, as the list of organizations above comprising the majority of their clientele shows, their dealings are largely on behalf of government or government agencies, although they have clients in the private sector as well. The Crown Agents Office is not a Department of the British Government; nor are the staff civil servants, although their salaries and conditions of service are based upon those of the British Civil Service.

The functions of the Crown Agents fall under five main headings—purchase, inspection, shipment and insurance of stores, materials, plant and



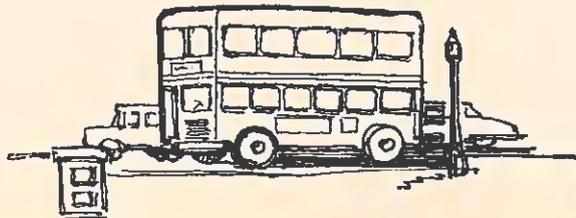
equipment of all kinds; negotiation of contracts for the design, printing (under security control), and supply of currency notes and postage stamps, the supply of coin and the sale of postage stamps and coins for collectors; the provision of specialist—particularly engineering—advice and practical assistance; finance and banking services, including the management of funds, the provision of credit finance, and the maintenance of current and deposit accounts on behalf of their principals; and personnel services, such as the recruitment of staff, the booking of sea and air passages and the payment of salaries and pensions.

To provide their extensive range of services, the Crown Agents have a staff of about 1,700 including some 200 technical and professional officers. They have also developed their own capacity to take a financial and man-

agement interest in specialised undertakings, including participation in a number of banking enterprises in Britain and elsewhere. In at least one of these ventures the Crown Agents are in partnership with the Continental Illinois National Bank and Trust Company of Chicago. Their banking interests in Britain, Australia and the Commonwealth Caribbean and their close association with private and public financial institutions at home and overseas put the Crown Agents in an excellent position to finance their worldwide activities.

The Crown Agents are also very much involved in all aspects of radio and television broadcasting and are capable of offering full expertise, including the operation of stations, supply of programs and production and technical facilities.

A more recent and parallel service is offered through a new subsidiary organization, Crown Communications. Crown Communications provides full and complete advisory and design services for earth stations for communication via satellites. This development has been undertaken in association with the British Post Office, and the years of experience gained in the construction and operation of British Post Office Earth Stations No. 1 and No. 2 at Goonhilly, Cornwall, are available through Crown Communications.



Millbank Technical Services is another associate company of the Crown Agents. Its activities fall into four main fields: **contracts, consortia, co-ordination and credit.** Millbank Technical Services was formed to permit the Crown Agents to offer expanded services where the usual agency relationship would not be appropriate. M.T.S. is authorized to enter into a full contracted relationship with customers, including assuming the role of prime contractor in turnkey projects and providing finance if required.

The Crown Agents' clients—including some 80 Governments (Commonwealth and non-Commonwealth) plus 160 public authorities and international agencies—operate from head offices in London with regional offices in Washington D.C.; Lagos, Nigeria; Sydney, Australia; Tokyo, Japan; Kuala Lumpur, Malaysia; Bridgetown, Barbados; Nairobi, Kenya; and Bahrain. Purchasing is done almost entirely from London. The purchasing work is spread on a commodity basis among six departments: general supplies; civil engineering; electrical engineering; mechanical engineering; railway rolling stock; and currency notes and postage stamps.

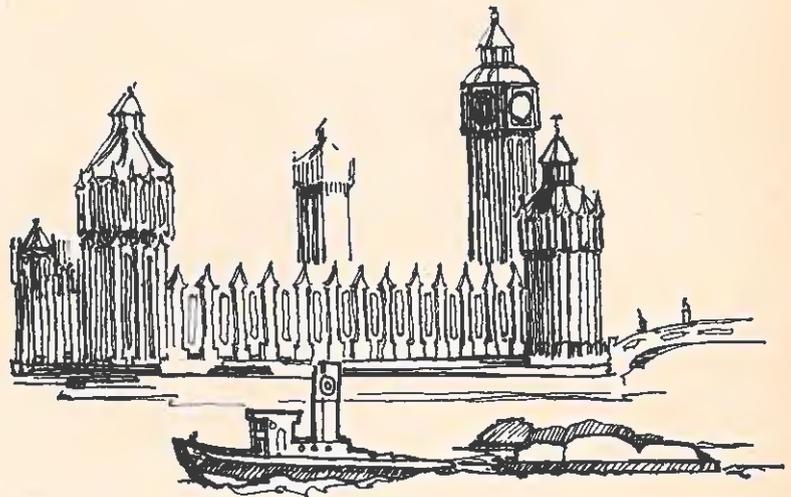
In addition, the Crown Agents operate an engineering inspection department (for quality assurance) and a shipping and insurance department. In 1968 the value of orders placed by the Crown Agents was \$120 million of which \$31.2 million were placed outside Britain.

The Crown Agents do not have any formalized procedures in selecting

suppliers and unless some specification is made by the principal concerned, they rely on their own register of suppliers. Normally, tenders are not called for except for projects financed by international organizations such as the World Bank and for the turnkey projects undertaken by Millbank Technical Services. As an official explained, they are very much concerned with maintaining their relationship with their clients and consequently the reliability of their suppliers is always uppermost in their minds. Price, quality, and delivery times are extremely important. The Crown Agents are providing a service to their clients and to their suppliers in that by dealing with the Crown Agents the cost and risks of selling to a distant purchaser are greatly reduced.

Canadian manufacturers interested in being considered as suppliers should

be prepared to provide full details of their company's background, together with detailed and complete product catalogues. This information can be submitted directly to: The Crown Agents, 4 Millbank, London, S.W. 1., or to the London office for forwarding on to the Crown Agents (if the former, copies of correspondence to the London office will assist us in following up). Because of the type of relationship they like to establish with their suppliers, the Crown Agents prefer to work directly with a supplier rather than through a local representative. Many Canadian manufacturers are finding it to their advantage to include the Crown Agents on their list of calls when visiting Britain. The trade offices in London will be pleased to offer advice on how to deal with the Crown Agents and sub-organizations, and where necessary, to follow up directly with them on your behalf.



## International Loans

A copper mining venture in Chile that is expected to produce 24,000 metric tons a year is being financed by the International Finance Corporation of the World Bank Group, and by Chilean, Japanese and United States interests. The venture, being carried out by Minera Sagasca S.A., is to cost \$32.5 million. Sagasca will develop copper ore deposits near the port of Iquique. The ore will be extracted by open pit mining and treated by leach-precipitation, producing a high concentration of copper in material known as copper cement. It is expected that this project will generate substantial foreign exchange earnings for Chile and contribute to the region's eco-

omy through higher employment, development of infrastructure, and creation of ancillary business activities.

Mexico will finance the export of capital goods to Colombia with a \$2.4 million line of credit from the Inter-American Development Bank. These are goods and services for construction of a 100-mile gas pipeline and expansion of the gas distribution system in Barranquilla, one of Colombia's oldest and most important ports. This is the fifth line of credit extended by the Bank to help finance exports of Mexican capital goods to other Latin American countries.

The addition of a \$68.6 million pulp and paper mill to a Philippine lumber manufacturing company will be financed in part by the International Finance Corporation The Corporation's investment in Paper Industries Corporation of the Philippines (PICOP) includes a \$1.2 million equity commitment and a standby commitment covering \$2.1 million of a \$6 million public offering of PICOP stock. The mill, when added to PICOP's other facilities, will give Southeast Asia its first integrated forest products complex. The new mill's annual production will be 150,500 tons of newsprint paper, linerboard and corrugating medium.

# Foreign Tariffs and Trade Regulations

## Andean Common Market

In accordance with the Cartagena Agreement, Chile, Colombia and Peru are to remove, effective April 16, 1970, all import duties and other trade restrictions for products contained on the first installment of LAFTA's Common List. The list of concessions includes a wide range of agricultural products, fishmeal, chemical products (such as caprolactam, acrylonitrile, sodium nitrate and tetraethyl lead), chemical pulp, books, refractory bricks, copper and refined copper products, industrial sewing machines, lathes, chain saws, automatic valves, and television color picture tubes.

Bolivia and Ecuador, with the status of less developed nations within the Andean Group, have until the end of 1973 to grant concessions to the other members.

## Colombia

Changes in import regulations to permit reduction of customs duty on machinery and equipment for projects financed by foreign capital have been announced by the Colombian National Customs Policy Council. To benefit from the concessions granted to imports of capital goods, the investment project must be approved by the Council of Economic and Social Policy and must be:

(a) a contribution of foreign capital to existing multinational enterprises or for the development of new industries with the object of increasing Latin American trade,

(b) for machinery and equipment of Latin American manufacture unless such goods are not produced in Latin America.

The National Customs Policy Council will determine the reduced rates of import duties on a case-by-case basis.

## Ecuador

Shipments of goods to Ecuador must now be done through Ecuadorian insurance companies or other insurance companies legally established in Ecuador. This regulation is announced in Resolution No.-0270 of the Ecuadorian Superintendency of Banks, published in *Registro Oficial* No. 378 of February 25, 1970. Failure to comply with the regulation will result in the Central Bank refusing to make foreign exchange available to reimburse any eventual losses.

## Ireland

Imports of raw tomatoes will be prohibited except under licence, effective April 25, 1970, until further notice, the Irish Department of Agriculture and Fisheries announced on April 17.

## Switzerland

Swiss import tariffs were reduced to the minimum levels agreed upon during the Kennedy Round, effective March 1. The fourth and fifth tariff reductions, as reported in *Foreign Trade* of July 1967, were not expected until 1971 and 1972, but were introduced at this time as part of a Swiss anti-inflationary package. The net effect will be to reduce the cost of imported goods and stimulate demand for labor-saving equipment of all types.

Other measures already implemented or under consideration in the attempt to limit price increases and reduce the pressure on the production capacity of Swiss factories include:

(i) credit restrictions that increase the minimum down payment to 35 per cent from 30 per cent, and decrease the maximum payment period from 24 to 18 months,

(ii) a plan requiring Swiss exporters to deposit a sum of money based upon the value of the firm's exports. The amount and period of time the deposit will be held by the central bank are still being debated,

(iii) a 75 per cent reduction of work permits issued to foreign workers; almost 750,000 were issued during 1969.

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## Morocco-U.S.S.R. Sign Pact

Morocco and the U.S.S.R. recently agreed to form a permanent committee to deal with economic co-operation between the two countries. Some of the projects discussed for possible joint effort included a refrigeration network, Ait Adjel hydroelectric power station and the final stage of the Djerrada thermal power station, the first two stages of which have already been carried out by a Soviet organization. Agreement was also reached on the current delivery of Soviet-made machines and capital equipment for which Morocco will be granted a four-year credit amounting to U.S.\$44 million. The Moroccan economic delegation, during its visit, also signed a contract to supply 40,000 tons of oranges in addition to the 56,000 tons already exported to the U.S.S.R. Imports of Moroccan goods by the Soviet Union in 1968 amounted to U.S.\$16 million (3.5 per cent of total exports). A group of Moroccan businessmen will visit the U.S.S.R. this year for an on-the-spot study of the Soviet market.

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# Trade Commissioners on Tour

## In Canada

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

In Ottawa—  
Department of Industry, Trade and Commerce

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

In Toronto—  
Canadian Manufacturers Association

In Windsor, Ontario—  
Greater Windsor Industrial Commission

In Fredericton, New Brunswick—  
Department of Industry

In all other centers—  
Board of Trade or Chamber of Commerce

## Austria

C. R. D. Kelly, Assistant Commercial Secretary in Vienna:  
Toronto, Port Hope, Woodstock, Orillia, Brantford: May 26-29  
Montreal: June 1  
Winnipeg: June 4-6

## Philippines

D. S. M. Baker, Consul and Trade Commissioner in Manila:  
Montreal: May 27-28  
Toronto: June 1-2  
Winnipeg: June 3-5

## Temporary Duty in Ottawa

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

D. S. M. Baker  
Consul and Trade Commissioner  
Manila, Philippines  
May 19-26

## B. Dussault

Assistant Commercial Secretary  
Accra, Ghana  
May 25-29

## In Territory

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

## Bulgaria, Hungary, Rumania

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.

## Ivory Coast

J. P. Bell, Commercial Secretary, and J. Filion, Assistant Commercial Secretary, in Accra, Ghana, will visit the Ivory Coast May 10-20, June 7-20.

## Nigeria

B. Dussault, Assistant Commercial Secretary in Accra, Ghana, will visit Nigeria June 1-6.

## People's Republic of China

Trade Commissioners in Hong Kong regularly attend the Commodities Fair in Kwangchow in the spring, April/May, and in the fall, October/November. Canadian businessmen who would like the Trade Commissioners to assess prospects for them for sales or purchases should send full particulars of their offers or requirements to the Hong Kong office.

## Senegal

J. P. Bell, Commercial Secretary, and J. Filion, Assistant Commercial Secretary, in Accra, Ghana, will visit Senegal May 17-23.

## South Africa

W. D. Wallace, Trade Commissioner in Cape Town, South Africa, will visit Port Elizabeth, East London and area May 18-27.

## Turkey

Trade Commissioners in Ankara visit Istanbul frequently. Canadian businessmen who would like the officers to undertake assignments for them in that city are invited to write to the Commercial Division, Canadian Embassy, Vali Dr. Resit Caddesi 52, Cankaya, Ankara, Turkey.

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## Hospital Market in Israel

Israel's volume of imports of hospital and medical equipment is increasing. In 1968 the figure was U.S.\$5.7 million, 65 per cent more than in the previous year, and final figures for 1969 will be close to U.S.\$8 million. Within this category, medical, dental and surgical instruments and appliances led the field with U.S.\$1.6 million purchased in 1967, \$1.9 million in 1968 and around \$3 million in 1969. Mechanotherapy apparatus accounted for \$1.4 million last year and X-ray and ancillary equipment U.S.\$817,000. Canadian exports in 1969 in this category accounted for only one tenth of 1 per cent of the total, or \$93,000.

The five new hospitals opened in 1968 raised the total to 157, with 22,300 beds available. During the eight-year period ending in 1968, there was a 43 per cent increase in beds available, compared with an increase of 27 per cent in the population. Two major projects are planned for the 1970's. The Negev Central Hospital in Beersheva plans expansion over a four-year period from 530 beds to 800. Besides this, the deputy mayor of Tel Aviv has announced that a medical research center to operate in conjunction with Ichilov General Hospital in Tel Aviv is now in the hands of architects.

# Foreign Exchange Rates

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

Relations, Department of Industry, Trade and Commerce, Ottawa.

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

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

For conversion of column one to the U.S. dollar equivalent, multiply by .93.

To convert column two, divide by .93.

Country and Currency	Value of		Country and Currency	Value of	
	foreign currency unit in Canadian dollars at April 23	Canadian dollar in foreign currency units		foreign currency unit in Canadian dollars at April 23	Canadian dollar in foreign currency units
<b>Algeria</b> Dinar	.1939	5.15	<b>Denmark</b> Krone	.1429	6.99
<b>Argentina</b> Peso (free)	.3070	3.25	<b>Dominican Republic</b> Peso	1.073	.93
<b>Australia</b> Dollar	1.204	.8305	<b>Ecuador</b> Sucre (official) (free)	.0596 .0537	16.77 18.62
<b>Austria</b> Schilling	.0414	24.15	<b>El Salvador</b> Colon	.4294	2.38
<b>Bahamas</b> Dollar	1.072	.93	<b>Fiji</b> Pound	1.238	.80
<b>Belgium and Luxembourg</b> Franc	.0216	46.72	<b>Finland</b> Markka	.2554	3.91
<b>Bermuda</b> Pound	1.07	.93	<b>France, Monaco, etc.<sup>2</sup></b> Franc	.1942	5.14
<b>Bolivia</b> Peso	.0901	11.09	<b>Franco-African Republics<sup>3</sup></b> Franc	.0039	256.4
<b>Brazil</b> Cruzeiro (official free)	.2397	4.17	<b>French Pacific<sup>4</sup></b> Franc	.0107	93.44
<b>Britain</b> Pound	2.581	.38	<b>Germany</b> D Mark	.2952	3.38
<b>British Honduras</b> Dollar	.5364	1.86	<b>Ghana</b> New Cedi	1.051	.95
<b>Burma</b> Kyat	.2253	4.43	<b>Greece</b> Drachma	.0357	27.93
<b>Ceylon</b> Rupee	.1802	5.54	<b>Guatemala</b> Quetzal	1.073	.93
<b>Chile</b> Escudo (bank rate) (free)	.0956 .0819	10.46 12.21	<b>Guyana</b> Dollar	.5367	1.86
<b>China, Republic of</b> New Taiwan Dollar (official)	.027	37.04	<b>Haiti</b> Gourde	.2148	4.65
<b>Colombia</b> Peso (fixed)	059	16.94	<b>Honduras</b> Lempira	.5364	1.86
<b>Congo (Kinshasa)</b> Zaire	2.144	.46	<b>Hong Kong</b> Dollar	.1770	5.64
<b>Costa Rica</b> Colon	.1720	6.17	<b>Hungary</b> Forint (official)	.0921	10.85
<b>Cuba<sup>1</sup></b> Peso	.....	.....	<b>Iceland</b> Krona (official)	.0122	81.96
<b>Czechoslovakia</b> Koruna	.1491	6.70	<b>India</b> Rupee	.1424	7.02
			<b>Indonesia<sup>5</sup></b> Rupiah	.....	.....

Country and Currency	Value of		Country and Currency	Value of	
	foreign currency unit in Canadian dollars at April 23	Canadian dollar in foreign currency units		foreign currency unit in Canadian dollars at April 23	Canadian dollar in foreign currency units
Iran Rial	.0142	70.42	Peru Sol (free)	.0246	40.65
Iraq Dinar	3.006	.33	Philippines <sup>7</sup> Peso (free)	.185	5.39
Ireland Pound	2.582	.38	Poland Zloty (fixed basic rate)	.2700	3.71
Israel Pound	.3065	3.26	Portugal & Colonies <sup>6</sup> Escudo	.0373	26.66
Italy Lira	.0017	588.23	Saudi Arabia Riyal	.2062	4.84
Jamaica Dollar	1.290	.76	Sierra Leone Leone	1.508	.66
Japan Yen	.0030	333.33	Singapore Dollar	.3507	2.85
Kenya Shilling	.1526	6.55	South Africa Rand	1.508	.66
Lebanon Pound (free)	.3326	3.00	Spain & Dependencies Peseta	.0153	64.93
Malaysia Dollar	.3505	2.85	Sweden Krona	.2062	4.84
Mexico Peso	.0855	11.69	Switzerland Franc	.2495	4.00
Morocco Dirham	.2156	4.63	Syria Pound (free)	.2819	3.55
Netherlands Florin	.2955	3.38	Thailand Baht (free)	.0523	19.15
Netherlands Antilles Florin	.5689	1.75	Trinidad & Tobago <sup>8</sup> Dollar	.5364	1.86
New Zealand Dollar	1.207	.82	Tunisia Dinar	2.044	.48
Nicaragua Cordoba	.1534	6.51	Turkey Lira	.1192	8.38
Nigeria Pound	3.017	.33	United Arab Republic Pound (official)	2.58	.38
Norway Krone	.1502	6.65	United States Dollar	1.073	.93
Pakistan Rupee	.2254	4.43	Uruguay Peso (free)	.0043	232.56
Panama Balboa	1.073	.93	Venezuela Bolivar (official free)	.2389	4.18
Paraguay Guarani (free)	.0086	116.28	Yugoslavia Dinar (official)	.0858	11.65

1. There is no trading in Cuban pesos in U.S. or Canadian banks at present.

2. Franc is also used in French Guiana, Guadeloupe and Martinique.

3. Chad, Central African Republic, Congo (Brazzaville), Dahomey, Gabon, Ivory Coast, Islamic Republic of Mauritania, Niger, Senegal, Upper Volta, Camerouns, Togoland, and Malagasy. Also Reunion, Comoro Islands, St. Pierre and Miquelon.

4. New Caledonia, New Hebrides, French Polynesia.

5. Because of the complexity of the Indonesian exchange rate system, it is impractical to quote a single representative rate for the rupiah.

6. Approximately same rate for Portuguese territories in Africa.

7. Exchange rate in Philippines on floating basis with daily quotations by banks.

8. Also used in Barbados, Leeward and Windward Islands.

# Markets in Brief

## Rumania

**Area:** 91,738 square miles.

**Population:** 20 million.

**Climate:** temperate.

**Language:** Rumanian. English, French and German used commercially.

**Currency:** lei: official rate, 6 lei equal U.S.\$1.00; commercial rate, 12 equal U.S.\$1.00; tourist rate, 18 equal U.S. \$1.00.

**Weights and measures:** metric system.

**Capital:** Bucharest, population 1,500,000.

**Chief ports:** Constanza on the Black Sea; Galati, Tulcea and Braila on the Danube.

**Marketing centers:** Brasov, Timisoara, Ploesti, Oradea, Iassy, Cluj, Galatzi, Sibiu.

**Economy:** although historically agricultural, development of oil industry (with associated petrochemical products) as well as of ferrous and non-ferrous metallurgical, chemical and forest products industries are creating a rapidly growing industrial base.

**Total Rumanian imports:** 1968—U.S.\$1,435 million; 1967—U.S.\$1,390 million.

**Chief imports:** equipment and materials for new complete industrial plants; machinery and equipment for existing plants; finished rolled metals; iron ore and other ores; cotton (unginned); agricultural machinery; telecommunications equipment; electric cables and conductors.

**Chief suppliers:** (approximate per cent) 1968—U.S.S.R. 22, West Germany 11, Italy 6, Czechoslovakia 6, East Germany 5, Britain 5, France 4.

**Value of imports from Canada:** 1969—Cdn.\$1.2 million 1968—Cdn.\$1.2 million.

**Chief imports from Canada:** (Cdn.\$'000) 1969—asbestos fibers 594, powdered skim milk 221, textile machinery parts 199, laboratory and optical instruments 70.

**Total Rumanian exports:** 1968—U.S.\$1,609 million.

**Chief exports:** mineral oil and related products, corn, fruits and vegetables (fresh and preserved), machinery and equipment for petroleum industry, agricultural equipment, other industrial machinery and equipment, chemicals, textile clothing.

**Chief markets:** (approximate per cent) 1968—U.S.S.R. 34, Czechoslovakia 8, West Germany 8, East Germany 5, Italy 5, Britain 4, France 3.

**Value of Canadian purchases:** 1969—Cdn.\$7,142,000; 1968—Cdn.\$1,883,363.

**Chief Canadian purchases:** (Cdn.\$'000) 1969—sunflower seed oil 1,800, clothes 1,500, motor gasoline 1,200, footwear 715, cotton fabrics 580.

**Prices:** preferably quote in U.S. dollars; alternatively, Canadian dollars or pounds sterling, both f.o.b. and c.i.f.

**Usual terms of payment:** confirmed letter of credit for consumer products; to an increasing degree negotiated credit terms for capital equipment.

**Samples:** admitted free of duty if not of commercial value.

**Visa:** visa is required, obtainable upon arrival.

**Inoculations:** none.

**Foreign exchange and import regulations:** import licence necessary; importing government agencies are responsible for securing own permit. Exchange permit required, but import licence automatically provides for allocation of necessary foreign exchange.

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

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

**For detailed information on this market write to:** European Division, Office of Area Relations, Department of Industry, Trade and Commerce, Ottawa, or Commercial Counsellor, Canadian Embassy, P.O. Box 190, 1013 Vienna, Austria.

# That's what kangaroos like...



Well, wouldn't you eat french fries offered by such a charming waitress? The kangaroo seems to be enjoying it. Or hadn't you noticed him, there with his box of Canadian potatoes? But the kangaroo hasn't come from Australia; the french fries have gone to him—all the way from Florenceville, New Brunswick's McCain Foods Limited. The firm has been shipping frozen french fries to Australia since 1968. From a small start in 1956 McCain

Foods now has a frozen french fry processing plant in England, a distributing company in Australia, and is represented by brokers and distributors in the United States, Bermuda, the Caribbean, Italy, Scandinavia and other parts of the world. The plant in Scarborough, England, with a capacity of 400 tons of potatoes a day, is the largest outside North America. In fact this Canadian company ranks among the largest four processors of

frozen french fried potatoes in the world.

McCain affiliated companies are involved in cold storage, fertilizer blending, road transport and the manufacture of farm and industrial equipment. But the proudest moment for McCain Foods occurred when its fiddlehead greens were served at a state banquet given by President Nixon for the President of South Korea.

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