

# foreign trade

Israel Increases Imports  
Sales Drive in Dordrecht  
Technology from Scandinavia

Department of Industry, Trade and Commerce, Canada



May 23/70



## In This Issue

Canada's opportunities for developing tourist facility equipment markets in two very different areas of the globe are studied in this issue of *Foreign Trade* through two very different methods.

The Pacific Rim mission, beginning on page 24, is a tourist development study carried out by a team of seven representatives of Canada's tourism equipment industry. The group's tour took them to Hong Kong; Taipei, Taiwan; Manila, the Philippines; Bangkok, Thailand; Kuala Lumpur, Malaysia; Singapore; Sydney, Australia, and Nandi and Suva, Fiji Islands. They asked questions, looked at planned developments and found out how and when Canadian capability can be used to benefit both our manufacturers and the countries involved. The article is a preliminary report, but a detailed analysis will be published shortly by the department.

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Just a few weeks before this group carried out its search for business, 14 Canadian exhibitors from the same industry were participating with the Department of Industry, Trade and

Commerce in the International Hotel and Catering Exhibition at London. The Canadians showed the 110,000 visitors Canada food service, vending and catering equipment and food products. They realized immediate sales of well over \$100,000 with potential estimated at better than \$2½ million.

Beginning on page 8 this show is described together with details relating to the demand that Britain's booming influx of visitors is expected to put on the tourist equipment industry as construction and expansion of hotels, motels, restaurants becomes a high priority British consideration.

So there it is: Two very different areas of the world with a common pressure—insufficient tourist facilities and expansion coming on strong.

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D. H. Cheney, Canada's Commercial Counsellor in The Hague, gives an interesting description of an effective trade promotional program in his article "Target Dordrecht", beginning on page 6. Mr. Cheney, working with local authorities in the city of 90,000,

moved his trade troops in and came away with serious inquiries for Canadian products, licensing agreements etc.

"The Canadian days in Dordt" were part of The Hague office's continuing program to study in depth the main centers in each of the Netherlands' 11 provinces.

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*Foreign Trade*, this fortnightly publication, will cease to be fortnightly for the next three months. Because of vacations and the resulting staff reductions—together with the firm belief that businessmen just don't have as much reading time in summer—it has been decided to publish only once a month during June, July and August.

These issues, though, will be expanded so that the Canadian exporting community will continue to have as much international marketing information before it as this department can gather together from its posts around the world.

So—we'll not be with you again until June 13.

**Our cover:** The new READING D power station of Israel's Electric Corporation is evidence of the industrial expansion there and resulting need for expanded international business. See page 2.

# foreign trade



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The Hon. Jean-Luc Pepin, Minister

The Hon. Otto Lang,  
Minister without Portfolio and  
Minister Responsible for the  
Canadian Wheat Board

J. H. Warren, Deputy Minister

Address correspondence to the Editor,  
"Foreign Trade", Tower B, Place de  
Ville, 112 Kent Street, Ottawa, Canada.

O. Mary Hill, Editor

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## Articles

|  |    |
|--|----|
| Israel Increases Imports                         | 2  |
| Target Dordrecht                                 | 6  |
| Booming British Tourism Opens Equipment Market   | 8  |
| Australia Modernizes Teaching Methods            | 10 |
| There's a Light Market Below the Border          | 12 |
| Scandinavia—Source of Technology                 | 14 |
| New England Sailors Go Canadian                  | 21 |
| Shoe Biz in New York                             | 22 |
| Pacific Rim Mission Studies Tourist Developments | 24 |
| The Ocean Freight Market                         | 32 |

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## Departments

|  |    |
|--|----|
| Foreign Commercial Representatives in Canada | 17 |
| Trade Lines                                  | 27 |
| Trade Commissioners on Tour                  | 29 |
| Foreign Tariffs and Trade Regulations        | 30 |
| Foreign Exchange Rates                       | 34 |
| Markets in Brief: Surinam                    | 36 |

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# Israel Increasing Imports

An export oriented economy building for the future; but increased spending for housing, transport, communications and electrical generating equipment still holds out opportunities for Canadian suppliers.

JOHN H. SUGGITT, Commercial Secretary, Tel Aviv

*Public housing, such as in Tel Aviv (below), offers good opportunities for Canadian manufacturers of labor-saving equipment.*



Canadian exports to Israel have increased 78 per cent since our last report, May 10, 1969, on business conditions in this troubled country. In spite of current economic adjustments now taking place, our exports for 1970 should surpass the 1969 figure of \$16.975 million. The hectic pace of events in Israel leaves little leisure for observation and analysis of the deeper long-term undercurrents in this unusual economy. These are often obscured by the continuing state of near war, certainly so for nearly the past three years and the resulting, or rather continuing, problem of political and economic isolation in Israel's relations with her neighbors. Strong and positive long-term trends and current developments changing the dynamics of the market will be outlined, together with an assessment of the general areas wherein the changed situation presents new opportunities.

The peoples of Israel are drawn from widely different cultural backgrounds; African, Asian, East and West European—even 25,000 from North America, some 2,000–3,000 of whom are Canadian born. The technological contribution of skills they offer the economy covers the entire range of human talent from the most sophisticated Western to the limited trade skills common to the underdeveloped world. Foregoing a homogeneous new citizenry, Western oriented and highly skilled, is a major long range Israeli goal of continuing importance.

The occupational pattern of the Israeli population is reflecting the economic improvement in skills and the transfer of workers from agriculture to industry. As in other western countries, the proportion of the Israeli population employed in agriculture is constantly dropping—from 14 per cent in 1951 to 10.5 per cent in 1969. Over the same period the value of agricultural output has increased from \$105 million to \$560 million and agricultural exports from \$20 to \$120 million. Much of the transferred labor force is now engaged in the industrial sector. Industrial employment has increased from 23.5 per cent to 27.9 per cent of the labor force, in absolute numbers from less than 100,000 in 1951 to 275,000 in 1969.

**Worker productivity has risen steadily** at an average annual rate of 4.4 per cent since 1959 and gained an ex-

ceptional 7.7 per cent in 1969. Comparatively, however, productivity still lags behind North American standards. Independent studies reckon Israel's productivity at 40 per cent of U.S. values, but this is a big improvement over results of similar studies made in 1951 when the over-all level was only 10 per cent of U.S. values. The most dramatic productivity increases have accompanied the agricultural revolution. In 1946 Israel supplied only half of her food needs. Today, with population trebled, 95 per cent is supplied at higher standards and exports of citrus have increased five times to \$100 million, fresh fruit, vegetables and flower exports by 120 per cent over the past two years.

As Israel's industrialized base grew, the relative share of foodstuffs and textiles shrank. While a large part of the increased production was in diamond cutting and polishing (exports of which reached \$250 million in 1969), rapid growth occurred in equally sophisticated industries. Over the last two years, industrial technology and production has been vastly stimulated by defence needs. Production of electronics and electric equipment rose by 70 per cent in 1968, materials handling equipment production by 40 per cent, and machinery output by 44 per cent. Industry by industry figures for 1969 are not yet available and 1968's over-all growth rate of 28.6 per cent was not matched by 1969's 17.5 per cent. Nevertheless, it remains one of the highest in the world. The value of factory shipments in 1969 is estimated at \$3,261 billion.

Total industrial exports grew by 25 per cent in 1968 (excluding diamonds) and by 14.4 per cent in 1969. Today, Israel ranks 15th among the nations in the proportion of industry in GNP.

**The final long-term trend of note is the growing export orientation of the Israeli economy.** It is essential for a small country like Israel, with limited natural resources, to secure increased living standards by participating more fully in the world economy. In 1959, exports of goods and services accounted for 12.5 per cent of Israel's GNP, in 1969 27 per cent and values have grown from U.S.\$285 to \$1,265 million.

The short-term difficulties Israel faces in early 1970 derive simultaneously

from rapid economic expansion, near war conditions, high investment levels, Government deficit financing, full employment and burgeoning consumer incomes. Import liberalization that started in January 1969, under conditions of relative price stability, encouraged consumers to spend their new-found income on automobiles, T.V. sets, furniture and special packaged goods and to indulge in a little more overseas travel. An increase in imports of consumer goods was anticipated by the Israeli Government in its 1969/70 budget that forecast total imports of goods and services to grow from U.S. \$1,895 million to \$1,960 million and an enlargement of the current account deficit from \$680 million to \$695 million. Unfortunately these estimates were wrong as total current account expenditure zoomed to nearly U.S. \$2,250 million, increasing the current account deficit by nearly \$300 million to U.S.\$980 million. The net effect was a sharp drop in foreign exchange reserves nearly equalling the increase in the deficit, as long-term inflows, while higher than 1968, failed to match the current spending.

During 1969, various measures were taken to reduce the outflow of foreign exchange, the most severe of which were aimed at imports of consumer goods. Bank interest rates were increased, credit restrictions imposed and an import deposit scheme, similar to the British one of a year earlier, was instituted. Duties and indirect taxes were also increased. Resulting price increases on imported luxury goods were accompanied by similar increases on locally produced goods under the same legislation. Automobiles now sell for between two and three times their c.i.f. value.

**The national budget for 1970/71 forecasts increased expenditure, continued deficit financing and is fiscally coupled to a re-negotiated tri-party national wage agreement** between the Histadrut, employers and the Government. This package deal after two years of wage stability grants an 8 per cent wage increase. A major part of the wage increase is in compulsory defence bonds of eight years maturity and employers are also required to make comparable purchases.

In supplementary efforts to soak up excess purchasing power, national in-

**WHAT CANADA SELLS TO ISRAEL**

|                                   | Cdn.\$'000 |       |       |       |        |       |       |        |
|-----------------------------------|------------|-------|-------|-------|--------|-------|-------|--------|
|                                   | 1962       | 1963  | 1964  | 1965  | 1966   | 1967  | 1968  | 1969   |
| <b>Total exports</b>              | 6,232      | 8,163 | 9,109 | 6,261 | 10,703 | 6,565 | 9,827 | 16,975 |
| <b>Raw Materials</b>              |            |       |       |       |        |       |       |        |
| Barley                            | —          | —     | —     | 818   | 5,873  | 2,516 | 2,789 | 2,637  |
| Wheat                             | 1,645      | 3,786 | 2,108 | —     | 851    | —     | —     | 996    |
| Flour                             | 19         | 10    | —     | —     | —      | 1,216 | 315   | 189    |
| Tobacco                           | —          | —     | 98    | 75    | 14     | —     | 16    | 21     |
| Skins and hides                   | 88         | 131   | 79    | 130   | 112    | 65    | 41    | 44     |
| Flax seed                         | 200        | 177   | 551   | 414   | 226    | 99    | 179   | 121    |
| Asbestos                          | 1,043      | 981   | 1,171 | 669   | 954    | 569   | 1,316 | 1,205  |
| Sulphur                           | —          | —     | —     | —     | 235    | 219   | 532   | 630    |
| Lumber                            | 308        | 377   | 546   | 1,397 | 245    | 224   | 192   | 23     |
| Wood pulp                         | 686        | —     | —     | 161   | 64     | 98    | 8     | —      |
| Aluminum                          | 897        | 789   | 612   | 676   | 1,080  | 498   | 1,386 | 1,594  |
| Organic acids                     | 40         | 127   | 282   | 25    | —      | —     | 15    | 14     |
| Polyethylene resin                | 17         | 146   | 87    | —     | 2      | 7     | —     | 20     |
| Plastics and synthetic rubber     | 153        | 206   | 96    | 47    | 24     | 52    | 89    | 760    |
| Synthetic fibers                  | —          | —     | —     | 124   | 4      | 5     | —     | —      |
| <b>Fully manufactured items</b>   |            |       |       |       |        |       |       |        |
| Canned meat                       | 169        | 91    | 248   | 84    | 20     | 28    | 194   | —      |
| Communication equipment           | —          | —     | —     | —     | —      | 12    | 429   | 221    |
| T.V. sets                         | —          | —     | —     | —     | 30     | 6     | 162   | 247    |
| Container board                   | —          | —     | —     | —     | 83     | 143   | 167   | —      |
| Copper pipes                      | 6          | 150   | 427   | 138   | 156    | 88    | 185   | 908    |
| Autos and parts                   | 28         | 65    | 84    | 558   | 30     | 11    | 29    | 78     |
| Telephone equipment               | —          | 379   | 1,798 | 12    | —      | —     | 60    | —      |
| Shipping containers               | —          | 64    | —     | 119   | 102    | 70    | 70    | 10     |
| Milk powder                       | —          | —     | 21    | 8     | 22     | —     | 195   | 227    |
| <b>Miscellaneous</b>              |            |       |       |       |        |       |       |        |
| Scientific and medical equipment  | —          | —     | —     | —     | —      | —     | —     | 100    |
| Pharmaceutical supplies           | —          | —     | —     | —     | —      | —     | —     | 285    |
| Steel strip, including tin plate  | —          | —     | —     | —     | —      | —     | —     | 897    |
| Aircraft parts                    | —          | —     | —     | —     | —      | —     | —     | 360    |
| Other steel shapes                | —          | —     | —     | —     | —      | —     | —     | 561    |
| Other copper shapes               | —          | —     | —     | —     | —      | —     | —     | 270    |
| Construction and mining equipment | —          | —     | —     | —     | —      | —     | —     | 3,500  |

Source: Dominion Bureau of Statistics

insurance premiums (paid by employees and employers for pensions, health care, family allowances, etc.) will be doubled in overall amount from 6 to 12 per cent and in salary range covered from I.£700 to I.£1,500 per month. The import deposit scheme results are now becoming noticeable, consumer goods imports are slowing significantly, but the effect on costs and prices as a result of the wage increase, bond purchases and national insurance premiums will not be known for several months.

There is speculation, usually accompanied by urgings for unilateral devaluation, that the package deal will not work. The Government claims

that there is no economic benefit to be gained from devaluation as non-essential imports are already being curbed and export industries cannot benefit as they are producing at full capacity. Exporters are also receiving substantial taxation relief on overseas sales which, in effect, amounts to an export price of I.£4.50 to the U.S.\$1—as compared to the official rate of I.£3.50 to the U.S.\$1. If the package deal comes apart and, or if, Israel joins the EEC, then the Government's position on devaluation may be altered.

The Israelis see little short-run improvement in the current economic situation, feeling that they must con-

tinue programs to build a stronger economy and maintain their security. They forecast exports of goods and services to double by 1975 to nearly \$3 billion and imports of goods and services to increase by \$1.7 billion to U.S.\$3.9 billion.

To live with the continuing deficit, they will require capital imports—bonds, credits, donations, investments, etc. amounting to U.S.\$1 billion per year for the next five years. Historical precedent suggests that the country may be successful in attracting such support. Political conditions of all-out peace or war could change significantly the scale of long-term economic support.

*Israel, increasingly expanding its export markets, has one of the highest growth rates in the world. Last year the export of goods and services accounted for 27 per cent of the gross national product, and was valued at U.S. \$1,265 million. As the economy builds up, however, new and larger projects are appearing that Canadian businessmen could take advantage of. The Government is giving special attention this year to the science based industries, metals, chemicals, etc. Here a dredger is harvesting carnallite crystals, an important source of potassium, from evaporation pans in the Dead Sea.*



The 1970-71 budget forecasts expenditure of I.£10,000 million (Cdn.\$3.07 million), 38 per cent of which will be directed towards defence. The budget forecasts higher imports, exports and an increased current account deficit. It holds out increases in the GNP of 9 to 9.5 per cent, mainly in the public sector and to be compensated for by reduced private consumption. The rate of activity is expected to decline toward the end of 1970/71. Gross investment will increase by 9.7 per cent to 22.5 per cent of the GNP.

**The biggest increased investment will occur in public housing.** Nearly half the development budget of \$430 million will be directed to this end. There is real opportunity now for the introduction of labor-saving construction-speeding systems, techniques and products. Several Canadian firms are investigating this special opportunity. Israel offers a unique situation as so much housing, nearly half of all apartments built (50,000 targeted for 1970/71), is controlled by the Ministry of Housing. Valid new ideas can be implemented quickly on a large scale.

New investments will also increase in export industries as Israel must find new and/or enlarged sources of foreign exchange to cover her growing external hard debt interest and principal repayment schedule. The export industry may be defined to include any com-

pany planning to sell 50 per cent of its output abroad (it includes the tourist industry). Such companies are entitled to many benefits, including duty free import of all capital equipment supplies, materials and services. These duty free import provisions will not be affected by the proposed agreement with the EEC. In 1970, the Government will give special attention to metals, chemicals and other sectors deemed technologically or skill intensive.

**There will be continued growth in transport, communication and electrical generating industries.** Improvements are expected at feeder airports and a major program is in the offing for Lod International Airport. The year 1970 will likely see Israel's first major free-way construction program begin and expansion of facilities at both major ports, Haifa and Ashdod. The Canadian electrical equipment manufacturing industry has again proved its ability in international competition by successfully bidding for supply of equipment to the new 240 MW oil-fired thermal generating station Eshkol C at Ashdod. This was a major breakthrough into a market dominated by American and European suppliers and prospects are good for further sales in the near future. When Eshkol C is commissioned in late 1972, it will, we hope, be over-shadowed by news of even further success and larger supply.

The two most interesting things about developments in Canadian exports to Israel over the last two or three years, and which apply equally to the immediate future, are that there are now more large projects coming to the fore and, secondly, that the range of supply is widening as the market becomes more sophisticated. The Commercial Division of the Canadian Embassy in Tel Aviv would welcome hearing from interested companies. In 1967, the Dominion Bureau of Statistics listed 132 categories of Canadian exports to Israel, and in 1969 there were 198.

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### Spain's OECD Ratings

The Organization for Economic Co-operation and Development lists Spain behind only Japan in its members' growth rate of both exports and imports during the period 1963-68. The growth rate of imports was 13.1 per cent compared with Japan's 13.2 per cent, and of exports 17.5 per cent. Spain was in 20th place, ahead of Portugal and Turkey, in private spending, with an average of \$540 per capita. There were only 50 automobiles and 90 television sets per 1,000 inhabitants, the OECD report states, placing Spain 18th and second from last respectively in these two commodities. (No figures were available on the number of TV sets in Greece or Turkey.) The country was in 14th place among member states in official gold and dollar reserves.

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# Target Dordrecht

Canadian Trade Development Program in Dutch city wins new sales possibilities in many commodity areas.

D. H. CHENEY, Commercial Counsellor, The Hague

## Our Score

In our bag were 13 serious inquiries for Canadian products along with six licensing inquiries and one promising offer for a joint venture and investment arrangement. Our Dutch colleague, Peter Huser, had nine good inquiries regarding exports to Canada. A breakdown follows:

### Canadian Products Wanted

steel sheet and coil  
steel wire  
plastic raw materials (for coating steel wire products and for moulding)  
household textile products  
industrial and machine shop equipment  
materials handling equipment  
lumber and plywood  
food specialties  
office supplies and equipment  
equipment for technical schools  
supermarket equipment  
electronic control and measuring equipment, e.g., time controls, program timers, defrost time switches, coin meters, short time relays, measuring instruments, pressure vacuum controls, temperature flow through meters  
pollution control equipment and fire detectors

### Licensing

#### Manufacture in Holland

consumer products (new factory space available; joint venture would be considered)  
industrial machinery and equipment  
sheet metal products  
aircraft components and sub assemblies  
air freight containers (metal or glass fiber)  
Other equipment for the air transport industry

#### Manufacture in Canada

hydraulic and pneumatic equipment

#### Investment Joint Venture in Holland

New supermarket development (technology, management and capital).

### Dutch Products for Export to Canada

vacuum cleaners  
computer furniture (metal)  
industrial clothing  
tractor tires  
plastic spacers for reinforced concrete  
building products including acoustic tiles  
dredging services  
steel cable  
metal clothes hangers

Earlier this year a two man advance task force set out from The Hague in the teeth of a howling North Sea blizzard for the ancient Dutch city of Dordrecht to prepare the final groundwork for a Canadian Trade and Industrial Development Program planned for the following week. Armed with a letter of greeting and gift from Canadian Trade Minister Pepin to the

Burgomaster, Dr. J. J. van der Lee, the two emissaries battled their way into Dordrecht an hour late for their appointment and got stuck in a snowbank outside the Burgomaster's office in the city's ultra modern administration building.

Once out of the snowbank, everything moved well. The Burgomaster, wearing

his impressive chain of office, received the Canadians with great warmth, and the traditional Dutch hot coffee and cookies. Then, with local press representatives in attendance, he listened attentively to detailed plans for the main trade assault on his city. An hour later, carrying enthusiastic assurances of their official welcome, the advance party withdrew to brilliant

sunshine and melting snow. All roads to Dordrecht lay open!

"Target Dordrecht" followed similar operations by The Hague office in Friesland in 1966 and Groningen in 1967 (*Foreign Trade*, March 16, 1968) and continued our program of visiting main centers in each of the 11 provinces of Holland in order to establish new business contacts and assess the opportunities for increased trade. Planning for the exercise actually began in the Spring, 1968, when first contact was made with officials of the Dordrecht Chamber of Commerce and Industry which acts on behalf of the surrounding heavily industrialized area south of Rotterdam.

Dordrecht was founded in 1008 and incorporated as a town in 1220. For a time in the 14th and 15th centuries it was the political capital and most important city of Holland. With a present population of 90,000 this lovely old city sits astride the Old Meuse/Noord/Merwede Waterway, which is traversed by some 1,500 commercial craft daily on their way to and from points in Germany, France, Switzerland and Belgium. In this strategic position it forms the nucleus of a group of ten other smaller cities and towns, in and around which are located many of Holland's important modern industries producing, for example: aircraft parts and sub assemblies, electricity, gas and water meters, metal-working machinery, elevators, transformers, electrical appliances, electric motors, safes, bank vaults, computer furniture and fire resistant cabinets, electronic banknote dispensers, oil refinery equipment, pneumatic and hydraulic machinery, ships and marine equipment, packing machinery, passenger loading bridges for air terminals, food processing equipment, metal household furniture and a wide range of kitchen articles and appliances. Since medieval times Dordrecht has been prominent as a port and has specialized in the timber trade.

While the basic objectives of the operation remained the same as for the previous programs it was decided to introduce a few new wrinkles. Rather than concentrate too heavily on plant tours, arrangements were developed to set up shop in the premises of the Dordrecht Chamber of Commerce and

Industry, a charming 17th century mansion and now a national monument. Two advance press conferences, and the call on the Burgomaster set the stage for a pin point mailing to more than 150 individual firms in the area. We solicited personal interviews with local businessmen and made specific office appointments to talk trade.

To handle inquiries about sources in Canada, establishing branch plants, licensing and investment, our group of five officers was divided into two teams. To our own force we added a sixth member, Peter Huser, Secretary of the Netherlands-Canada Chamber of Commerce in The Hague and an expert in Dutch trade promotion techniques. Mr. Huser accommodated all inquiries from potential Dutch exporters to Canada.

Additionally, six carefully selected tours of main industries were arranged where opportunities for sales of Canadian raw materials or components, licensing and joint ventures appeared promising. Emphasis was laid on round table discussions with the senior management of these companies. Finally, the inevitable round of luncheons and receptions was kept to a minimum. A Canadian travel film evening, an official luncheon hosted by the Burgomaster in honour of the Canadian Ambassador and his commercial team, and an evening reception for 100 prominent businessmen and hosted by the Commercial Counsellor rounded out the program.

The Canadian flag flew proudly over our "H.Q." during what came to be known locally as "the Canadian days in Dordt". When it was all over and our forces retired to The Hague the process of assessment and follow-up began. Apart from dozens of useful contacts established at senior levels in the business, industry and local government of the area we counted 31 business interviews with local manufacturers, importers and agents. Our knowledge of industry and commerce in this important area was greatly improved and local business leaders were a lot better informed about Canada's potential as a trading partner. (After our program ended we received calls from two additional firms anxious to meet us.) The local press was so



*Don Cheney, Commercial Counsellor in The Hague, points out to Dr. J. J. van der Lee, Burgomaster of Dordrecht, the finer points of a Canadian Haida plaque. Mr. Cheney had given it to him on behalf of the Hon. Jean-Luc Pepin, Minister of Industry, Trade and Commerce. The occasion was part of a continuing search by The Hague office for new business opportunities for Canadians.*

taken with the Canadian "invasion" that they requested another press conference before the group left the city and a third in several months' time to review results.

Canadian firms interested in following up the opportunities described in the accompanying box should write at once to the Commercial Counsellor in The Hague. Moreover, if interested in exporting to the European Economic Community, there is no better place to start than in the central and highly receptive Dutch market. According to official Dutch statistics, imports from Canada grew by 20 per cent in 1969.

We are also anxious to hear from you if you have facilities in your plant for manufacturing Dutch products under license or have a product which you would like to license for manufacture in Holland.

Next fall we plan to move our shop to the province of Limburg in southern Holland for a few days. We'd like to have your company's products on our sales list.

# Booming British Tourism Opens Equipment Market

J. C. BRADFORD

Assistant Commercial Secretary, London

Tourists came to Britain in unprecedented numbers during 1969. Five million visitors strained existing accommodation and restaurant facilities in England to the utmost. London's many hotels were nearly fully booked during the summer season, and have maintained high levels of occupancy as the inflow of visitors continues on a year-round basis. This situation has been reflected in other centers and places throughout the British Isles as the development of motorways and motels has created greater accessibility for the tourist visitor.

Tourism has become a very important foreign exchange earning component of British industry. In order to bolster this sector of the economy, priority has been given to expansion and modernization of tourist accommodation and equipment.

Canadian hotel and motel interests have also been active in Britain recently. The Commonwealth Holiday Inn group is presently building motels at Slough and Plymouth, and the Inn on the Park management has a large hotel development near completion in London.

The first scheduled giant Boeing 747 service to London commenced in January 1970, and introduced a new era in tourism and travel. It is expected that the volume of tourism in England during 1970 will overload existing accommodation. Expansion is under way, but it may well not be sufficient to meet the demand. Centers outside London will siphon off some of the overload and the new motel developments presently due for completion near Heathrow Airport and the terminus of the motorways leading to London may relieve some of the expected strain.

One of the oldest of English traditional institutions, the pub, is also adapting to meet the changing needs of the tourist. New equipment to provide hot snacks, coffee, and other special food items is being installed. The personal service and charm still remain, and tourists are visiting and enjoying this feature of British life in large numbers. Brewing companies are spending large amounts of money to provide new amenities in addition to the usual beer and ale facilities.

**In January of 1970 the largest hotel and catering show in the world was held at the Olympia exhibition hall in London.** British and overseas manufacturers exhibited more than one quarter of a million products, including food service installations, furnishings, fabrics, drinks and bar equipment on more than 300 stands.

The Canadian exhibit, sponsored by the Department of Industry, Trade and Commerce, comprised 14 private Canadian suppliers of food service, vending and catering equipment, food products, and a general information booth. During the nine days of this trade show over 110,000 visitors and representatives of the hotel and catering trade toured the exhibition hall and visited the Canadian display.

The success of this opportunity to display products to the trade can best be measured by actual sales and estimated sales potential enjoyed by the individual Canadian firms participating in the Canadian exhibit. Initial returns indicated that \$120,500 worth of equipment and products were sold from the stands, and potential sales resulting from this exhibit could top \$2,400,000.

Hotelympia '70, an international show in organization, did focus attention on the importance of tourism and travel with respect to Britain. The tourist industry here has had an opportunity to see the best of what the world has to offer in order to gear up for the future expansion. This is a very competitive market, but good products can enjoy substantial export sales potential.

**Automatic vending is also undergoing rapid expansion in Britain at present.** It is estimated that the present growth rate is in the order of 20 to 30 per cent per annum in terms of new installations of equipment. The expansion in the number of items available from vending machines has increased from the traditional hot and cold drinks to include a wide range of confectionery, hot meals, paperback books and many other items.

Part of this expansion can be traced to increases in areas where installations can be profitable. Airport terminals, railway platforms, service centers along the new motorways, have proved to be popular locations. Industrial plant sites have great potential, providing a service that both employer and employee appreciate.

The decimalization of sterling is creating new opportunities, particularly with the recent introduction of the ten shilling, or 50 new pence coin. This represents a relatively high value coin to increase the potential of automatic vending in terms of merchandise possibilities.

Large numbers of the automatic vending machines currently in use are imported. The experience and use of this technology is still relatively new to the British market, and possibilities exist for the exporter of new and advanced equipment.

Canadian suppliers have penetrated this market and enjoy a Commonwealth tariff preference not available to other North American manufacturers. Present indications suggest



*The British tourist industry is booming and restaurant and accommodation facilities are being strained to the utmost. Fourteen Canadian exhibitors, seeking a part of this big market, displayed their products early this year at the Hotelympia '70 exhibition in London. Here R. A. Prowse, President of Garland Commercial Ranges, Ltd., explains the use of one of his firm's products to a catering official. Potential Canadian sales from this show could be close to \$2½ million.*

that penetration of vending into industry, now running at less than 30 per cent, will probably follow the American experience and double to more than 60 per cent in a few years' time.

**Canadian exporters should find that the British market can be rewarding if given the proper attention and development.** Although Canadian equipment and goods still enter at a preferential rate of duty along with other Commonwealth suppliers, this does not necessarily guarantee automatic success. Britain has become a world market, subject to the same requirements of promotion, distribution and sales techniques found in other world markets. It is also a market that has been oriented away from imports and towards domestic supply whenever possible. A recent improvement in the balance of payment situation should ease the situation for imports. A non-tariff barrier to limit import trade requires the importer to make a deposit equal to 40 per cent of the invoiced cost of the import with the Bank of England for a period of six months. This measure, applied on a temporary basis, could be relaxed during 1970.

Most Canadian companies successful in selling food service equipment in Britain use the services of a good local agent. Representatives can, if required, provide sales, distribution and warehousing services. The Commercial Division of the Office of the High Commissioner for Canada in London can provide worthwhile assistance for any Canadian supplier of food service, catering or vending equipment considering the British market. Lists of agents and distributors are maintained in our offices, and market surveys can be carried out on a product by product basis. Another approach to selling

in this market has been through the establishment of a wholly owned sales and services subsidiary. This technique insures firm control of marketing and provides a strong back-up service to customers. Initial sales success in the British market can also lead to the establishment of a subsidiary manufacturing operation or possible British manufacture under licence.

After initial contact has been established with either a good agent or potential end user, personal contact becomes essential. A trial shipment can also establish experience in import procedure and provide an opportunity to evaluate the equipment by the user. Follow-up at this stage is very important and future market development work is required to establish continuing business.

The market for food service and related catering equipment in Britain is expanding rapidly in response to the tourist boom. Contact our office in London and explore these possibilities to see if a share of this growing market can end up with your name attached.

## Canadian Exhibitors at Hotelympia '70

### Waffle maker and sandwich grill

Bardeau Limited, 158 Norfinch Drive, Downsview, Ontario.

### Cutlery storage components

Bloomfield Industries Canada Ltd., Brockport Drive, Rexdale, Ontario.

### Drink dispensers

H. A. Brown Limited, 62 Rainside Road, Don Mills, Ontario.

### Push button dispenser-refrigerator

Captain International Industries Limited, 890 West Pender Street, Vancouver, B.C.

### Refrigerated display case

Crown Steel Products, 2654 St. Clair Avenue West, Toronto, Ontario.

### Tinned fruit and vegetable products

Dulcet Food Products, 2788 Bathurst Street, Toronto, Ontario.

### Commercial floor cleaning equipment

Dustbane Enterprises Limited, 25 Pickering Place, Ottawa 2, Ontario.

### Gas and electric counter equipment

Garland Commercial Ranges Ltd., 41 Medulla Avenue, Toronto 18, Ontario.

### Drink dispensers

Ideal Venders, Division of Eddy Match Co. Ltd., Deseronto, Ontario.

### Tinned fruit and vegetable products

Nova Scotia Department of Agriculture, Marketing Development Services, Truro, N.S.

### Food and beverage vending machines

Moyer Diebel Metalcrafts Ltd., P.O. Box 301, Jordan Station, Ontario, Canada.

### Hot drink vending machines

Versafood Services Limited, 95 Brockhouse Road, Toronto 14, Ontario.

### Adaptable shelving units

J.C.N. Wire Industries Ltd., 5555 Notre Dame Street East, Montreal 426, Quebec.

### Frozen foods

Seabrook Farms Frozen Foods Ltd., 1825 Graham Boulevard, Town of Mount Royal, Montreal 16, Quebec.

# Australia Modernizes Teaching Methods

Canadian manufacturers of educational equipment could take advantage of similarities between Australian and Canadian needs, and set sights on Australasian, Far Eastern markets.

ROBERT J. McGAVIN  
Assistant Commercial Secretary, Melbourne

Australia, like most countries throughout the world, is experiencing a real need for more sophisticated educational equipment. Accordingly, Canadian expertise in this field has promising potential in Australia because:

1. Canada and Australia have similar geographical problems that create a requirement for unique types and uses of educational equipment. Canada has schools in remote areas to service Indian and Eskimo villages and isolated mining communities; Australia requires similar equipment to service schools in the "outback" and distant mining communities.
2. There is an increasing need in Australia to re-educate people to cope with the changing skills required in a more sophisticated industrial society. Certain types of equipment (designed for technical schools and the trades) that Canada manufactures could be utilized to satisfy this requirement.
3. Australia's large immigration program creates the need to teach immigrants English, and Canadian expertise in language training should be of use.
4. Educators and the general public are showing interest in the application of and results achieved by sophisticated educational equipment. This interest is causing State and Commonwealth officials and politicians to review any proposals for improving teaching methods. Canadian manufacturers have developed good products of the kind Australia needs.

The accompanying table gives a breakdown of the enrolment of pupils in government and non-government schools, the number of schools in each

State and expenditures allotted for education in the States and Australia as a whole. Also indicated are the proportional increases by States in enrolment of students, the number of schools and the increases in financial expenditure for education.

Although the States are primarily responsible for the educational needs within their jurisdiction, a great deal of financial assistance is given by the Commonwealth Government. Commonwealth Government payments to the States to finance universities, technical institutions, scientific laboratories, libraries, Aboriginal education, etc. increased from A\$102 million in 1967 to A\$165 million in 1969. For every \$1.85 a state university acquires from fees and state grants \$1 comes from Commonwealth funds. The Commonwealth Government also assists state schools with teaching costs, administration costs and the building of residence halls, teaching hospitals and lecture halls. There are Commonwealth Government funds to improve secondary school science laboratories (A\$37,721,400 to be spent between 1968-71); secondary school libraries (A\$27,000,000 between 1969-72); construction of teachers' colleges (A\$24,000,000 between 1967-70); and pre-school teachers' colleges (A\$2,500,000 between 1968-71). There is every indication that similar grants and others will be provided.

All States have indicated a need for audio visual aids, radio sets, television sets, projectors, tape-recorders and sound amplifying equipment. Most of these things are being experimented with and now is the opportune time for Canadian manufacturers to get into this promising and developing market.

Educational equipment is acquired by a central purchasing office in each State. Major tenders are called for near the commencement of the school year (beginning of February) with other tenders throughout the year. The State Government does the purchasing for all government, and often non-government schools. Individual purchasing officers for the State Governments prefer to buy through local agents and insist that these agents service the products and supply spare parts when necessary. Promotion of the products is primarily the responsibility of the local agents but meetings and conventions are held that can help promote products. For instance, the Australian College of Education Convention meets in May 1971 at Perth, Western Australia; there is a Science Conference from August 17 to 24, 1970, at Port Moresby, Papua, and the national Seminar for School Supervisors will be held in January 1971 at Adelaide, South Australia.

There is a real interest in language laboratory equipment and Australian school officials are seeking ways to make language training easier and more effective. The Commonwealth Department of Education and Science is trying to promote greater study of Asian languages, as well as English language training for immigrants. There is intensive investigation into language skills of Aboriginal children and the Department of Education and Science is constantly developing special language programs to help these people. All Education Departments are experimenting with language laboratories and associated equipment.

Goods imported into Australia for educational purposes may be allowed

duty free entry under by-law (which must be applied for) only if suitable equivalent Australian manufactured goods are not reasonably available. And it is up to the exporter's Australian representative to prove that such goods are not available. Apart from this, there is no general tariff classification for educational equipment and the applicable tariff would depend upon the specific type of equipment being imported.

If similar products are being produced, Canadian manufacturers would be well advised to consider having their product manufactured under licence in Australia to ensure adequate Australian content. It must be noted that Australia has excellent contacts with Australasian countries and the vast markets in the Far East where sales of Canadian designed equipment manufactured in Australia could be very favorable. Also, Australia has tax incentive programs to encourage and facilitate exports that could make the Australasian and Far East markets more attractive.

In summary, Canadian and Australian educational equipment needs are similar, and there is growing concern about education and educational media among educators, State and Commonwealth education officials and politicians. Increasing funds are being made available for education equipment in all States in Australia, but, naturally, cost is a major consideration. The State purchasing departments prefer (almost insist) that Canadian manufacturers be represented locally and be capable of servicing equipment and supplying spare parts. Trade Commissioner offices in Melbourne and Sydney will be more than prepared to help you find Australian representatives for your products.

#### ENROLMENT IN, NUMBER OF AND STATE EXPENDITURES FOR GOVERNMENT AND NON-GOVERNMENT SCHOOLS

##### Australia

|      |           |             |       |          |              |                |
|------|-----------|-------------|-------|----------|--------------|----------------|
| 1967 | 2,588,339 | enrolled in | 9,944 | schools; | expenditures | A\$427,592,000 |
| 1968 | 2,650,599 | "           | 9,880 | "        | "            | A\$478,592,000 |

##### New South Wales

|      |         |   |       |   |   |                |
|------|---------|---|-------|---|---|----------------|
| 1967 | 920,065 | " | 3,381 | " | " | A\$165,495,000 |
| 1968 | 946,891 | " | 3,341 | " | " | A\$180,504,000 |

##### Victoria

|      |         |   |       |   |   |                |
|------|---------|---|-------|---|---|----------------|
| 1967 | 725,803 | " | 2,819 | " | " | A\$111,640,000 |
| 1968 | 744,411 | " | 2,826 | " | " | A\$127,337,000 |

##### Queensland

|      |         |   |       |   |   |                |
|------|---------|---|-------|---|---|----------------|
| 1967 | 366,290 | " | 1,649 | " | " | A\$ 48,309,000 |
| 1968 | 373,635 | " | 1,606 | " | " | A\$ 56,677,000 |

##### South Australia

|      |         |   |     |   |   |                |
|------|---------|---|-----|---|---|----------------|
| 1967 | 254,293 | " | 836 | " | " | A\$ 45,674,000 |
| 1968 | 258,644 | " | 834 | " | " | A\$ 49,412,000 |

##### Western Australia

|      |         |   |     |   |   |                |
|------|---------|---|-----|---|---|----------------|
| 1967 | 194,709 | " | 767 | " | " | A\$ 33,237,000 |
| 1968 | 201,984 | " | 769 | " | " | A\$ 38,855,000 |

##### Tasmania

|      |        |   |     |   |   |                |
|------|--------|---|-----|---|---|----------------|
| 1967 | 89,178 | " | 362 | " | " | A\$ 17,340,000 |
| 1968 | 81,083 | " | 359 | " | " | A\$ 18,997,000 |

##### Northern Territories

|      |        |   |    |   |   |               |
|------|--------|---|----|---|---|---------------|
| 1967 | 11,598 | " | 77 | " | " | A\$ 1,855,000 |
| 1968 | 13,008 | " | 86 | " | " | A\$ 2,009,000 |

##### Australian Commonwealth Territories

|      |        |   |    |   |   |               |
|------|--------|---|----|---|---|---------------|
| 1967 | 26,403 | " | 53 | " | " | A\$ 4,043,000 |
| 1968 | 28,943 | " | 59 | " | " | A\$ 4,801,000 |

A\$1.20 = Cdn.\$1.00

## Oil Shale Working in Brazil

Details for an industrial complex to exploit oil shale deposits in Paraiba valley, Sao Paulo State, are being worked out between Brazil and the U.S.S.R. The Soviet Government will furnish most of the machinery and equipment and provide training for Brazilian technicians.

The new plant will be built in three stages. The first stage, to be completed in 1971,

will produce 15,000 cubic meters of gas daily for domestic and industrial use. Output will be increased to 500,000 in 1972 and to one million cubic meters in 1973. A possible fourth stage would double the capacity to two million cubic meters.

The project involves construction by a private Brazilian concern, Companhia Industrial de Rochas Betuminosas, of a

complex that will eventually produce more than 300 essential derivative products such as sulphur, naphtha, oil, gasoline, cement, ethylene, butadiene and bricks, saving Brazil millions of dollars in imports and providing new sources for exports.

Brazil contains nearly 40 per cent of the world's estimated schist deposits, and should have a oil-producing potential.

# There's a Light Market Below the Border



JOHN D. BLACKWOOD

Consul and Trade Commissioner, Detroit

Lighting in the United States is a vast industry. Factory shipments of fixtures amounted to \$1,960 million and lamp shipments equalled \$843 million according to 1969 preliminary reports. Lighting products range from the common incandescent bulb to neon signs, flash bulbs and lasers. Forecasts for 1975 estimate fixture sales at \$3,000 million and lamp production will reach \$1,100 million—excellent growth rates.

For fixtures, parts and portable lamps the residential market resembles that for men's shaving equipment. It's big,

universal and somewhat self-perpetuating—every one of the 60 million U.S. homes is a potential customer—and 75 per cent of fixture sales are replacements, or primarily a do-it-yourself market. The American Home Lighting Institute reports that over 90 per cent of all homes are inadequately lighted in terms of living and safety criteria. Detroit buyers order a wide range of styles to suit every taste and put increasing emphasis on design excellence.

**Michigan utilities point to commercial installations as the major and most**

**lucrative sector of the market.** These lighting installations are usually well planned and require more costly, well designed, specialized units—and more of them. But new construction is not the only market. Detroit Edison, with roughly 114,000 commercial and 1,000 industrial customers, consider that 75 per cent of them require modernization. This is often connected with air-conditioning and heating—as architects and designers work on the concept of the total environment with visual and thermal considerations combined as important elements in their planning.

Resulting integrated systems utilize free heat from high intensity lumaires as part of total environment control. Air-handling troffers, thus, are growing in use and may account for one-third of all recessed fluorescent fixture shipments by 1972.

The buoyant demand for outdoor lighting reflects national preoccupation with crime and safety, plus increasing requirements for recreation and amusement. For instance, New York City requires exterior lighting on all multiple family dwellings—at entrances, courts and yards. Flood lighting of one block in Washington, D.C., paid for by the residents, dramatically reduced street crime in that area. Improved highway lighting, especially in urban areas and at interchanges, are usually mercury vapor or other discharge-type high intensity lumaires. The leisure boom has produced new requirements and enlarged old ones, for instance in the lighting of parks, sports areas, stadiums, parking lots and backyards. At home, outdoor lighting provides protection and highlights architecture and landscaping features.

The value of total U.S. factory shipments of light fixtures in 1969 was \$1.96 billion and of lamps, \$843 million. Foreign trade is not a major factor in the lighting industry. U.S. imports of fixtures and lamps were \$38 million and \$12.7 million respectively. U.S. exports were somewhat less at \$31 million and \$8.5 million. Thus, foreign products are only 1 per cent of U.S. fixture consumption and 1 per cent of lamp demand. Canada does sell in the U.S. market. Canadian export statistics to the U.S. for 1968 show \$5.3 million in fixtures, and lamps \$1 million.

The automotive OEM market (Table 1) accounts for more than 10 per cent of total U.S. consumption of lighting fixtures—roughly \$170 million according to the 1967 U.S. Census of Manufactures. That year lamp sales, including sealed beams for original equipment, amounted to \$88.2 million, or 11 per cent of total U.S. production. This sector is especially attractive to Canadian industry because exports to the United States are duty free when shipped to bona fide vehicle manufacturers or their suppliers for incorporation in original equipment. Parts intended for service are subject to the normal provisions of the U.S. tariff.

TABLE 1  
U.S. FACTORY SHIPMENTS OF  
AUTOMOTIVE LIGHTING 1967

|  |      | U.S.\$ million |
|--|------|----------------|
| <b>LAMPS</b>   |      |                |
| <b>Glass and Metal Sealed Beams</b>  |      |                |
| Under six inches   |      | 37.0           |
| bulk packed  | 20.5 |                |
| other  | 16.6 |                |
| Six inches and over  |      | 13.0           |
| bulk packed  | 4.0  |                |
| other  | 9.0  |                |
| <b>Other than Glass or Metal</b>   |      |                |
| Sealed beams   |      | 38.2           |
| bulk packed  | 21.6 |                |
| other  | 16.5 |                |
| <b>Total</b>   |      | <b>88.2</b>    |
| <b>FIXTURES</b>  |      |                |
| Spot, fog and aux. equipment   |      | 6.2            |
| Other lighting equipment (excluding bulbs, parking lights, dome lights, etc) shipped to m.v. manufacturers |      | 161.4          |
| shipped to other than m.v. manufacturers   |      | 18.5           |
| Vehicular lighting non-automotive  |      | 35.6           |
| <b>Total</b>   |      | <b>221.7</b>   |

TABLE 2  
U.S. LIGHT MARKETING PROFILE  
1967

| Shipments in U.S.\$ million |         |
|-----------------------------|---------|
| <b>Fixtures</b>             |         |
| Residential, fixed          | 1,542.9 |
| Residential, portable       | 202.9   |
| Commercial                  | 161.0   |
| institutional               | 415.6   |
| industrial                  | 129.6   |
| vehicular                   | 229.1   |
| outdoor                     | 191.4   |
| other                       | 116.2   |
| <b>Lamps</b>                |         |
| Photographic                | 750.7   |
| Incandescent, large         | 131.0   |
| Incandescent, miniature     | 263.3   |
| Electrical discharge        | 123.8   |
| Christmas tree lamps        | 209.4   |
|                             | 15.3    |

The Detroit Consulate has records on 12 manufacturers' representatives or commission agents who have indicated interest in representing new suppliers for sales to non-automotive accounts. They normally call on architects, electrical contractors, dealers, department stores, design engineers and electrical wholesalers. The Consulate also can recommend representatives specializing

in sales to the auto industry. The direct sales approach can be effective when company salesmen call regularly or when distribution is limited or exclusive. Indiana is a leading producer of mobile homes. This factory-built housing industry, centered in Elkhart, is a growing consumer of lighting fixtures, mostly purchased through independent warehouses specializing in the requirements of mobile home producers.

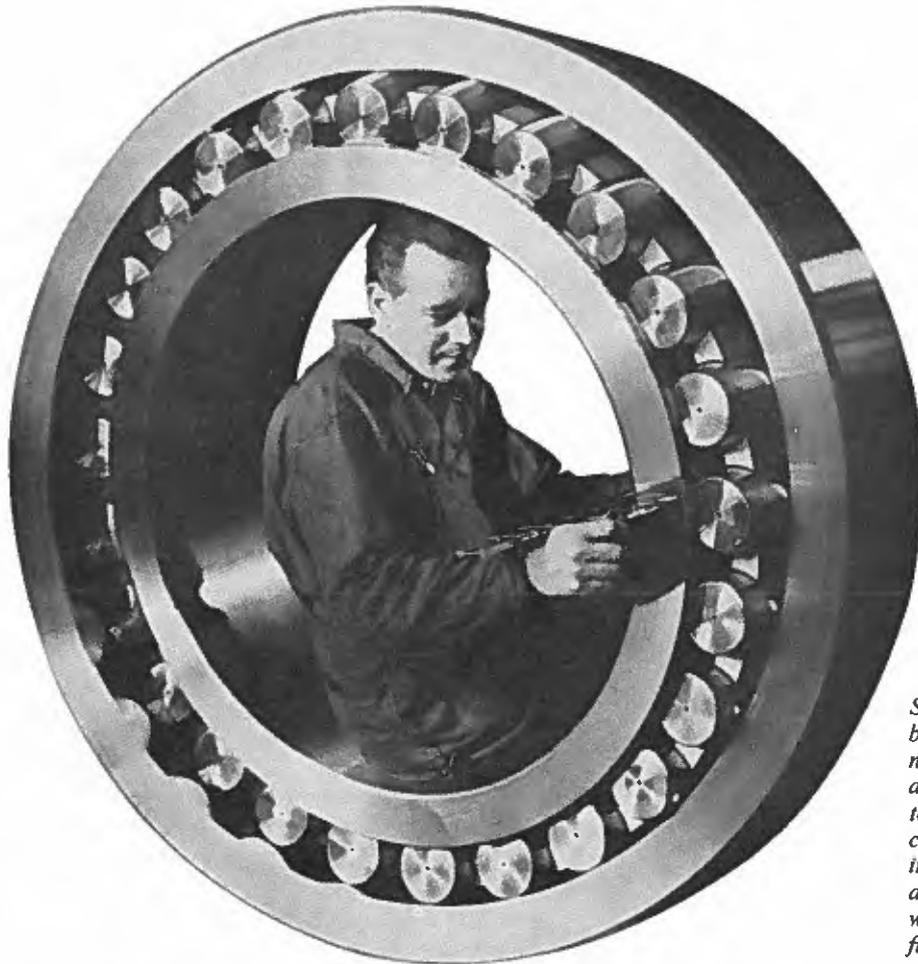
Trends indicate there is increased emphasis on lighting for public safety and a greater acceptance of lighting as part of an integrated environmental control system. It would also appear that radiant energy products including the laser will provide new tools and techniques for industry and science, and that electro-luminescent lamps, low in power consumption and used as panels, will find mass applications. It is apparent also that automatic controls are gaining more consumer interest to reduce robbery and vandalism.

The Detroit Consulate displayed a "Design For Export" presentation of award-winning Canadian lighting in 1968. All elements of the Michigan trade were invited so that many buyers are familiar with Canadian products and would welcome sales promotion. Contact the Consulate for recommendations and suggestions on how to tackle the lighting market.



*Casting light in the United States is big business, both in the home and on the highway, and Michigan buyers are waiting to see what Canada can offer.*

# Scandinavia— Source of Technology



*Scandinavia's industrial reputation is based on new ideas and a high output of new products, and forecasts see the area as a future base for advanced technology, together with Canada. Many Swedish companies, for instance, lead the world in their particular fields. A prime example is SKF, makers of ball bearings, where a technician is carrying out a final check on an SKF product.*

This article is the joint effort of three of our Trade Commissioners, M. B. Bursey, Commercial Counsellor at Stockholm, J. R. Caux, Commercial Counsellor at Oslo, and John M. Hill, Assistant Commercial Secretary, Copenhagen until his June transfer to Cuba.

Scandinavia is important for Canadian industry not only as a market for Canadian products but also as an area with a remarkably high output of new products and new ideas that are applicable in Canadian industry—applicable especially in the form of technical, licensing and knowhow agreements. This article gives examples from Sweden, Denmark, Norway and Finland, and suggests how Canadian manufacturers can find out about other products and processes within their own special sectors.

The faster an industrial economy develops, the more it needs to import technology. Canada provides an example of the benefits of an inflow of patents, licences and knowhow not only in the early stages of development but also when industrialization is well-advanced and specialized. Today we have a two-

way flow, exporting technology for making timber-frame houses, nuclear reactors and synthetic rubber, and at the same time importing technology in the form of production-sharing agreements at government level in defence and the automobile industry, and technical, licensing and knowhow arrangements between Canadian and foreign companies.

One of the world's three most advanced areas industrially is Scandinavia, which is therefore particularly interesting as a source of technology. The area is remarkably similar to Canada in population, gross national product, standard of living and geology. And just as Canada is divided into four or more regions economically, so is Scandinavia. Denmark, for example, has practically none of the ores, forests or other industrial materials on which

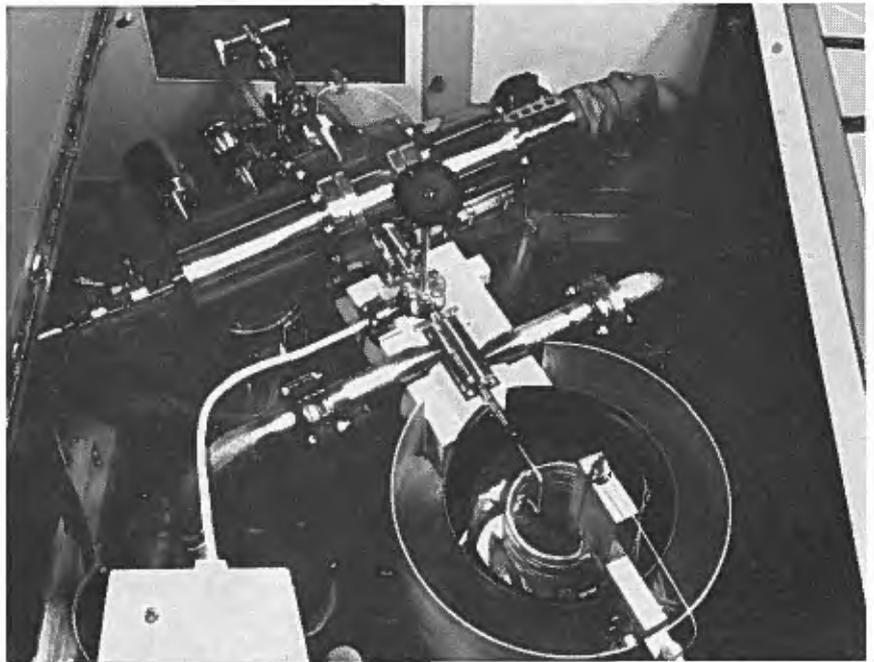
Sweden, Norway and Finland have prospered, and has therefore developed its own distinctive industrial pattern.

**How can Canadians draw on Scandinavia as a source of technology?** Action can be taken both by individual companies and by federal and provincial departments, both at home in Canada and on the spot in Scandinavia. The method requiring least effort is to follow suitable publications. A monthly listing, "New Products Bulletin", showing manufacturing opportunities available to Canadian businessmen is obtainable from the Industrial and Trade Inquiries Division, Industry Trade and Traffic Services Branch, Department of Industry, Trade and Commerce, Ottawa. Similar publications are available from many of the provincial governments. In addition, each of the four Scandinavian countries publishes an English-language export magazine of high standard that can be scanned for ideas. When a suitable product or system is found, action needs to be taken promptly because competition for licences can be keen.

If a Canadian company knows the kind of product it is looking for and can define it fairly closely, a statement can be sent to the appropriate sections of the Federation of Industries in each of the Scandinavian countries, to the Patent Offices, inventors' associations, academies of engineering sciences and to the banks. An advertisement can be inserted in one or more suitable technical or trade paper. Specialized exhibitions can be identified and contacts made there.

**The natural climax to such an effort is a visit to Scandinavia,** and Trade Commissioners can do a great deal to ensure that a visit is a rewarding one.

Canadian federal and provincial authorities have been making steady efforts for several years to bring Scandinavian technology to Canada in another way—through the establishment of branch plants in Canada. Companies in the territory have been informed of the services and financial assistance available in Canada if they manufacture there, and an increasing interest is noted. Such branch plants not only increase Canadian production, but also provide a link with and entrée to expertise in Scandinavia and directly stimulate Canadian exports to that area.



*Another example of Scandinavion knowhow is this combined gas chromatograph-mass spectrometer, produced by LKB-Produkter AB of Stockholm. The mochine onlyses orgonic ond bio-medicol compounds ond was developed in Stockholm.*

What has been said so far applies to the whole of Scandinavia. Each of the four countries, however, has specialized areas of the economy that offer the best opportunities for Canadian companies, and each country will now be considered by itself.

**Sweden**—A quip on Scandinavian co-operation earlier this century—that Norwegians invent it, Swedes produce it and Danes sell it—would not be accepted by Swedes today. The Swedes (with the Swiss) make more patent applications per capita than the people of any other country. They would also claim as Swedish the invention, for example, of basic processes in both steel and wood-pulp production.

A high proportion of Swedish industry is based on a key invention by a Swede, such as the Swedish Match Company on Pasch's safety match, but more especially in engineering—SKF on Wingquist's self-aligning ball bearing, AGA on Dalen's automatic lighthouse beacon, the separation methods as used by Alfa-Laval AB, ASEA on Wenstrom's three-phase electric motor, L. M. Ericsson on the crossbar system of switching for telephone exchanges, C. E. Johansson on its founder's gauge-block set, Facit on the keyboard calculating machine, and the Electrolux refrigerator on the von Platen-Munthe absorption system without moving

parts. These companies were often built up by men who were more than inventors—they knew how to make their ideas work, get them into production, and sell them worldwide.

There are still Swedish inventors who are building up businesses around their own inventions, such as Elis Linden with his crane that raises itself up as the building grows, and Tetra Pak with milk cartons. Most of today's new products however are developed by the major companies—long distance power-transmission by an ASEA team, computer-controlled telephone exchanges by L. M. Ericsson, the Kaldo oxygen process of steelmaking by Stora Kopparberg, a fish protein concentrate and the Xylocain anaesthetic by Astra. Often they are a spin-off of collaboration with a government project—such as AGA's heat camera from defence work—or have been worked out with university research departments.

Which product sectors are the Swedes especially trying to develop—and are therefore of greatest interest to Canadians as a source of technology? The short general answer is: new and advanced sectors. Special steels and special papers are still important, but official reports lay greater stress on electrical technology, oceanography and medical electronics. Prospecting for oil and gas, both on land and offshore, is

the object of substantial investments. Equipment to meet air and water pollution is being developed—for world as much as for home markets. Interest is, however, by no means confined to these products—indeed, both state and private enterprise have formed companies specifically to select growth ideas and finance their development.

Swedes have also established their own private window on North America, basically to keep track of technological innovations there but also to look for joint-venture partners for Swedish ideas. This is the Swedish Industrial Development Corporation (SID) in New York, and it could well be worth some attention from Canadian industry.

**Denmark**—With a farm economy only 10 years ago, Denmark is now predominantly industrial, even though it has no raw material resources such as ores or hydroelectric power. Moreover, the country is a net exporter of knowhow, as a result mainly of an export drive started three years ago by the Federation of Danish Industries to spread technical information on licences, expertise and turnkey plans that Danish companies can export. Today, more than 130 Danish companies are offering licences and complete plants for food, tobacco, beverages, textiles and clothing, footwear, furnitures, plastics, office equipment and building materials and components. The sale of expertise is expected to earn at least \$140 million over the next five years and probably twice as much—not counting the direct exports in machinery and equipment that normally accompany the sale of a licence.

A Canadian company recently concluded an agreement with a Danish firm for a prefabricated concrete building system, and Canadian companies are also negotiating for Danish farm equipment, printing machines, electronics and various industrial products.

**Norway**—Skiing, whaling and cheese slicers are not the only innovations of undisputed Norwegian origin to have won worldwide recognition. There have also been the Sodeberg electrode, the Tysland Hole furnace for the electric smelting of pig iron, and the Birkeland-Eyde process (now abandoned) for the extraction of nitrogen from the air. Today government and industry

have joined hands to produce a wide range of new products.

In medicine Norway has developed a meter for measuring blood-flow in surgically exposed but otherwise intact blood vessels, for use in heart surgery, with heart-lung machines and artificial kidneys and for experimental research. Other new medical products are a cardioscope, and a gastro-intestinal pacemaker for stimulating peristaltic movements.

The Triphone, introduced in 1967, is the world's first loud-soft-handset intercom in one piece. An automatic drawing machine for shipyards has been developed by Kongsberg Vapenfabrikk. A new cash register has electronic circuits replacing most of its mechanical parts. Tandberg language laboratories combine tape technology with transistorized audio amplification and communication, and are used in 25 countries.

The fishing industry has given rise to the development of new sonar and fish detectors, and of fish-processing machines for washing, skinning, filleting, smoking and, especially, refrigerating. A motor saw designed specifically for trimming branches from trees is claimed to save a third of a lumberjack's time. A new rotary power-mower cuts the lawn with wires instead of blades and eliminates the danger of stones and other hard objects being thrown out.

**Finland**—This country is traditionally dependent on its forests, and has in its forest industries research laboratory near Helsinki one of the best-equipped

such institutions in the world. In the production of board-making machinery and grinders for mechanical pulp the Finnish company Tampella is competing in all world markets. and the consortium formed by Tampella with Valmet and Ahlstrom is the world's biggest supplier of pulp and paper machinery.

Finns attach great importance to their "new" industries diversifying away from forest products. The electronics industry, for example, has world exports both of color television receivers for entertainment and of advanced instruments for industrial and professional use.

The Trade Commissioner Service—the overseas arm of the Department—is keen to advise industrialists about the availability for export of equipment or technology in Scandinavia, and to report on the local company's standing.

**Economic forecasts envisage the emergence of three or four post-industrial areas in the decade ahead.** These are the countries that will produce and market ideas, techniques and prototypes, leaving other countries to be the world's workshops, producing in volume. One of these post-industrial areas of the future—areas of advanced technology—is Scandinavia, especially Sweden and Denmark; another includes the major industrial part of Canada. Increasingly these areas will find scope for collaboration, both as centers for developing ideas in collaboration, and as workshops sharing joint ventures. It is not too soon to start forging those links now.

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## The Science of Survival

A conference of interest to food processors and food equipment manufacturers will take place in Washington this August. Its purpose is to speed efforts to solve world food requirements by creating nutritional and acceptable additions to the traditional families of foodstuffs.

It is also an opportunity for manufacturers and processors to display their products and to keep in touch with long-range world food planning and innovations. By the year 2000 the world will have to feed an estimated seven billion people, double

the present population. New food from plants, animal life and even microbial sources will have to be found. This will involve new processing techniques, and new ways to package, preserve and transport foods.

About 3,000 scientists and technologists from more than 50 countries are expected to attend this third International Congress of Food Science and Technology, to be held August 9 to 15. Primarily a scientific meeting, a big display of equipment is also planned.

# Foreign Commercial Representatives in Canada

## ARGENTINA

Economic Counsellor's Office  
Embassy of Argentina  
211 Stewart St.  
**Ottawa 2**

## AUSTRALIA

Commercial Counsellor and Australian  
Government Trade Commissioner  
Australian High Commission  
90 Sparks St.  
**Ottawa**

Australian Government Trade Commissioner  
Canadian Imperial Bank of Commerce Bldg.  
1155 Dorchester Blvd. W.  
**Montreal**

Australian Government Trade Commissioner  
Burrard Bldg., Suite 608  
1030 West Georgia St.  
**Vancouver**

## AUSTRIA

Embassy of Austria  
445 Wilbrod St.  
**Ottawa 2**

Consulate of Austria  
1132 Kensington Rd. N.W.  
**Calgary**

Consulate of Austria  
526 Young Ave.  
**Halifax**

Austrian Trade Delegate  
630 Dorchester Blvd. W., Suite 2275  
**Montreal**

Austrian Consulate General  
National Trust Bldg.  
1350 Sherbrooke St. W.  
**Montreal**

Austrian Trade Delegate  
62 Richmond St. W., Suite 616  
**Toronto**

Consulate of Austria  
525 Seymour St.  
**Vancouver**

Consulate of Austria  
54 Harrow St.  
**Winnipeg**

## BELGIUM

Counsellor, Belgian Embassy  
85 Range Rd.  
**Ottawa 2**

Consul General of Belgium  
913 Royal Bank of Canada Bldg.,  
Place Ville Marie  
**Montreal**

Consul General of Belgium  
8 King St. E., Suite 1901  
**Toronto**

Consul General of Belgium  
Baxter Bldg., Rm. 916  
1111 West Hastings St.  
**Vancouver**

## BOLIVIA

Consul General  
Consulate General of Bolivia  
4866 Cote des Neiges, Apt. 903  
**Montreal 26**

## BRAZIL

Office of the Commercial Attaché  
Brazilian Embassy  
450 Wilbrod St.  
**Ottawa 2**

Brazilian Consulate General  
1 Place Ville Marie, Suite 1505  
**Montreal**

Brazilian Consulate  
508/10 Rogers Bldg.  
470 Granville St.  
**Vancouver**

## BRITAIN

Minister (Commercial)  
British High Commission  
80 Elgin St.  
**Ottawa**

The British Trade Commissioner in Alberta  
Bank of Montreal Bldg., Suite 600  
101st and Jasper Ave.  
**Edmonton**

The British Trade Commissioner in  
the Atlantic Provinces  
Centennial Bldg., 10th Fl.  
1645 Granville St.  
**Halifax**

The Senior British Trade Commissioner  
in the Province of Quebec  
635 Dorchester Blvd. W.  
**Montreal**

The British Trade Commissioner  
in Saskatchewan  
815 Avord Tower  
2002 Victoria Ave.  
**Regina**

The Senior British Trade Commissioner  
in Ontario  
200 University Ave.  
**Toronto**

The Principal British Trade Commissioner  
in British Columbia  
Bank of Nova Scotia Bldg.  
602 West Hastings St.  
**Vancouver**

The British Trade Commissioner in Manitoba  
Monarch Life Bldg., 4th Fl.  
333 Broadway Ave.  
**Winnipeg**

## BULGARIA

Bulgarian Trade Commission  
1550 Maisonneuve Blvd. W., Suite 210  
**Montreal**

## BURMA

Embassy of the Union of Burma  
Royal Trust Bldg.  
116 Albert St.  
**Ottawa**

## CEYLON

Commercial Secretary, High Commission  
of Ceylon  
85 Range Rd., Suites 103-104  
**Ottawa 2**

## CHILE

Embassy of Chile  
56 Sparks St., Suite 204  
**Ottawa**

Consulate General of Chile  
1745 Cedar Ave., Apt. 101  
**Montreal**

Consul of Chile  
1575 West Sixth Ave.  
**Vancouver**

Consul of Chile  
106 Niagara St.  
**Winnipeg**

## CHINA (TAIWAN), REPUBLIC OF

Economic Counsellor  
Embassy of the Republic of China  
85 Range Rd., Suite 406  
**Ottawa 2**

Consul General of the Republic of China  
510 West Hastings St.  
**Vancouver**

## COLOMBIA

First Secretary and Consul  
Embassy of Colombia  
140 Wellington St., Suite 112  
**Ottawa**

Consul General of Colombia  
1500 Stanley St., Suite 320  
**Montreal**

Consul of Colombia  
67 Yonge St., Suite 726  
**Toronto**

Vice-Consul of Colombia  
2705 West 22nd Ave.  
**Vancouver**

**COSTA RICA**

Consul General of Costa Rica  
555 Maple Ave., St. Lambert  
**Montreal**

**CUBA**

Cuban Trade Commissioner  
3737 Metropolitan Blvd. E., Suite 1200  
Ville St. Michel  
**Montreal**

**CZECHOSLOVAKIA**

Office of the Czechoslovak Trade  
Commissioner  
1280 St. Mark St.  
**Montreal**

**DENMARK**

Royal Danish Embassy  
85 Range Rd., Suite 702  
**Ottawa 2**

Royal Danish Consulate General  
1245 Sherbrooke St. W., Suite 1525  
**Montreal 109**

Royal Danish Consulate  
151 Bloor St. W.  
**Toronto 5**

Royal Danish Consulate  
1201 West Pender St.  
**Vancouver 1**

**DOMINICAN REPUBLIC**

Consul General of the Dominican Republic  
6609a St. Hubert St.  
**Montreal**

**EASTERN CARIBBEAN COMMISSION  
(Leeward and Windward Islands)**

Commissioner, Eastern Caribbean  
Commission  
14 Frontenac St., Place Bonaventure  
P.O. Box 286  
**Montreal 114**

**ECUADOR**

Chargé d'Affaires, Embassy of Ecuador  
56 Sparks St., Rm. 728  
**Ottawa**

Consul General of Ecuador  
2150 Maisonnette Blvd., Apt. 1105  
**Montreal**

Honorary Consul of Ecuador  
3000 Yonge St.  
**Toronto**

Honorary Consul of Ecuador  
1480 Arbutus St., Apt. 1  
**Vancouver**

**EL SALVADOR**

Consul General of El Salvador  
1255 University St., Rm. 926  
**Montreal**

**FINLAND**

Embassy of Finland  
85 Range Rd.  
**Ottawa 2**

Trade Commissioner for Finland  
1010 St. Catherine St. W., Suite 1114  
**Montreal**

**FRANCE**

Commercial Counsellor to  
the French Embassy  
10 John St.  
**Ottawa**

Commercial Counsellor of France  
Place Bonaventure, 32 Farnham  
P.O. Box 177  
**Montreal 3**

Commercial Counsellor of France  
185 Bay St.  
**Toronto**

French Trade Commissioner  
736 Granville St., Suite 1216  
**Vancouver**

**GERMANY**

Commercial Counsellor, Embassy of  
the Federal Republic of Germany  
1 Waverley St.  
**Ottawa**

Consulate of  
the Federal Republic of Germany  
11618 100th Ave.  
**Edmonton**

Consulate of  
the Federal Republic of Germany  
1541 Barrington St.  
**Halifax**

Trade Commissioner  
Consulate General of  
the Federal Republic of Germany  
1545 McGregor St.  
Mail: 1501 McGregor St.  
**Montreal**

Consulate General of  
the Federal Republic of Germany  
50 Prince Arthur Ave., S. 206  
Mail: 77 Admiral Road  
**Toronto**

Consulate of  
the Federal Republic of Germany  
22 Poplar Ave.  
**St. John's**

Consulate of  
the Federal Republic of Germany  
National Trust Bldg.  
325 Howe St.  
**Vancouver**

Consulate of  
the Federal Republic of Germany  
421 King St. N.  
**Waterloo, Ontario**

Consulate of  
the Federal Republic of Germany  
424 Wellington Cres.  
**Winnipeg**

**GHANA**

Counsellor, Office of  
the High Commissioner for Ghana  
85 Range Rd., Suite 810  
**Ottawa 2**

**GREECE**

Royal Greek Embassy  
Chateau Laurier, Suite 110  
**Ottawa**

**GUATEMALA**

Consul General of Guatemala  
5165 Sherbrooke St. W., Suite 407  
**Montreal**

**HAITI**

Commercial Attaché, Embassy of Haiti  
150 Driveway, Apt. 111  
**Ottawa**

Consul General  
Consulate General of Haiti  
1500 St. Catherine St. W.  
**Montreal 12**

Consul General, Consulate General of Haiti  
1005 St. Louis Rd.  
**Quebec**

**HONDURAS**

Consul General, Consulate General of the  
Republic of Honduras  
1225 St. Mark St., Suite 101  
**Montreal**

Honorary Consul, Consulate of Honduras  
25 Adelaide St. E., 19th Fl.  
**Toronto**

**HUNGARY**

Hungarian Trade Commission  
1390 Pine Ave. W.  
**Montreal**

**INDIA**

Second Secretary (Commercial)  
Office of the High Commissioner for India  
200 MacLaren St.  
**Ottawa**

Trade Commissioner for India  
924 West Hastings St., 2nd Fl.  
**Vancouver**

**INDONESIA**

First Secretary  
Economic Affairs, Indonesian Embassy  
Box 233, Terminal A  
**Ottawa**

**IRAN**

Imperial Embassy of Iran  
85 Range Rd., Apt. 502  
**Ottawa 2**

**IRAQ**

Third Secretary  
Embassy of India—Iraqi Interest Section  
1801 P St. N.W.  
Washington, D.C. 20036

**IRELAND**

Irish Trade Representative  
(Irish Export Board)  
2100 Drummond St.  
Montreal

**ISRAEL**

Consul and Trade Commissioner of Israel  
1555 McGregor St.  
Montreal

Consul for Economic Affairs of Israel  
200 Bay St.  
Toronto

**ITALY**

Commercial Counsellor and  
Senior Trade Commissioner  
Embassy of Italy  
172 MacLaren St.  
Ottawa

Consul and Trade Commissioner for Italy  
800 Place Victoria, Suite 3423  
Montreal

Italian Trade Commissioner  
100 University Ave., Suite 510  
Toronto

Italian Trade Commissioner  
736 Granville St., Suite 407  
Vancouver

**JAMAICA**

First Secretary, Office of  
the High Commissioner for Jamaica  
85 Range Rd., Suite 203  
Ottawa 2

**JAPAN**

First Secretary (Commercial)  
Embassy of Japan  
75 Albert St.  
Ottawa

Consulate of Japan  
Toronto-Dominion Bank Bldg., 5th Fl.  
10004 Jasper Ave.  
Edmonton

Consulate General of Japan  
1155 Dorchester Boulevard West, Suite 2001  
Montreal

Consulate General of Japan  
Toronto-Dominion Centre, Suite 1803  
P.O. Box 10  
Toronto 1

Consulate General of Japan  
409 Granville St., Rm. 1211  
Vancouver

Consulate of Japan  
Tribune Bldg., Rm. 301  
Winnipeg

**LEBANON**

Embassy of Lebanon  
660 Lyon St.  
Ottawa

**KOREA**

Second Secretary and Consul  
Embassy of the Republic of Korea  
151 Slater St.  
Ottawa

**LUXEMBOURG**

Consul General of  
the Grand Duchy of Luxembourg  
3877 Draper Ave.  
Montreal

**MALAYSIA**

Counsellor (Commercial)  
Embassy of Malaysia  
2401 Massachusetts Ave. N.W.  
Washington, D.C. 20008

**MEXICO**

Embassy of Mexico  
88 Metcalfe St., Rm. 706  
Ottawa

Consulate General of Mexico  
1245 Sherbrooke St. W., Suite 1730  
Montreal

Consulate of Mexico ad honorem  
2040 Terrasse Stuart, Sillery  
Quebec

Consulate of Mexico  
372 Bay St., Suite 309  
Toronto

Consulate of Mexico  
Burrard Bldg., Rm. 607  
1030 West Georgia Street  
Vancouver

**MONACO**

Consul General of Monaco  
810 Tour de la Bourse, Place Victoria  
Montreal

**NETHERLANDS**

Commercial Counsellor  
Embassy of the Netherlands  
Congill Bldg., 3rd Fl.  
275 Slater St.  
Ottawa 4

Netherlands Consulate  
Merit Bldg.  
10008 106th St.  
Edmonton

Netherlands Consulate General  
Place Ville Marie, Rm. 1736  
Montreal

Netherlands Consulate General  
159 Bay St.  
Toronto

Netherlands Consulate General  
475 Howe St.  
Vancouver

**NEW ZEALAND**

New Zealand Government  
Trade Commissioner  
635 Dorchester Blvd. W., Suite 708  
Montreal

New Zealand Government  
Trade Commissioner  
409 Granville St., Suite 615  
Vancouver

**NICARAGUA**

Consul General  
Consulate General of Nicaragua  
3601 Decarie Blvd.  
Montreal

**NORWAY**

Secretary, Royal Norwegian Embassy  
140 Wellington St., Suite 700  
Ottawa

Consul General of Norway  
Royal Norwegian Consulate General  
2112 Place Victoria  
Montreal

Consul General of Norway  
Royal Norwegian Consulate General  
837 West Hastings St.  
Vancouver

**PAKISTAN**

Trade Commissioner for Pakistan  
1230 McGregor St., Suite 606  
Montreal

**PANAMA**

Consul General  
Consulate General of Panama  
5531 Dupuis Ave.  
Montreal

**PERU**

Second Secretary and Consul  
Embassy of Peru  
539 Island Park Dr.  
Ottawa

Honorary Consul General of Peru  
1475 Hollis St.  
Halifax

Honorary Consul of Peru  
4998 Maisonnette Blvd., Apt. 1003  
Montreal

Honorary Consul of Peru  
55 D'Auteuil  
Quebec

Honorary Consul of Peru  
57 Chestnut Park Rd.  
Toronto

Consul General of Peru  
525 Seymour St., Suite 116  
Vancouver

Honorary Consul of Peru  
356 Main St., 4th Fl.  
Winnipeg

**PHILIPPINES**

Philippine Consulate General  
525 Seymour St., Suite 909  
**Vancouver**

**POLAND**

Legation of the Polish  
People's Republic  
443 Daly Ave  
**Ottawa 2**

Commercial Section  
Polish Consulate General  
1500 Stanley St., Suite 315  
**Montreal**

**PORTUGAL**

Embassy of Portugal  
645 Island Park Dr.  
**Ottawa 3**

Consulate of Portugal  
428 Barrington St.  
**Halifax**

Consulate General of Portugal  
4920 Maisonneuve Blvd. W.  
**Montreal 215**

Consulate of Portugal  
P.O. Box 769  
**North Sydney**

Honorary Consulate of Portugal  
c/o Faculté des Lettres  
Université Laval  
**Quebec**

Consulate of Portugal  
King's Bridge Court, Apt. 2D  
**St. John's**

Consulate of Portugal  
159 Bay St., Suite 520  
**Toronto 1**

Consulate of Portugal  
P.O. Box 3019  
**Vancouver 3**

Vice Consulate of Portugal  
239 Rouge St.  
**Winnipeg**

**SOUTH AFRICA**

South African Trade Commission  
800 Dorchester Blvd. W., Suite 1404  
**Montreal 101**

**SAN MARINO**

Consul General of San Marino  
27 McNider Ave.  
**Montreal**

**SPAIN**

Commercial Counsellor to  
the Spanish Embassy  
124 Springfield Rd.  
**Ottawa**

**SWEDEN**

Royal Embassy of Sweden  
140 Wellington St., Suite 604  
**Ottawa**

Royal Consulate General of Sweden  
1155 Dorchester Blvd. W., Suite 800  
**Montreal**

Trade Commissioner for Sweden  
(Eastern Canada)  
94 Cumberland St.  
**Toronto**

Trade Commissioner for Sweden  
(Western Canada)  
Board of Trade Tower, Suite 1004  
1177 West Hastings St.  
**Vancouver**

**SWITZERLAND**

Counsellor, Embassy of Switzerland  
5 Marlborough Ave.  
**Ottawa 2**

Consul General of Switzerland  
1572 McGregor St.  
**Montreal 109**

Consul General of Switzerland  
100 University Ave.  
**Toronto 1**

Consul of Switzerland  
1130 One Bantall Centre  
505 Burrard St.  
**Vancouver 1**

Consul of Switzerland  
Tribune Building  
257 Smith St.  
**Winnipeg 1**

**THAILAND**

Consulate General of Thailand  
1155 Dorchester Blvd. W., Suite 1005  
**Montreal 102**

Consulate of Thailand  
Bank of Canada Bldg.  
250 University Ave.  
**Toronto**

Consulate of Thailand  
608-1445 Marpole Ave.  
**Vancouver**

**TRINIDAD AND TOBAGO**

Trade Commissioner  
1210 Sherbrooke St. W., Suite 200  
**Montreal**

**TURKEY**

Commercial Counsellor, Turkish Embassy  
197 Wurtemberg St.  
**Ottawa 2**

**UNION OF SOVIET  
SOCIALIST REPUBLICS**

Trade Representation of the U.S.S.R.  
in Canada  
24 Blackburn Ave.  
**Ottawa 2**

Trade Representation of the U.S.S.R.  
in Canada  
4370 Pie IX Blvd.  
**Montreal 406, Quebec**

**UNITED STATES**

Commercial Attaché  
Embassy of the United States  
100 Wellington St.  
**Ottawa 4**

Consul General of the United States  
805 8th Ave. S.W.  
**Calgary 2**

Consul General of the United States  
Bank of Nova Scotia Bldg.,  
183-189 Hollis St.  
**Halifax**

Consul General of the United States  
1558 McGregor St.  
**Montreal 109**

Consul General of the United States  
1 Ste. Genevieve Ave.  
**Quebec 4**

Consul General of the United States  
Harbour Bldg., Suite 701  
133 Prince William St.  
**Saint John**

Consul General of the United States  
King's Bridge Rd.  
**St. John's**

Consul General of the United States  
360 University Ave.  
**Toronto 1**

Consul General of the United States  
Burrard Bldg.  
1030 West Georgia St.  
**Vancouver 5**

Consul General of the United States  
Kent Trust Bldg.  
500 Ouellette Ave.  
**Windsor 14**

Consul General of the United States  
6 Donald St.  
**Winnipeg 13**

**URUGUAY**

Chargé d'Affaires a.i.  
124 Springfield Rd., Apt. 102  
**Ottawa**

**VENEZUELA**

Consul General of Venezuela  
1980 Sherbrooke St. W., Rm. 850  
**Montreal**

Consul of Venezuela  
525 Seymour St.  
**Vancouver**

**YUGOSLAVIA**

Embassy of the Socialist Federal  
Republic of Yugoslavia  
17 Blackburn Ave.  
**Ottawa 2**

Consul General of the SFR of Yugoslavia  
377 Spadina Rd.  
**Toronto**

# New England Sailors Go Canadian

It's no use keeping your products under wraps—you have to show them to sell. And 11 Canadian boat builders who exhibited at the New England Herald-Traveler Boat Show in Boston this spring realized almost \$200,000 in on-site sales and projected sales of \$2 million.

This was the first time that the Canadian Department of Industry, Trade and Commerce sponsored an exhibit at the Boston Show, although it has been taking Canadian builders to boat shows in the U.S. for many years.

Canada's exhibit at Boston covered 4,000 square feet and featured sail craft, small power craft, canoes and novelty boats like the Sea Cycle built by Industries Sauriol Ltée. of Laval, Quebec. The exhibit was supported by the Department's national and local advertising campaigns aimed at both dealers and consumers. Over 1,200 special invitations were sent to potential customers to visit the Canada stand and during the show's ten days some 12,000 booklets with information on Canadian boats were distributed.

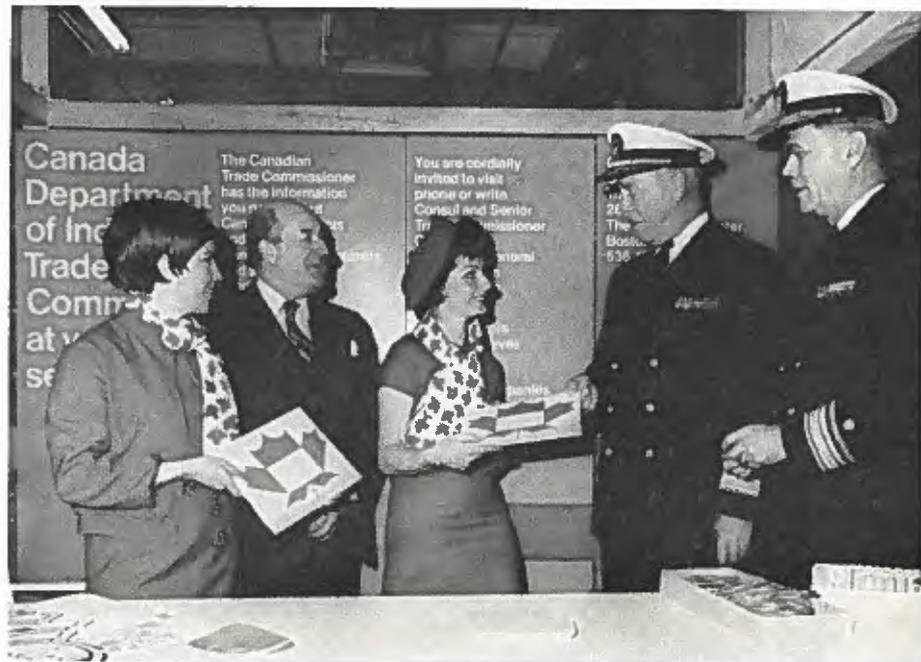
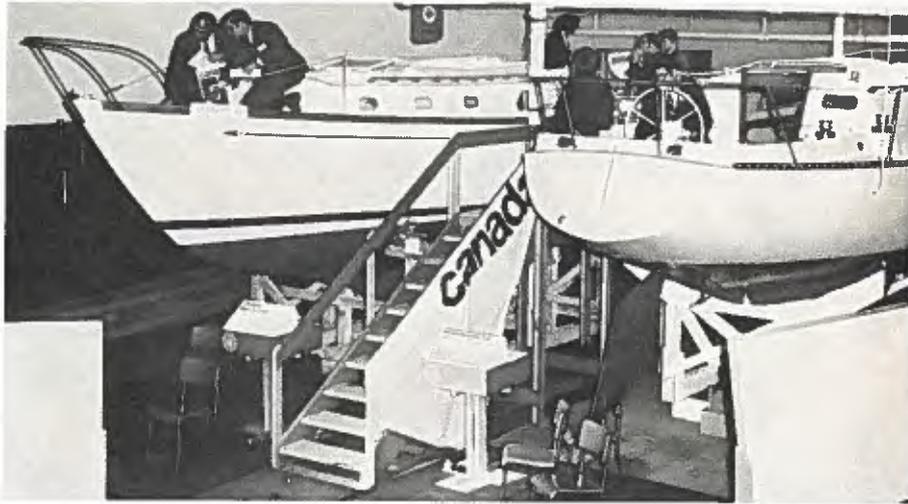
The Boston Show is recognized as the largest retail show in North America. Attendance this year topped 300,000.

More than \$3 billion was spent in the U.S. last year for boats and allied equipment and Canada has been obtaining a growing portion of this vast market.

*Two Canadian yachts that attracted much attention at the Boston show, the Douglas 31 by Douglas Marine Craft of Port Stanley, Ontario, and the Redwing 35 by Hinterhoeller Ltd. of Niagara-on-the-Lake, Ontario. Both of these racing-cruising craft were sold in the Boston area.*

*Sold a number of times over at the show was the Hobo houseboat by G. A. Pawson Limited of Waterloo, Ontario. This boat is recognized as one of the most compact, but complete houseboats in the industry.*

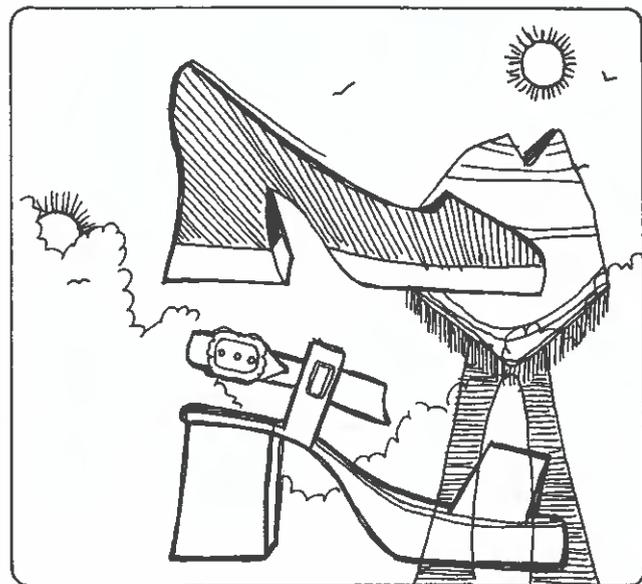
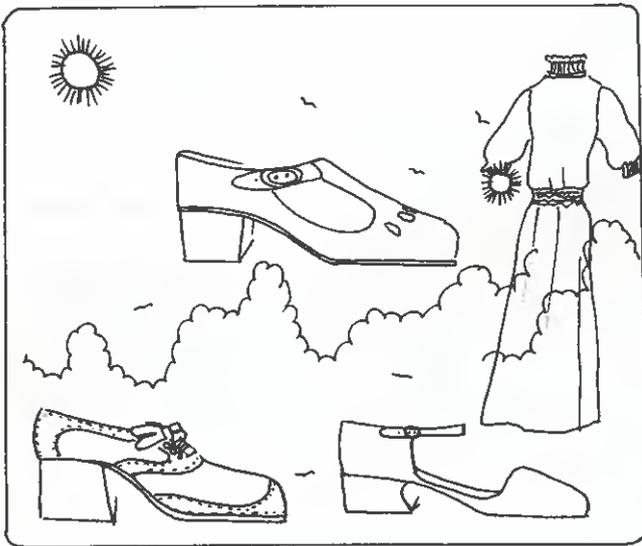
*Canadian exhibit hostesses Cheryl Frost and Darlene Macdonald flank Canadian Consul Stuart Heinsley as they welcome visiting U.S. Navy officers to the Canada stand. Rear Admiral Joseph C. Wylie, Commandant, First Naval District (N.E.) and Rear Admiral William B. Ellis, Commander, First Coast Guard District, visited the Canada exhibit immediately after participating in the official show opening.*



# Shoe Biz in New York

Manufacturers must design their products for the total look; this means constant study of fashion trends. Success could be rewarding.

DENIS V. BACHAND  
Vice Consul and Assistant Trade Commissioner, New York



Recently I accompanied several New York shoe buyers to the Canadian Shoe Fair at Place Bonaventure, Montreal. This article is the result of several interviews and informal discussion with these buyers.

A New York ladies' shoe buyer spends much time each year researching new ideas and concepts in various countries of Europe, and he makes a point of not missing the large shoe shows in the United States. He keeps a close working relationship with his departmental salesmen or retailers and, most of all, he keeps in close contact with the consumer.

He describes his consumer as a young, vital and involved woman who has gained a new awareness of her body. She has a mind of her own, and the security and confidence to express her individuality. "See-through" dresses, enhanced by sophisticated body jewellery, add variety to the collection of smart-looking minis and maxis, with several in-betweens that go anywhere from the top of the calf to about 12 inches from the floor.

This freedom in a woman's choice of ways to dress is exercised today to the fullest and she will shop around until she finds exactly what she is looking for.

What then is she looking for! And, more important, what does this have to do with shoes!

This is precisely what this new fashion philosophy is all about. The typical trend-setting young woman of today no longer buys a pair of shoes, or a dress, or a handbag. She buys a "total look"—belts, scarves, chains, shirts, sweaters, vests, pants and shirts. It is completed by the coiffure and make-up and, most importantly, by the leg and shoe.

The significant result of this behavioral change is that shoes are no longer retailed exclusively in shoe salons. One of the most prominent fashion retail firms in New York is calling its exclusive shop the "General Store" because it is just that. It features no products, but "looks".

Shoes are bought by this and other stores only on the basis of their relationship to a look featured in that store.

For a Canadian shoe manufacturer this means that, at this time, the probability of selling one or several items in his collection depends largely on whether the styling fits into the buyer's "look".

It is more important now than ever before in merchandising history for the shoe manufacturer to keep an eye on what is happening in the world of fashion in general and what is happening to the female consumer. It is up to his designer to keep ahead of the trends and to anticipate the look for the coming season. The manufacturer should stop thinking in terms of a nude woman with shoes on her feet and start thinking of the clothes she is buying and wearing.

The Canadian shoe manufacturer who wants to sell to New York should first visit Seventh Avenue (the garment district). He should realistically assess the fashion picture in New York in terms of the type of line he manufactures, the price range his product is in and the customer he is trying to reach. He will probably find that his Canadian collection does not stand a chance in New York without some adaptation and perhaps new models will have to be created to meet particular needs. Failure to recognize this has resulted in many expensive and frustrating attempts to sell both in New York and elsewhere in the United States.

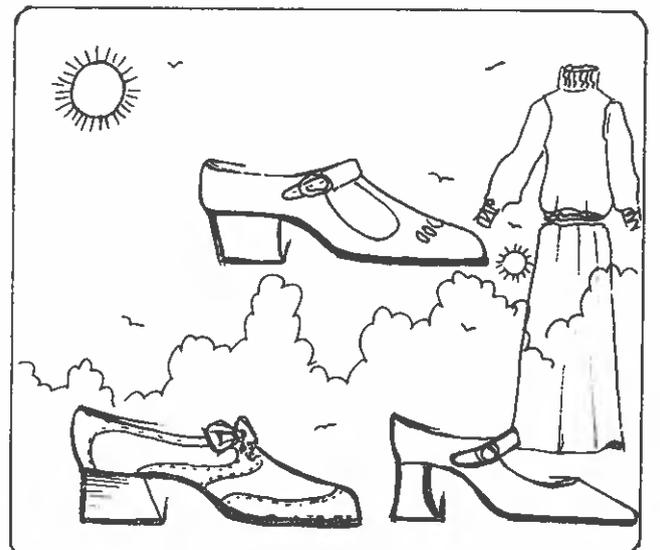
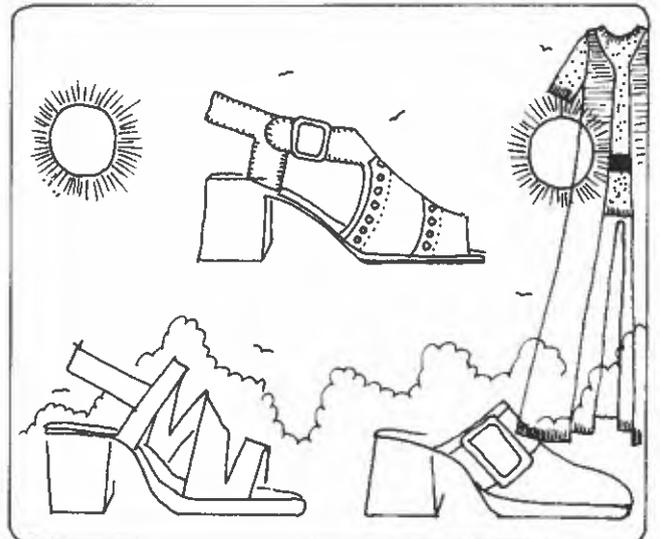
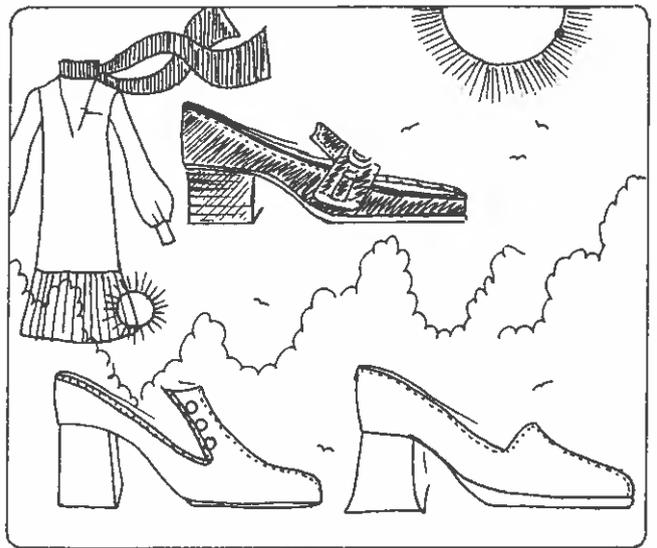
Such Americanization does not mean, however, that the Canadian designer should copy what he sees here. The same creativity will have to be expressed as before, but this time inspired by American tastes in fashion instead of a strictly Canadian outlook.

Visiting, reviewing, assessing and above all, persevering, to creatively adapt his styling to the New York market may be a long-term project, but the payoff can be gratifying, as one Canadian designer can now testify. In March last year he came to New York with his collection, which was rejected. He decided to look around, studying the situation and requirements and attending a fashion show. He came back to New York two months later, but again failed to sell. Then, in September at the Canadian Shoe Fair in Montreal, two buyers with the New York mission showed some interest, and, two weeks later, the designer came to New York again, this time to sell. Five shoes in his collection were bought by the most prestigious boutique in New York and will appear in its 1970 Spring Collection. The designer estimates that this first sale will recoup only about a third or a quarter of his expenses last year, but as soon as his line is actually on the market, he is depending on us to follow up with solid promotion.

The Canadian manufacturer of ladies' shoes who is hopeful of selling to the tremendously rich American market should realize that the new trend is to the total look.

He must also realize that his Canadian collection will have to be adapted to a different environment. This adaptation can only be the result of a careful survey of fashion trends in clothing and hair styling as expressed in fashion shows in New York throughout the year. Canadian shoes must become an integral part of the total look that appeals to the consumer, and it is up to the Canadian manufacturer to adapt his designs to fit into this picture.

If you feel that your product is capable of competing in this market, then we would like to hear from you at the Canadian Consulate General, Commercial Division, 680 Fifth Avenue, New York, N.Y. 10019.



# Pacific Rim Mission Studies Tourist Developments

*Members of the hotel equipment mission last March to the Pacific Rim area found that Canada's image there is very favorable. Here Cec Terrell, mission leader, studies routes.*



Seven members of Canada's hotel equipment industry made a tour of the Pacific Rim countries this past March under the sponsorship of the Department of Industry, Trade and Commerce. The mission was geared to help Canadian industry establish vital contacts with South East Asian markets and investigate future and present sales opportunities. Accompanying them and representing the Department was V. Joseph Pelisek of the Fairs and Missions Branch, who reports here under the headings that the mission was asked to study. The official report, compiled by the members, will be released later.

The itinerary called for visits to Hong Kong; Taipei, Taiwan; Manila, the Philippines; Bangkok, Thailand; Kuala Lumpur, Malaysia; Singapore; Sydney, Australia and Nandi and Suva, Fiji Islands. In addition some of the members visited Perth and Melbourne, Australia and Wellington and Auckland, New Zealand.

The press, newspaper, radio and television coverage was impressive and the interest in Canada generally, and the mission specifically, was much more than most of the members expected. It can be said without exaggeration that Canada's image in the Pacific Rim area is extremely favorable. But let us take a close look at the mission's objectives and conclusions.

**Marketing Methods and Techniques**—Local representation is essential in all areas visited. Preferably, such repre-

sentation should be exclusive and the distributor prepared to carry stock as well as spares and have servicing capability and display facilities available. In some areas it was agreed that a representative could cover other areas as well—at least to start. For example, Singapore-based agents frequently cover East and West Malaysia and Indonesia in addition to Singapore.

In Australia, however, the most likely way to succeed is by entering into a licensing arrangement. There are many good companies with modern facilities seeking arrangements of this nature. Labor-saving equipment is actively sought as labor itself is in demand.

In all areas contact with architects is essential as they frequently specify the equipment to be used in projects undertaken. It is important to learn where these architects are located as they are not necessarily resident in the country where the development will occur.

**Technical Standards**—In nearly all areas Canadian, American and Japanese standards are acceptable for electrical and mechanical equipment provided they are equivalent to or compatible with the British (Imperial) Standard. Most government specifications specify British Standard.

In Taiwan, Japanese weights and measures are employed in many business transactions, but the Government is promoting the use of a mixture of Chinese and metric measures.

In the Philippines metric as well as the English system is acceptable while U.S. engineering standards are in general use.

In Thailand the metric system is in general use, but Imperial and U.S. measures are sometimes specified in quotations.

**Tastes and Customs**—In all areas the influence of Japan is evidenced by the products in department stores and by the equipment being used. In areas where British influence is or was significant, consumers are conditioned to British products. However, American influence, especially for luxury items, (kitchenware, hardware), is beginning to make itself felt. The Australians too are making a very strong bid to obtain markets in this area.

It was generally felt, however, where price and/or quality is competitive, Canadians should be able to market successfully.

**Distribution Methods**—For consumer products, agents usually appoint sub-agents and/or dealers who are in direct contact with consumers.

For commercial/industrial products, agents utilize their own marketing staffs and facilities.

**Competitive Position**—A wide range of products from many countries is available to this market. Strongly represented are Britain, United States, Japan and European countries with Aus-

tralia moving in. Intensive competition is the result.

Price, rather than quality, is often a major selling factor and speedy delivery is important. Because of these factors, Canadian penetration of the markets will require intensive educational and promotional effort. Canadian firms must act immediately if they are to obtain a share of this market.

**Buyer Purchasing Procedures**—In nearly all areas funds are readily available for most purchases, although in sterling areas exchange control applies to non-sterling countries.

Usual terms of payment vary according to the commodity and status of business. However, irrevocable letters of credit are common although credit terms may have to be given in order to meet competition.

In Taiwan import licenses are required for all goods except those procured by government tender or financed by U.S. AID. In the Philippines, while import licenses are not required, a release certificate issued on behalf of the central bank is needed before goods can be cleared through customs.

**Documentation (Shipping)**—Generally the ordinary commercial invoice for shipment, packing list, insurance policy and the ocean bill of lading (or airway bill) are the only documents required. In some areas consular invoices are required for shipments exceeding certain values and a fee of certification is levied i.e. Taiwan and the Philippines. The Department of Industry, Trade and Commerce manual "How to Win World Markets" should be consulted as it has broad advice on shipping and export costing.

**Internal Taxes**—An important consideration when exploring the possibility of selling in this area is internal taxes. A breakdown of this follows.

**In Taiwan** a customs surtax varying from 20 per cent to 30 per cent of the customs duty is in effect. The surtax on machinery is 26 per cent. Harbor dues of 3.75 per cent ad valorem are in effect.

**Goods imported into the Philippines**, as well as domestic goods, are subject to excise taxes called Percentage Sales Taxes. The rates range from 7 per cent



*Ray Roy (left) and Donald MacDonald listen intently as problems are worked out*

to 100 per cent depending on the classification of the commodities. The higher taxes apply to luxuries.

**Thailand imposes** a business tax on most goods and services including imports and agents' profits. In addition a municipal tax of 10 per cent of the business tax is payable. A profits tax is also payable by the agent of a foreign firm from the profit made by his principals on any transaction.

**In Malaysia** a surtax of 2 per cent ad valorem is applicable to such items as commercial cooking and refrigerator equipment and glasswashers, vending machines, air conditioning equipment and rugs and carpets.

**Fiji has** a port and customs service tax which is payable at the rate of five per cent ad valorem on all imports with the exception of certain essential food items and other specified goods. Excise duties are levied on tobacco, cigarettes, beer, matches and garments manufactured under Excise Control.

**Labelling Regulations**—In the Philippines imported merchandise must clearly indicate the country of origin.

Singapore and Malaysia have no general laws respecting labelling except for certain specified goods.

**Shipping and Transportation Methods**—Nearly all the areas visited were sea ports—an exception being Kuala Lumpur which uses nearby Port Swettenham. It was found that regular shipping from Canada is handled by several lines i.e., P & O, Maersk, Fedsea, etc.

**In some countries, there are special financing arrangements to stimulate the development of tourism, but this is not general.**

The Hong Kong Government has no tourism development program as such and has turned over the planning and development to the private sector. Hong Kong is not guided by any master plan or policies of tax exemptions, protection, low interest loans or other subsidies. The government policy holds that there are sufficient indirect incentives to encourage the necessary development. These include the current low rate of taxation, low labor costs and the strong and growing demand for accommodation. It also will not make loans for tourist development nor will it guarantee them.

The Taiwan Government exempts hotels of international standards from corporate income tax for a period of five years from the date of opening.

Tourism planning in the Philippines is not as advanced as in some other areas. However, the government has promised strong support and the Philippine Hotel and Restaurant Association is hopeful of legislative action this year. Apparently a number of individual plans exist, but they were not in operation when the mission visited.

The Thailand Government has formulated a tourist development plan for the 1969-74 period to attract more tourists and extend their lengths of stay. To accomplish this they are encouraging investment in the hotel in-

*Ray Roy, team veteran, emphasizes an important point for the other members.*



dustry through tax credits, low interest loans and special customs duties; intensifying publicity campaigns; establishing new tourist offices.

Malaysia's plans for tourism development are going forward and progress is being made towards establishing tourist attractions. At present a 500-room Hilton Hotel is under construction and another, the Merlin, is planning a 300-room extension. Similar units in other parts of the country are being encouraged by the government. Incentives are available for investment in both the equipment manufacturing industry and hotel construction. Investments qualifying for pioneer status can receive tax holidays of up to seven years while virtually all investments are liable for investment tax credits.

The Singapore Government, through the Economic Development Board and the Development Bank of Singapore, has participated in the financing of hotel projects. However, it is anticipated that the government will not participate in any more hotel projects unless they meet very stringent requirements. Local capital for investment in hotel projects has been readily available. The government does appear interested, however, in financing some further tourist related projects such as resort-type hotels and convention facilities.

The Fiji Government recognizes the desirability of an expanding tourist industry and supports it strongly. As an example it is giving grants toward the cost of the construction of new hotels and extension of existing hotels under the Hotels Aid Ordinance.

**Special Competitive Difficulties**—The most obvious competitive difficulty Canada faces from such countries as Australia, Japan, Hong Kong, etc. is the extra shipping costs.

It was also found that Canada faces stiff competition in these markets from Australia, New Zealand and Britain, who are encouraged by export incentives.

The Philippines grant the U.S. preferential treatment under which duties on U.S. goods are 90 per cent of the most-favored-nation tariff rate. However, as of January 1, 1974, a 100 per cent rate will apply.

Canada's and other countries' strongest competitor for markets in South East Asia is Japan. Because of various factors, including proximity to market and prices, Japan dominates trade in this area.

**Advertising**—Selected advertising is recommended and is normally considered necessary for the introduction of new products. Many feel that trade journals are the best media for introducing most commercial/industrial equipment.

Because of the tropical or semi-tropical climates and high humidity of these areas, packaging should be weatherproof and in the case of individual cartoning, sealed in waterproof paper. Metal goods should especially be treated to overcome these factors.

Where possible prices should be either c.i.f. or f.o.b. and quoted in the local currency. However, quotations in Canadian or U.S. dollars are acceptable.



*Cec Terrel works out problems with Joe Pelisek, of the Trade Missions Division, who was project manager. Members found that, as a mission, more doors were opened, markets seen at first hand.*

## Mission Members

**R. A. Prowse**  
President  
Garland Commercial Ranges Limited

*Commercial gas and electric cooking equipment, ranges, broilers, deep fat fryers, deck ovens.*

**C. L. Hagedorn**  
President  
Wade International Limited

*Drainage products, drinking fountain systems, shower room systems, pipe supporting systems, washroom accessories, vari-purpose corridor modules and gymnasium equipment.*

**C. F. Terrell**  
Vice-President  
Export Division  
Canadian Coleman Company Limited  
(Mission leader)

*Lanterns, lamps, heaters, furnaces, insulated food and beverage containers, air conditioners.*

**W. Bardeau**  
President  
Bardeau Limited

*Toas/Treat machine, waffle baker, sandwich toaster, meat cooker, coffee brewer, coffee stove, roll-a-grill roll warmer, butter spreader, flash steamer, tomato slicer.*

**R. Roy**  
Vice-President  
Foster Refrigerator International Limited

*All aluminum refrigerators, freezers, beverage coolers, laboratory and blood bank freezers, walk-ins.*

**D. MacDonald**  
General Administrative Manager  
Fabrics Marketing Division  
Chemcell Limited

*Cellulose acetate and tricetate flake, acetate, triacetate and polypropylene filament yarn and staple fibers; cigarette tow; textured yarns.*

**A. B. Moyer**  
President  
Moyer Diebel Metalcrafts Limited

*Hot beverage vender, cold snack vender, cold fruit drink machine, large chip vender, small coffee and hot beverage machine, carbonated cold drink machine, spraying automatic glass washing machine.*

**V. Joseph Pelisek**  
Missions Division,  
Fairs and Missions Branch  
Department of Industry, Trade and Commerce  
(Department representative)

# Trade Lines

**A Cdn.\$1 million experimental plant for the production of cellulose will be built in Moss, Norway by Kamy AB of Karlstad.** The plant will begin production in 1971, with the co-operation of M. Peterson & Son of Moss, who will supply raw materials, steam and power for the new plant and will also purchase the sulphite, sulphate and semi-chemical pulp produced—Oslo.

**Inter-German trade in agricultural products increased considerably in 1969.** West Germany imported food products valued at Cdn. \$104.1 million from East Germany, Cdn. \$11 million more than in 1968, while exports to East Germany increased by Cdn. \$26.7 million to Cdn. \$76.6 million. West German exports of cattle and meat increased by Cdn.\$6.6 million to Cdn. \$12.5 million and exports of feed products, mainly oil cakes and oil coarse meal, increased by Cdn. \$11.2 million to Cdn. \$43.3 million—Bonn.

**Hong Kong's booming trade shows continuing growth with exports for February 1970 at Cdn.\$163 million an increase of Cdn.\$35 million over February, 1969.** Imports continued to show strength with a value of Cdn. \$250.6 million, an increase of Cdn.\$68.3 million. Re-exports also continued to rise for a total of Cdn.\$36.8 million, Cdn.\$3.5 million more than February 1969. During the period December 1969 to February 1970, domestic exports totalled Cdn.\$730.4 million, and re-exports Cdn.\$118.2 million—Hong Kong.

**A recently-published detailed map of Central America will promote the exploration and development of the mineral resources of that region.** An accompanying booklet explains the symbols used and gives details of the study upon which the map is based. Scale of the map is 1:2,000,000 and it can be obtained by remitting U.S.\$20 plus postage to Instituto Centro-americano de Investigacion y Tecnologia Industrial (ICAITI), Avenida La Reforma 4-47, Zona 10, Guatemala C.A., and quoting Mapa y Estudios Metalogeneticos de America Central—Guatemala City.

**Target of the Singapore Telephone Board is a ratio of 14 telephones to every 100 people by 1975.** This will more than double the present number of direct exchange lines to more than 200,000. The number of exchanges will increase from 11 to 19. The total cost will be about Cdn.\$14 million—Singapore.

**The U.S.S.R.'s biggest shop for the continuous rolling of seamless steel pipe has gone into operation at Nikopol steelworks.** It occupies an area of over 75 acres and will produce pipe in diameters ranging from 30 to 100

mm. The Soviet Union, the world's largest producer of pipe, manufactured about 11.5 million tons in 1969, with the Ukraine accounting for nearly 50 per cent of the total—Moscow.

**In the last four years four pipe mills have been built in the Soviet Union.** Pipe to a diameter of 2,520 mm. came off a pilot mill in the Ukraine for the first time last year. The tube, large enough to take a small car, will be widely used for the construction of extra-large gas pipelines. A factory to manufacture pipe of this diameter is to be built north of Moscow—Moscow.

**The Bahamian dollar, formerly worth 98 U.S. cents, has now been revalued to be on par with the U.S. dollar at \$2.40 to the pound sterling.** The change followed consultation with officials of the Bank of England. The immediate result has been a two per cent reduction in the price of many goods and of airline fares—Kingston.

**The state-owned Venezuelan Petroleum Corporation recently signed an agreement with the Philadelphia Gas Works to ship approximately 500 million cubic feet daily of liquified natural gas to the U.S.** Deliveries are expected to start in 1974. A Venezuelan liquification storage facility will be built along with the special tankers needed to export the fuel—Caracas.

**Plans are under way to establish 42 new chemical plants in Singapore in the next two years.** Of these 13 will produce food and beverages, 12 will process rubber, plastics and leathers and 17 will handle miscellaneous chemical products. There are now 37 factories manufacturing food and beverages, 27 processing rubber, plastics and leather, seven dealing with petroleum products and 49 in the preparation of pharmaceuticals and other chemicals—Singapore.

**Eaton Manufacturera, S.A., Mexico's top producer of rear axles for trucks, announced plans recently for a Cdn. \$2.7 million investment to install a forge shop at its Toluca plant.** Eaton will then be able to produce 2,000 axles each month, an increase of about 25 per cent over its present capacity. Last year's sales amounted to almost Cdn.\$8.5 million compared with Cdn.\$7.7 million in 1968—Mexico City.

**The Singapore Government-owned Neptune Orient Lines plans to spend about Cdn.\$14 million to buy two 14,000-ton semi-container ships.** They will carry 150 to 200 containers on the Far-East/Britain run and can be converted to full container ships. Neptune Orient Lines, with an eight-ship fleet, plans to spend some Cdn.\$70

million over the next four years on purchasing nine cargo vessels, seven product tankers and two super tankers to enable it to compete effectively with the international shipping companies—Singapore.

**Venezuela is now Latin America's fourth largest steel producer after Mexico, Brazil and Argentina.** Output in 1969 was 850,000 metric tons, up from 747,000 in 1968. This year SIDOR, Venezuela's state-owned steel producer, will invest \$300 million in facilities to make flat products, and by 1977 expects to satisfy 96 per cent of the country's demand for these products—Caracas.

**The Telephone Company of Mexico will instal 156,000 new telephones this year.** The project represents a Cdn. \$103 million investment. The program of enlarging services includes a 757,000 channel kilometer expansion of the long distance circuits for a total of 3.6 million channel kilometers, and the extension of the micro-wave system for a total of 3.1 million channel kilometers. Eleven new micro-wave systems are expected to begin operations this year—Mexico City.

**Colombia will invest nearly U.S.\$100 million over the next ten years in civil aviation.** Half will be invested in the improving and building of airports, U.S.\$10 million for navigation aids and U.S.\$25 million for miscellaneous improvements—Bogota.

**The runway of Hong Kong's Kai Tak Airport will be extended by 2,780 feet to 11,130 feet by early 1973.** This extension is to cost approximately Cdn.\$20 million and is expected to enable Hong Kong to retain its position as one of the major aviation centers in East Asia—Hong Kong.

**Singapore's total trade in 1969 was Cdn.\$943.5 million, the highest ever.** The previous year's total was Cdn. \$770 million. Imports in 1969 of Cdn.\$536 million exceeded exports of Cdn.\$407 million by Cdn.\$172.6 million. An important feature of the trade was the increased flow between Singapore and West Malaysia. Imports from West Malaysia amounted to Cdn.\$93.5 million, up from 1968's total of Cdn.\$69.5 million. Exports increased in 1969 for a total of Cdn.\$66.9 million compared with the 1968 total of Cdn.\$64.9 million—Singapore.

**The Venezuelan (Government) Petroleum Corporation in a four-year program (1971-74) will fully exploit its Campo Boscan oilfield at an estimated cost of \$75 million.** Current daily production is 25,000 barrels which will be increased to 125,000 barrels. A pipeline will be laid and both oil and gas will eventually be supplied to petrochemical plants now under construction. Canadian companies interested in providing technical assistance or supplies for these projects should start looking for suitable partners to establish a consortium or to represent them in Venezuela—Caracas.

**A group of Greek engineers, in association with an Austrian firm, will set up a glasswool insulation plant near Athens** under licence from Saint Gobain—Sodifine of France and Owens Corning Fiberglas Corp. of the United States. The daily output will be 16 tons. The special sand required for the production of glasswool will be imported from Holland—Athens.

**The first Latin American isolated protein plant will be located near Porto Alegre, Brazil.** It is scheduled for an initial output of 1,000 metric tons of proteins per year. The new soybean processing plant will integrate with the vegetable oil factory of the S/A Moinhos Riograndenses (SAMRIG) complex, which also exports soybean grains and meal. This merger creates the largest soybean integrated industrial complex on the continent—Sao Paulo.

**Tunisian imports in 1969 totalled \$269 million, an increase of \$40 million over 1968.** Exports, at \$174 million, were up \$9 million from the previous year. Tunisia's main trading partners were the European Economic Community countries, which accounted for 54 per cent of imports and 55 per cent of exports. Canadian exports to Tunisia totalled \$2.6 million in 1969. Imports of all goods are subject to licensing—Berne.

**A light bulb without a filament has been developed in the U.S.S.R. The filament is replaced by a small ball of tungsten, tantalum carbide, titanium and zirconium.** It is easier to manufacture this ball than to stretch a tungsten filament. Heated by a high-frequency generator to a temperature of 4,000 degrees, the ball emits a brighter light than an ordinary filament, and as the temperature rises the radiation spectrum moves into a shorter waveband, so that the greatest part of the energy produced is in the form of a light approximating daylight instead of heat. The life of this kind of bulb is several times longer than that of an ordinary bulb—Moscow.

**Unilever is now the major supplier of frozen food to the Italian market.** The company attained this position as a result of its recent purchase of the Nestle Company's shares in Findus, a company jointly owned by Nestle and Unilever—Milan.

**Colombia will expand its cellophane and cellulose production.** The Celanese Corporation has announced a U.S. \$6 million investment to increase production of cellophane and polyesters in its two plants at Barranquilla and Yumbo—Bogota.

**A major expansion will be carried out at the plant of Alumina Partners of Jamaica, at Nain.** Speaking at the recent official opening of the Cdn. \$170.2 million, 950,000 tons capacity alumina refinery, Prime Minister Hugh Shearer announced that the company will expand the capacity of the new plant to 1,300,000 tons at an additional cost of Cdn. \$77.4 million—Kingston.

# 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

## Philippines

D. S. M. Baker, Consul and Trade Commissioner in Manila:

Montreal: May 27-28

Toronto: June 1-2

Winnipeg: June 3-5

## U. S. S. R.

R. H. Gayner, who will be posted to Moscow as Commercial Counsellor:

Winnipeg: June 22-23

Toronto: July 20-21

Montreal: July 22-23

## 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  
June 1-5

### D. W. R. McTaggart

Assistant Commercial Secretary  
New Delhi, India  
June 22-26

## 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.

## Cyprus

An officer from the Tel Aviv, Israel, office will visit Cyprus every month for at least three days, usually in the second half of the month.

## Ivory Coast

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

## 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.

## 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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## International Loan

A flood protection and irrigation scheme in East Pakistan will be helped by a \$13 million credit from the International Development Association (IDA). The project is expected to treble rice production in the Chandpur area, increasing farmers' incomes and saving approximately \$11 million a year in foreign exchange.

The Chandpur project encompasses an area of 140,000 acres of the Meghna River, about 45 miles southeast of Dacca.

Works to be undertaken include the construction of 29 miles of embankments, with regulators and a 1,200-cusec pumping station; improvement of main drainage channels, and provision of 1,500 portable low-lift pumps to irrigate 75,000 acres. The total cost of the project is estimated at the equivalent of \$22.7 million.

The credit will cover all foreign costs and about half the local costs. The Government of Pakistan will make the proceeds

of the credit available to the Province of East Pakistan, which will provide all additional funds needed to complete the project. The East Pakistan Water and Power Development Authority will be responsible for carrying out the major project works. The Agriculture and Co-operative Directorates, under the Department of Agriculture, will be responsible for the on-farm and agriculture support programs.

# Foreign Tariffs and Trade Regulations

## Australia

**Tariff changes on manmade fibers and yarn, tire cord and tire cord fabrics** recommended by the Australian Tariff Board have been adopted by the Government, effective April 7, 1970. The changes are complex. In many instances, the new duties are lower than those in effect before April 7, but some rates were increased and others were not changed.

Detailed information on the changes will be available from the Commonwealth Division, Office of Area Relations, of the Department. The changes on the items which, according to Australian import statistics, were imported from Canada in the fiscal year July 1, 1968, to June 30, 1969, are shown below, as accurately as possible.

### New Rates of Duty (previous rates in brackets)

|  | General   | Preferential  |
|--|---|---|
| Continuous filament yarn of viscose, raw or processed, regular tenacity    | 7½% (7½ to 12½%)  | free (free)   |
| Continuous filament yarn of triacetate, raw or processed, regular tenacity | 20% (7½%)   | 10% (free)  |
| Continuous filament yarn of polymethane, processed, regular tenacity       | 20% (12½%)  | 10% (free)  |
| Tire cord fabric of polyester  | 20% (\$0.20 per lb. or, if higher, 20% and a temporary duty of 10%) | 20%, less \$0.025 per lb. (\$0.175 per lb. and a temporary duty of 10%) |
| Acrylic tow  | free (free)   | free (free)   |
| Viscose staple fiber   | free (free)   | free (free)   |

**Effective April 9, 1970, the Australian Department of Customs and Excise is prepared to accept applications for entry under Customs bylaw for goods which formerly were not eligible for consideration.**

Canadian goods imported under bylaw qualify for duty-free entry if at least 25 per cent of their factory cost is represented by Canadian and/or Australian labor, materials and overhead. Goods imported from coun-

tries not entitled to preferential tariff treatment usually pay a duty of 7½ per cent under bylaw, although in certain circumstances they too may be admitted duty-free.

Before April 9, two principal conditions had to be met in order to qualify for bylaw entry: the goods had to be for one of a number of particular end uses or for use for other essential purposes, and they had to be goods for which a suitable equivalent was not reasonably available from Australian sources.

The second condition still applies. However, the particular end use and essentiality criterion no longer exist. This means that providing it can be established that suitably equivalent goods are not reasonably available from Australian production, bylaw is appropriate. In the bylaw context, the term "suitably equivalent" is interpreted to mean broadly comparable or capable of being used for a similar purpose. It is not interpreted to mean that the goods must be identical.

There remain certain categories of goods, however, which generally will not be considered for admission under bylaw:

- (a) goods on which, if made in Australia, excise duty would be payable, and
- (b) goods for which Australian industry is able to supply a wide range of similar products or adequate alternatives, such as apparel, attire and clothing accessories; articles and materials used for household purposes; building materials and fittings; cosmetics and toilet requisites; foodstuffs and beverages; footwear; furniture and fittings; furnishings; jewellery and other articles for personal adornment; road vehicles; textile fabrics; toys and games; yachts and boats.

Deletion of the "end use" criterion does not affect other requirements associated with the lodgment of bylaw applications which must be made by the Australian importer. They are:

- (a) application should be made before or within one month of the date of placing the order with the overseas supplier,
- (b) applications must involve a duty remission of at least Australian \$100, and

(c) applications must be supported by evidence that suitably equivalent goods of Australian production are not reasonably available.

An article "Australian Bylaws Can Help You Sell" was published in *Foreign Trade*, October 12, 1968.

## India

**India has expanded further the role of public sector agencies in import trade** by channeling the import of 38 additional items through the State Trading Corporation and the Minerals and Metals Trading Corporation. The items reserved for import by the public sector agencies include platinum, palladium, aniline

oil, sodium nitrite, powdered milk, mutton tallow, graphite, tetracycline, vitamins B1 and B2, mercury, urea and ammonium nitrate (chemical and technical grades), formic acid, phosphate rock, sodium nitrate, muriate of potash, sulphate of potash and sulphate of ammonia, urea (fertilizer grade), acrylic resins and polypropylene.

Major items such as aluminum, copper, lead, zinc and nickel are not affected.

In addition, the banned list of items that may not be imported has been expanded by the inclusion of 159 more, particularly such items as machine tools and refrigerators.

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## Canada's Detroit Success

Canada's developing machine tool industry won broad recognition when nine companies exhibited at the Society of Manufacturing Engineers' annual convention and trade show in Detroit. Canada's collective exhibit, presented by the Department of Industry, Trade and Commerce, was popular at this show—attended by some 600 international exhibitors.

Although machine tool shows are not normally regarded as a means of making on-site sales, some of the Canadian equipment displayed was purchased from the stands.

Dynacast Limited, Lachine, Quebec, which sold two machines, was displaying injection molding equipment designed to produce small thermoplastic components with a greater degree of flexibility and precision than is available on current equipment, and at lower tooling costs. Carbitron Development Ltd., of Burnaby, B.C., stimulated very great interest with its original solid state EDM power pack with its "no wear" characteristics, and its new Mark 4 machine tool featuring complete front and top accessibility.

Ex-Cell-O Corporation of London, Ontario, sold the milling machine shown in our photograph surrounded by interested viewers. The company salesman, third from left, is explaining that the 602 N/C mill is a completely self-contained numerically controlled machine for milling, drilling, boring and other machine applications. In this case it is milling small Maple Leaf plaques.

A piece of equipment that was unique to the show was the jig-boring pin table exhibited by DBM Industries Limited, Lachine, Quebec. It has illuminated periscopic mirrors that enable the operator to look at individual holes in the template while he locates them on the pin.

As visitors and exhibitors left Detroit after the exhibition, the Maple Leaf pins and shopping bags that seemed to converge on the airport were a graphic example of the interest shown in Canadian products and of the number of visitors who toured our stands.



# The Ocean Freight Market

## Industrial Traffic Services Division

Under the influence of exceptionally heavy chartering in Japanese trades, dry-cargo charter freight rates surged to new peak levels in the first quarter of 1970. The sharp increase in these rates reflected a scarcity of both large and small vessels available within a relatively short period of time. Average charter rates in all Canadian trades were substantially higher than those recorded in the previous quarter and the corresponding quarter last year.

During the first quarter, a high level of chartering activity was conducted in the coal trade from Hampton Roads to Japan, where Japanese charterers placed continuing emphasis on both consecutive voyage and time charters for long-term contracts as well as on single voyages. Rates for consecutive voyages in this trade fluctuated between \$5.70 per ton and \$9.50 per ton according to the size of vessel employed. Rates for single voyages ranged from \$5.40 per ton to \$14.00 per ton according to ship size. Liner companies of Japan were very active in the time charter market, with period engagements varying from three months to two years. A reported aggregate tonnage of approximately

10,500,000 tons of coal was booked from Hampton Roads to Japan during the first three months of 1970, compared with 15,000,000 tons for the whole of 1969.

Elsewhere in the world freight market, Indian Government charterers made rate payments from 104s. per ton to 145s. per ton for the movement of heavy grain from the Pacific Coast. Rates for grain shipments to Japan from the Pacific Coast steadily increased from \$8.75 per ton to \$12.25 per ton in the first quarter. The normal pattern of seasonal activity in chartering continued in the grain trade from Saint John and Halifax to Britain and the Continent.

On the basis of fixtures reported for Northern Range discharge, chartering activity in the Caribbean, Persian Gulf and Mediterranean sectors of the tanker market was quite moderate throughout the quarter. The tanker rate for black oil from the Caribbean to United States North Atlantic ports was Worldscale 112.5 at the beginning of the quarter, but climbed gradually to a peak level of Worldscale 200 towards the end of the quarter.

## Charter Rates—First Quarter 1970

The rates shown in column A are in sterling or U.S. dollars with the Canadian dollar equivalent in column B calculated at £=\$2.58 and U.S.\$=\$1.07. For comparison the rates a year ago are shown in column C with the Canadian dollar

equivalent in column D calculated at £=\$2.57 and U.S.\$=\$1.07. The rate schedule does not necessarily represent all charter movements to or from Canadian ports since details of certain fixtures are not published.

|  | First Quarter 1970 |             | First Quarter 1969 |             |
|--|--------------------|-------------|--------------------|-------------|
|  | A<br>£ or U.S.\$   | B<br>Cdn.\$ | C<br>£ or U.S.\$   | D<br>Cdn.\$ |

## Time Charters

The classes of motor ships indicated have been selected as representative for the purpose of illustrating time charter rates. Average rates per deadweight ton per month for the first quarter of the year were as follows:

### General Trading (approximately 4 to 12 months)

|                                |      |      |      |      |
|--------------------------------|------|------|------|------|
| 11,000-15,000 dwt. 13-16 knots | 4.24 | 4.55 | 3.74 | 4.02 |
| 15,000-20,000 dwt. 13-16 knots | 4.22 | 4.53 | 3.35 | 3.60 |
| 20,000-30,000 dwt. 13-16 knots | 3.72 | 3.99 | 2.61 | 2.80 |
| 30,000-40,000 dwt. 13-16 knots | 3.44 | 3.69 | 2.08 | 2.23 |

## Voyage Charters

Average rates for the first quarter of the year were as follows:

### Heavy Grain (per long ton)

|                                 |         |       |          |      |
|---------------------------------|---------|-------|----------|------|
| St. Lawrence to Britain         | 69s.3d. | 9.00  | 42s.6d.* | 5.52 |
| St. Lawrence to Belgium/Holland | 6.82    | 7.32  | 3.64     | 3.91 |
| St. Lawrence to Syria           | 13.67   | 14.67 |          |      |
| St. Lawrence to Iraq            | 22.50*  | 24.14 |          |      |
| St. Lawrence to West Germany    | 7.00*   | 7.51  |          |      |

\*One fixture reported only.

|  | First Quarter 1970 |             | First Quarter 1969* |             |
|--|--------------------|-------------|---------------------|-------------|
|  | A<br>£ or U.S.\$   | B<br>Cdn.\$ | C<br>£ or U.S.\$    | D<br>Cdn.\$ |
| St. Lawrence to Northern France.....                   | 8.60*              | 9.23        | 4.68                | 5.03        |
| St. Lawrence to Morocco.....                           | 11.40*             | 12.23       | .....               | .....       |
| St. Lawrence to Norway.....                            | 7.10*              | 7.62        | .....               | .....       |
| Saint John/Halifax to Britain.....                     | 63s.7d.            | 8.26        | 42s.6d.             | 5.52        |
| Saint John/Halifax to Belgium/Holland.....             | 5.43               | 5.83        | 3.57                | 3.83        |
| Saint John/Halifax to Albania.....                     | 108s.0d.           | 14.04       | 66s.0d.             | 8.58        |
| Great Lakes to Spain.....                              | 16.50*             | 17.70       | .....               | .....       |
| British Columbia/North Pacific to Japan.....           | 9.94               | 10.67       | 7.60                | 8.16        |
| British Columbia/North Pacific to Philippines.....     | 14.96              | 16.05       | 8.83                | 9.48        |
| British Columbia/North Pacific to South Korea.....     | 12.32              | 13.22       | 6.90                | 7.41        |
| British Columbia/North Pacific to Spain.....           | 9.00*              | 9.66        | .....               | .....       |
| British Columbia/North Pacific to Belgium/Holland..... | 8.45               | 9.07        | 4.38                | 4.70        |
| British Columbia/North Pacific to El Salvador.....     | 9.14               | 9.81        | .....               | .....       |
| British Columbia/North Pacific to India.....           | 108s.2d.           | 14.06       | .....               | .....       |
| <b>Coal (per long ton)</b>                             |                    |             |                     |             |
| Hampton Roads to Japan.....                            | 7.96               | 8.54        | 5.80                | 6.23        |
| British Columbia to Japan.....                         | 6.34               | 6.80        | 3.40                | 3.65        |
| <b>Oilseeds (per long ton)</b>                         |                    |             |                     |             |
| British Columbia to Japan.....                         | 12.01              | 12.89       | 6.76                | 7.26        |
| <b>Scrap Iron and Steel (per long ton)</b>             |                    |             |                     |             |
| U.S. North Atlantic to Spain.....                      | 11.44              | 12.28       | .....               | .....       |
| U.S. North Atlantic to Japan.....                      | 18.13              | 19.45       | 9.70                | 10.42       |
| U.S. Atlantic to South Korea.....                      | 19.83              | 21.28       | .....               | .....       |
| Great Lakes to Japan.....                              | 23.75*             | 25.48       | .....               | .....       |
| British Columbia/North Pacific to South Korea.....     | 12.01              | 12.89       | .....               | .....       |
| <b>Sulphur (per long ton)</b>                          |                    |             |                     |             |
| British Columbia to Italy.....                         | 10.50*             | 11.27       | .....               | .....       |
| British Columbia to Taiwan.....                        | 9.00*              | 9.66        | .....               | .....       |
| <b>Fertilizers (per long ton)</b>                      |                    |             |                     |             |
| U.S. North Atlantic to Brazil.....                     | 9.63               | 10.33       | .....               | .....       |
| <b>Potash (per long ton)</b>                           |                    |             |                     |             |
| British Columbia/North Pacific to Philippines.....     | 13.25*             | 14.22       | .....               | .....       |
| <b>Iron Ore (per long ton)</b>                         |                    |             |                     |             |
| St. Lawrence to Britain.....                           | 45s.6d.            | 5.91        | .....               | .....       |
| St. Lawrence to U.S. Atlantic or Gulf.....             | 4.00*              | 4.29        | .....               | .....       |
| St. Lawrence to Belgium/Holland.....                   | 4.60               | 4.94        | .....               | .....       |
| St. Lawrence to West Italy.....                        | 4.93               | 5.29        | .....               | .....       |
| St. Lawrence to Spain.....                             | 8.11               | 7.56        | .....               | .....       |
| <b>Petroleum Coke (per long ton)</b>                   |                    |             |                     |             |
| California to Belgium/Holland.....                     | 10.62              | 11.40       | .....               | .....       |
| U.S. North Atlantic to Portugal.....                   | 8.25*              | 8.85        | .....               | .....       |
| <b>Oil Black (per long ton)</b>                        |                    |             |                     |             |
| Venezuela to Portland, Maine.....                      | 2.86               | 3.04        | 1.78                | 1.91        |
| Persian Gulf to Portland, Maine.....                   | 10.74              | 11.52       | 6.34                | 6.81        |
| Mediterranean to Portland, Maine.....                  | 4.31               | 4.62        | 3.16                | 3.39        |
| Venezuela to East Coast of Canada.....                 | 2.65               | 2.84        | 2.32                | 2.49        |

\*One fixture reported only

# 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 May 8 | Canadian dollar in foreign currency units |   | foreign currency unit in Canadian dollars at May 8 | Canadian dollar in foreign currency units |
| Algeria Dinar                                   | .1939  | 5.15                                      | Denmark Krone                               | .1429  | 6.99                                      |
| Argentina Peso (free)                           | .3069  | 3.25                                      | Dominican Republic Peso                     | 1.072  | .93                                       |
| Australia Dollar                                | 1.204  | .8306                                     | Ecuador Sucre (official) (free)             | .0596<br>.0534                                     | 16.77<br>18.74                            |
| Austria Schilling                               | .0414  | 24.15                                     | El Salvador Colon                           | .4290  | 2.33                                      |
| Bahamas Dollar                                  | 1.072  | .93                                       | Fiji Pound                                  | 1.238  | .80                                       |
| Belgium and Luxembourg Franc                    | .0216  | 46.72                                     | Finland Markka                              | .2554  | 3.91                                      |
| Bermuda Dollar                                  | 1.07   | .93                                       | France, Monaco, etc. <sup>2</sup> Franc     | .1942  | 5.14                                      |
| Bolivia Peso                                    | .0901  | 11.09                                     | Franco-African Republics <sup>3</sup> Franc | .0039  | 257.4                                     |
| Brazil Cruzeiro (official free)                 | .2397  | 4.17                                      | French Pacific <sup>4</sup> Franc           | .0107  | 93.63                                     |
| Britain Pound                                   | 2.581  | .38                                       | Germany D Mark                              | .2953  | 3.38                                      |
| British Honduras Dollar                         | .5364  | 1.86                                      | Ghana New Cedi                              | 1.051  | .95                                       |
| Burma Kyat                                      | .2252  | 4.44                                      | Greece Drachma                              | .0357  | 27.97                                     |
| Ceylon Rupee                                    | .1802  | 5.54                                      | Guatemala Quetzal                           | 1.072  | .93                                       |
| Chile Escudo (bank rate) (free)                 | .0939<br>.0804                                     | 10.64<br>12.43                            | Guyana Dollar                               | .5367  | 1.86                                      |
| China, Republic of New Taiwan Dollar (official) | .027   | 37.04                                     | Haiti Gourde                                | .2145  | 4.66                                      |
| Colombia Peso (fixed)                           | .059   | 17.02                                     | Honduras Lempira                            | .5363  | 1.86                                      |
| Congo (Kinshasa) Zaire                          | 2.144  | .46                                       | Hong Kong Dollar                            | .1770  | 5.64                                      |
| Costa Rica Colon                                | .1619  | 6.17                                      | Hungary Forint (official)                   | .0921  | 10.85                                     |
| Cuba <sup>1</sup> Peso                          | .....  | .....                                     | Iceland Krona (official)                    | .0122  | 81.03                                     |
| Czechoslovakia Koruna                           | .1489  | 6.71                                      | India Rupee                                 | .1424  | 7.02                                      |
|   |  |   | Indonesia <sup>5</sup> Rupiah               | .....  | .....                                     |

| Country and Currency        | Value of   |   | Country and Currency                    | Value of   |   |
|-----------------------------|--|---|---|--|---|
|                             | foreign currency unit in Canadian dollars at May 8 | Canadian dollar in foreign currency units |   | foreign currency unit in Canadian dollars at May 8 | Canadian dollar in foreign currency units |
| Iran Rial                   | .0142  | 70.42                                     | Peru Sol (free)                         | .0246  | 40.55                                     |
| Iraq Dinar                  | 3.003  | .33                                       | Philippines <sup>6</sup> Peso (free)    | .185   | 5.39                                      |
| Ireland Pound               | 2.578  | .38                                       | Poland Zloty (fixed basic rate)         | .2700  | 3.71                                      |
| Israel Pound                | .3064  | 3.26                                      | Portugal & Colonies <sup>7</sup> Escudo | .0373  | 26.80                                     |
| Italy Lira                  | .0017  | 586.51                                    | Saudi Arabia Riyal                      | .2062  | 4.84                                      |
| Jamaica Dollar              | 1.290  | .77                                       | Sierra Leone Leone                      | 1.508  | .66                                       |
| Japan Yen                   | .0030  | 334.11                                    | Singapore Dollar                        | .3507  | 2.85                                      |
| Kenya Shilling              | .1526  | 6.55                                      | South Africa Rand                       | 1.506  | .66                                       |
| Lebanon Pound (free)        | .3325  | 3.00                                      | Spain & Dependencies Peseta             | .0153  | 65.01                                     |
| Malaysia Dollar             | .3504  | 2.85                                      | Sweden Krona                            | .2063  | 4.84                                      |
| Mexico Peso                 | .0858  | 11.65                                     | Switzerland Franc                       | .2496  | 4.00                                      |
| Morocco Dirham              | .2154  | 4.64                                      | Syria Pound (free)                      | .2819  | 3.55                                      |
| Netherlands Florin          | .2956  | 3.38                                      | Thailand Baht (free)                    | .0522  | 19.22                                     |
| Netherlands Antilles Florin | .5687  | 1.75                                      | Trinidad & Tobago <sup>8</sup> Dollar   | .5363  | 1.86                                      |
| New Zealand Dollar          | 1.207  | .82                                       | Tunisia Dinar                           | 2.042  | .48                                       |
| Nicaragua Cordoba           | .1532  | 6.52                                      | Turkey Lira                             | .1192  | 8.38                                      |
| Nigeria Pound               | 3.017  | .33                                       | United Arab Republic Pound (official)   | 2.58   | .38                                       |
| Norway Krone                | .1500  | 6.66                                      | United States Dollar                    | 1.072  | .93                                       |
| Pakistan Rupee              | .2252  | 4.44                                      | Uruguay Peso (free)                     | .0043  | 231.91                                    |
| Panama Balboa               | 1.072  | .93                                       | Venezuela Bolivar (official free)       | .2387  | 4.18                                      |
| Paraguay Guarani (free)     | .0086  | 116.55                                    | 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 Mauretania, Niger, Senegal, Upper Volta, Camerons, 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. Exchange rate in Philippines on floating basis with daily quotations by banks.

7. Approximately same rate for Portuguese territories in Africa.

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

# Markets in Brief

## SURINAM

**Area:** Approximately 70,000 square miles.

**Population:** 400,000 (including Bush negroes and Amerindians).

**Climate:** Tropical and moist, 2 to 6 degrees north of equator, evenings cool.

**Language:** Dutch. English is spoken and written by the business community.

**Currency:** Surinam florin or guilder (100 cents); official rate, one florin equals Cdn.\$0.57.

**Weights and Measures:** Metric system.

**Capital and chief port:** Paramaribo, (population) 150,000.

**Economy:** Mining (chiefly bauxite), industries (alumina, aluminum and a number of small industries aimed at the domestic market), agriculture (chiefly rice, bananas, sugar, citrus), forestry (plywood), fishing (shrimp).

**Total Surinam imports:** 1966—Cdn.\$96.3 million; 1965—Cdn.\$72 million.

**Chief imports:** 1966—(Cdn.\$ million) machinery (non-electric) 12.7; chemicals 10.1; food and food products 10.1; motor vehicles (road) 8.5; electric machinery 7.4; petroleum products 7.1.

**Chief suppliers:** 1966—(Cdn.\$ million) United States 40; Netherlands 21.5; Trinidad and Tobago 6.6; Germany 6.3; Britain 6.2; Japan 3.9.

**Value of imports from Canada:** 1969—Cdn.\$1.4 million; 1968—Cdn.\$2 million.

**Chief imports from Canada:** 1969 (Cdn.\$'000) fish, (salted, pickled, canned) 329; medicinal and pharmaceutical products 86; passenger car tires, (pneumatic new) 58; marine engines and parts 53; aircraft engines and parts 49.

**Total Surinam exports:** 1966—Cdn.\$93.7 million; 1965—Cdn.\$61.6 million.

**Chief exports:** 1966—(Cdn.\$ million) ores and concentrates of aluminum 51.6; other non-ferrous ores and concentrates 17.9; rice 3; fresh fruit and nuts 1.3; sugar 1.2.

**Chief markets:** 1966—(Cdn.\$ million) United States 75.5; Netherlands 6.8; Canada 3.9; Germany 1.7.

**Value of purchases by Canada:** 1968—Cdn.\$7.2 million; 1967—Cdn.\$8.1 million.

**Chief Canadian purchases:** 1968—(Cdn.\$ million) bauxite ore 7.1; shrimp (fresh and frozen) .03; particle board .004.

**Prices:** Quote in U.S. dollars, c.i.f. or f.o.b.

**Usual terms of payment:** Sight draft, documents against payment.

**Visas:** Not required; **Inoculations:** smallpox.

**Foreign exchange and import regulations:** The import of some goods, including foodstuffs, certain timber articles, metal furniture for private use, some drugs and explosives is prohibited. All other goods require import licences, including those for which quotas are established, such as shoes, clothing and matches. Special permits are required for the import of animals, meat and hides.

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

**Correspondence:** Should be by airmail; rate 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, Office of High Commissioner for Canada, P.O. Box 1246, Port-of-Spain, Trinidad.

# There's a Grader Market in Nigeria

Canadian Government Commercial Secretary John P. Bell helps try out a Champion Road Grader—the product of Dominion Road Machinery Co. Ltd. of Goderich, Ontario—after its arrival in Lagos. These graders are being marketed very successfully in Nigeria by Dominion Road's agent, Blackwood Hodge (Nigeria) Limited in Lagos. Sitting at the

controls of the grader is Albert Assiak of the Ministry of Works and Transport, Calabar, South East State, purchasers of three of these Canadian manufactured machines. Recently Blackwood Hodge sold seven Champion Road Graders and immediately placed orders for an additional eight.



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