foreign trade

Canada's Trade with EFTA
Trade Fair Program 1971-72

Department of Industry, Trade and Commerce, Canada

December 19/70

Looking at the EFTA Markets

"In Western European countries which remain outside the Community or are joined to it only by association arrangements, there will remain significant opportunities, as there have been in recent years, for Canada's export trade. The realization of these will require more specialized promotion efforts and appropriate consultations or negotiations on particular issues affecting the scope for developing Canada's economic ties with these countries."

We happened upon this comment when we were reading recently the section on Europe in the White Paper on Canada's foreign policy issued this past summer by the Department of External Affairs. It is a statement that applies particularly to the EFTA countries, to which this issue is devoted and which together bought over $1.3 billion worth of Canadian goods in 1969. It is a group that includes our second largest market, Britain, and other smaller ones like Sweden and Switzerland that are buying more Canadian products these days.

The White Paper goes on to remark that it is the task of government services to aid Canadian business and financial institutions by "keeping them abreast of developments and changing market circumstances." The reports in this issue, from seven Trade Commissioner posts in the EFTA countries, attempt to do precisely that and also to pinpoint some of the more interesting trading opportunities.

The center pages of this issue offer the reader a change of pace—and of topic. There the trade fairs in which the the Canadian Government, through the Department of Industry, Trade and Commerce, will participate in fiscal 1971-72 are set out in some detail. The whole listing is so arranged that the interested reader can lift out this section and file it away for reference. This lift-out also presents, in color, pictures of the highly successful promotion of Canadian goods put on in late October and early November by the 14 Macy department stores in New York and its commuter suburbs. When we were working on this story the autumn sun was shining, but as we go to press the icy December winds are blowing. We're not sure that we agree with the inspired Macy copywriter who spoke of winter clothing "from Canada, where winter is a way of life". Maybe.

We have recently had a number of letters and telephone calls from subscribers asking us when the Foreign Trade Service Abroad directory is scheduled to appear. We apologize for the fact that we have not published it since mid-September but we shall include it without fail in our January 2 number, all brought up to date. On January 16 we shall be using another useful directory, the Geographical Listing for Exporters. It lists alphabetically practically every country and territory in the world and tells which Trade Commissioner post and which division of the Office of Area Relations is responsible for each. This directory too was badly dated and needed correction.

There are other plans for *Foreign Trade* issues in the new year. One is a feature on opportunities for consulting engineers and equipment suppliers in Francophone Africa; another is a worthwhile article on the big demand for truck components across the border, done by the Detroit office, and a third is a look at the market in and around the industrial heart of Brazil, Sao Paulo.

To end the year on a note of candour, in the December 5 issue we managed to move the Canadian International Development Agency from Ottawa to Toronto (CIDA to Aid Overseas Investment, page 9). The correct address is, of course, 75 Albert Street, Ottawa 4, Ont.

The cover? A greeting card to all of you from all of of us here at *Foreign Trade*.

foreign trade

Vol. 134 No. 10

December 19/70

Articles

Departments

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Established in 1904. Published fortnightly by the Department of Industry, Trade and Commerce.

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

Subscription

$5 a year in Canada, $7 abroad. Single copies 25 cents each. Please forward all orders, with cheque or money order made out to the Receiver General of Canada, to Information Canada, Ottawa, Canada.

Canada's Trade with EFTA

D. G. TRENT, Western Europe Division, Office of Area Relations

Canada's generally strong export performance this year held true of our export trade to the European Free Trade Area countries (Austria, Britain, Denmark, Finland, Norway, Portugal, Sweden, Switzerland and, from March last, Iceland). On the basis of statistics for the first six months, as set out in Table 1, Canada's exports to EFTA appear to be headed for a good year in 1970: at $888 million for January-June, these were up about 30 per cent over the same period last year. This situation represents more than a recovery from 1969, when total Canadian exports to EFTA declined somewhat from the 1968 figure because of smaller shipments to Britain.

By the same token, the improved level of Canada's exports to Britain during the first half of 1970 was largely responsible for the improvement in our over-all exports to EFTA. This is because export trade with Britain and with the other EFTA countries (that is, Continental EFTA) takes place in the ratio of about five to one. Good gains in the latter grouping, however, have also been recorded this year.

Skiers come down a slope in northeast Switzerland. The European emphasis on sports, both winter and summer, has helped Canadian sales of sportswear and sports equipment.

Canada's most impressive advance in exports to Continental EFTA was made in shipments to Norway, which amounted to $83 million in January-June, up a little more than a third compared with the same period in 1969. In the main, this reflected increased movements of copper and nickel ores, concentrates and matte.

On the import side, Finland made striking gains in sales to the Canadian market during the latter part of 1969 and the first half of 1970. In significant measure these gains were made in imports of pulp and paper mill machinery in connection with Finnish investment projects in Canada.

Over the ten years of EFTA's existence there has been an upward trend in Canada's exports to its member countries; by 1969 these were some 44 per cent higher in value than in 1959. As Table 2 shows, our exports to Continental EFTA increased at a much faster rate than those to Britain.

In 1959 Canada had a favorable trade balance with Continental EFTA but in recent years the balance has moved in EFTA's favor. This is substantially outweighed, however, by a positive balance with Britain, and for the first half of this year, with increased exports to and decreased imports from that country, our favorable balance with EFTA as a whole has expanded considerably.

In recent years the commodity makeup of world trade in general has undergone a significant change in that the value of manufactured goods traded internationally has risen much faster than that of basic commodities. As pointed out in a previous article in *Foreign Trade* this year (January 3), such a trend is clearly evident in EFTA import trade: crude and partly processed materials now constitute a significantly lower percentage of total EFTA imports than they did in 1959. Looking at the pattern of Canadian exports to EFTA by main DBS commodity groupings (Table 3), it is interesting to observe that the fastest growing section is "end products", the DBS group corresponding to manufactured products. From 1959 to 1969 this sector increased fourfold.

Satisfactory though the above export trends are by themselves, this has to be qualified somewhat when they are seen in relation to the performance of EFTA imports from third countries. As Table 2 illustrates, these imports have increased at a much faster rate than our exports to EFTA, so that by 1969 total EFTA imports from the outside world were some 91 per cent greater than in 1959. Thus Canada is losing ground in EFTA vis-à-vis other third countries.

TABLE 1 CANADIAN TRADE WITH EFTA

Canada's Exports to

	Cdn. $ million 1959	1968	1969	1969 Jan./June	1970 Jan./June
Austria	8	6	9	4	3
Denmark	6	16	15	8	11
Finland	3	7	7	4	4
Norway	62	116	104	62	83
Portugal	3	6	7	3	6
Sweden	15	32	41	20	26
Switzerland	26	31	34	18	17
Total Continental EFTA	123	214	217	119	150
Britain	786	1,210	1,096	570	738
Total EFTA	909	1,424	1,313	689	888

Canada's Imports from

	Cdn. $ million 1959	1968	1969	1969 Jan./June	1970 Jan./June
Austria	6	29	39	14	20
Denmark	9	26	32	16	15
Finland	1	4	13	4	12
Norway	4	39	45	22	23
Portugal	3	12	14	6	6
Sweden	18	78	85	44	46
Switzerland	25	64	84	39	40
Total Continental EFTA	66	252	312	145	162
Britain	589	696	791	406	372
Total EFTA	655	948	1,103	551	534

It would appear, therefore, that Canadian producers and exporters are not taking all the advantage they should of the EFTA market for imports from outside suppliers, which in 1969 amounted to U.S. $33.3 billion. Although they are expanding, our exports of manufactured products, for example, form as yet only a small part of total Canadian exports to EFTA—about 8.5 per cent in 1969. The record is better in the Continental EFTA portion but there the base is small compared with Canada's exports to Britain. Yet, along with continuing requirements for our traditional exports of raw materials and foodstuffs, there is, as indicated earlier, a rapidly expanding demand within EFTA for imports of manufactured products from outside sources.

From the access standpoint, it is true that EFTA, unlike the EEC, is an organization of countries maintaining their individual tariffs and customs practices against outsiders but affording free trade in industrial products with each other. There are, however, several marketing factors in common which make it useful to consider EFTA in over-all terms. For the most part, the EFTA countries are wealthy, sophisticated, steadily growing industrialized societies: in 1968 GNP per head for EFTA as a whole was U.S.$1,920 (U.S.$1,850 for Britain and nearly U.S.$2,000 for Continental EFTA), and from 1963 to 1968, for instance, the GNP of EFTA rose in real terms at an average annual rate of 3.5 per cent. The EFTA countries combined have a population of over 100 million and in 1968 total GNP of EFTA amounted at current prices to U.S. $191.2 billion. This makes it about half the size of the EEC on the basis of these totals, but it is considerably larger when one considers imports from third markets, because on a per capita basis EFTA is more dependent on external trade than is the EEC.

Denmark, Britain and Norway have applied for membership in the EEC and, at mid-year, negotiations to this end got under way with the Community. These three applicants are a very important grouping of countries within EFTA. Britain alone usually accounts for more than half of the key EFTA indicators: population, GNP, and foreign trade. Should the negotiations prove successful, this would probably have decisive implications for the stability of EFTA and would, correspondingly, add significantly to the EEC, already the largest single import market in the world. The trend for the future seems to be towards an ever more homogeneous European society, and it is perhaps not too early for Canadian exporters to think of what the various EFTA markets could mean in an enlarged EEC in terms of expanded export opportunities.

In addition to the initiatives taken by Denmark, Britain and Norway, the remaining members of EFTA are seeking meetings with the EEC to discuss whether some trade links can be established. Delegations from Austria, Sweden and Switzerland were to meet on November 10th with the Community and two weeks later delegations from Finland, Iceland and Portugal were to hold discussions with it.

As indicated at the outset of this article, another development this year was that Iceland acceded to EFTA, effective March 1. The accession arrangements provided for the granting by the other EFTA members of duty-free access for Iceland's manufactures, immediately upon its becoming a member. Also, Iceland is to remove gradually its tariffs on industrial products from EFTA countries, with the zero rate in effect by January 1, 1980.

TABLE 2

TRADE TRENDS: CANADA AND EFTA

Exports: Cdn.$ million Imports: U.S.$ million

	1959	**1969**	**Per cent Increase 1959 to 1969**
Continental EFTA imports from third countries	7,338	16,344	123
Canada's exports to Continental EFTA	123	217	76
British imports from third countries	10,097	16,963	68
Canada's exports to Britain	786	1,096	39
Total EFTA imports from third countries	17,435	33,307	91
Canada's exports to EFTA	909	1,313	44

TABLE 3

PATTERN OF CANADIAN EXPORTS

	Cdn.$ '000 1960	**1961**	**1967**	**1968**	**1969**
Continental EFTA					
Live animals	34	29	152	358	109
Food, feed, beverages, tobacco	26,689	25,256	28,962	23,153	22,878
Crude materials	58,938	64,772	88,979	124,626	117,182
Fabricated materials	32,057	32,400	28,705	32,720	35,224
End products	11,123	10,537	27,054	32,445	41,884
Britain					
Live animals	210	184	56	379	59
Food, feed, beverages, tobacco	258,246	237,734	293,310	270,999	258,614
Crude materials	178,865	204,539	246,431	276,006	236,732
Fabricated materials	459,911	440,073	570,604	591,268	531,073
End products	17,855	26,069	58,309	70,512	69,512
Total EFTA					
Live animals	244	223	208	737	168
Food, feed, beverages, tobacco	284,935	262,990	322,272	294,152	281,492
Crude materials	237,803	269,311	335,410	400,632	353,914
Fabricated materials	491,968	472,473	599,309	623,988	566,297
End products	28,978	36,642	85,363	102,957	111,396

Britain: The Priorities Shift

Import deposit scheme ends this month; consumer demand is rising; Government is stressing domestic investment over export increase. Shift favors Canadian sales of manufactures, machinery and equipment.

K. D. TAYLOR
Commercial Counsellor, London

One of the major developments for British industry this year was the economic package announced by the Chancellor of the Exchequer in October. The package consisted principally of reductions in public expenditure, balanced by a cut in income tax and in corporation tax. In addition, the Government's investment grants scheme has been terminated and is being replaced by tax allowances or reductions. Under the new system there will be a new first-year allowance which will enable 60 per cent of investment expenditure to be written off for tax purposes in the year in which the expenditure is incurred, and a standard rate of writing down allowance which will enable 25 per cent of the decreasing balance of the expenditure to be written off successively in later years.

To encourage the location and expansion of manufacturing industry in the development areas, certain forms of capital expenditure for industrial purposes in those areas will receive free depreciation. The assets covered will include immobile plant and machinery used in all forms of industrial processing, together with mining and quarrying, and construction and civil engineering. Free depreciation will not apply where an investment grant is paid under the transitional arrangements. The service industries in development areas, together with mobile plant and equipment, will receive the new allowances which apply to the country generally.

The Post Office Tower, now a well-known London landmark with a revolving restaurant on top, typifies modern Britain and its technological advances —a trend that Canadian exporters must reckon with.

These measures were not part of an autumn Budget but rather a basic shift, in line with the inclinations of the Conservative Government.

Previous to the announcement, British industry had been calling urgently for an immediate cut in corporation tax and a relaxation of credit restrictions in the face of lagging industrial production and pessimistic investment forecasts. Most businessmen expect yet another reassessment of government programs and possibly a further revision of taxation in the April 1971 Budget. Mr. Barber, the Chancellor, stressed that the package had been deliberately neutral in its effects on demand so that he could keep his options open for the Budget in April.

A. W. H. Whightman (left) of Primavend Services Ltd., London agents for Versafood Services Limited, Toronto, talks to A. D. Howell-Jones, Commercial Officer in London, during the last Hotelympia trade fair in London during February 1970.

Despite the changes, the paramount concern of the British Government and industry is inflation. Average earnings in June were 12 per cent higher than a year ago and new wage settlements are averaging about 14 per cent. In the twelve months to June 1970 the cost of living increased by 6 per cent, twice the annual growth rate for the past ten years. There is general agreement that the situation is a "wage push" rather than a "demand pull" inflation. The Chancellor reiterated in early November that he anticipated taking no steps to reflate the economy for the present and he stressed that the first priority of the Government was to deal with the problem of wage inflation.

The high unemployment has done little to modify wage demands and settlements. In August the number of unemployed reached 600,000, or 2.6 per cent of employed persons. Industrial disputes have also reached record levels during 1970. For the first seven months of 1970 strikes were responsible for the loss of six million days against 6.75 million for all of 1969. The Government plans to introduce legislation intended to encourage more orderly labor-management relations through a legal framework.

On the brighter side, the dramatic improvement in the balance of payments in 1969 continued into 1970. For the first quarter there was a surplus of about $300 million. The second quarter showed less sparkle, with a current account surplus of about $125 million. A slump in the visible trade balance largely accounted for the decline. The OECD forecasts a surplus on current account of about $1 billion for 1971, which is slightly lower than the British Government forecast of $1.2 billion for mid-1970 to mid-1971. An unhealthy development for the balance of payments is the increase in the price of exports but a smaller increase in their volume. The volume of imports, on the other hand, is up, but to a greater degree than the price increases.

The country is depending on buoyant exports to contribute to a more vigorous growth of gross domestic product. For the fiscal year 1969–1970 GDP rose at a rate of about 1½ per cent whereas productive capacity rose about 3 per cent. A decrease in capital formation and stock building largely account for the shortfall in demand. Consumer spending is up slightly, as expected in view of the jump in earnings over the last year.

Despite the uncertain industrial outlook, imports are maintaining their market share. The import deposit scheme is to be eliminated this month. Consumer demand is likely to expand and capital investment will be encouraged by the Government.

Canadian exports to Britain for the first nine months of 1970 have shown a creditable 32 per cent increase. Exports during this period totalled $1,112.8 million against $842.7 million for the first nine months of 1969. British sales to Canada for the first nine months, however, are down 10 per cent to $554 million. These figures were distorted to some extent by the Canadian labor disputes that delayed some exports in 1969 and by British labor problems that had a similar effect on some British exports in 1970.

Canadian exports to Britain consist of a wide variety of products; the table lists the main ones in order of value. Our purchases from Britain are equally diversified, as the table shows. Despite the high level of Canadian exports to Britain, the British are accounting annually for a smaller percentage of our total export sales. In 1967, exports to Britain represented 10.3 per cent of total Canadian exports, in 1968, 9 per cent, and in 1969 only 7.5 per cent. This trend may be reversed this year.

CANADA'S TRADE WITH BRITAIN

	Cdn. $'000 1963	1964	1965	1966	1967	1968	1969
Total exports to	1,006,838	1,199,779	1,174,308	1,122,574	1,169,053	1,209,592	1,096,480
Total imports from	526,800	574,107	619,398	644,741	673,050	696,085	790,974

BY MAIN GROUPS

Exports to:	Cdn.$'000 1968	1969
Nickel	143,299	110,340
Copper and brass	124,408	97,557
Wheat	105,974	88,082
Aluminum	73,327	74,419
Lumber and wood products	87,311	74,272
Newsprint	54,862	60,616
Tobacco	49,787	54,320
Pulp	38,013	36,585
Other paper	38,836	36,098
Lead and zinc	39,233	34,207
Iron ore	37,586	29,867
Fish and fish products	19,637	29,236
Fruits and vegetables (including juice and fillings)	23,616	25,103
Oilseeds and meal	29,055	23,406
Textiles and clothing	19,169	21,077
Asbestos	16,948	16,551
Barley	3,899	13,960
Iron, steel and alloys	15,570	12,314
Synthetic rubber	11,579	10,925
Dairy products	14,812	10,737
Industrial machinery and equipment	11,023	10,461
Hides, skins and furs	8,435	10,455
Oils and fats	8,508	7,790
Office equipment	5,406	7,080
Vehicles and parts	3,241	6,851
Electrical equipment	7,613	6,643
Other cereals, byproducts and feeds	5,560	5,140
Wheat flour	5,822	4,413
Meat	4,948	4,206
Radio, TV and electronic, parts	3,488	4,158
Non-metallic minerals	2,137	3,858
Aircraft and engines	8,154	2,816
Vessels, marine engines and parts	1,514	1,834
Sausage casings	754	1,444
Seeds	1,273	1,187
Honey	1,312	606
Coffee	524	168
Malt	200	91
Total of 38 main groups	**1,027,012**	**938,873**
Percentage of total exports	84½	86

Imports from:	Cdn.$'000 1968	1969
Transportation equipment	111,535	121,830
Industrial machinery and parts	54,236	71,008
Motors, engines and parts	30,795	38,139
Iron and steel (including chain, wire, tubes)	34,890	37,097
Chemicals and chemical compounds	38,131	36,971
Textile fabrics	29,932	36,189
Aircraft and parts	23,419	26,445
Alcoholic beverages	15,719	18,881
Communications equipment	19,586	18,331
Apparel	13,920	18,166
Tableware (ceramic)	14,755	17,157
Cameras and photographic equipment	12,864	16,092
Wool	15,260	15,475
Electrical equipment	7,973	14,213
Yarn, thread and cordage	11,559	13,237
Office equipment	12,442	12,423
Domestic and commercial appliances	8,675	10,857
Leather	10,828	10,809
Medical and surgical products and equipment	8,593	10,498
Books and newspapers	8,365	9,678
Platinum group metals	16,753	9,553
Confectionery	8,160	8,982
Footwear	6,799	8,429
Carpets	6,245	7,886
Jewellery, watches and clocks	6,115	7,038
Cocoa, coffee and tea	8,585	6,987
Glass	2,133	6,467
Valves and pipe fittings	4,283	6,145
Hand tools	4,498	5,466
Biscuits and bakery products	5,055	4,905
Copper bars and rods	4,245	4,754
Toys	3,894	4,502
Synthetic fiber and waste	5,166	4,470
Builders' hardware	3,582	4,449
Aluminum castings and sheets	4,267	3,452
Laboratory and measuring equipment	4,799	3,319
Crude materials	3,048	3,304
Fur skins	2,682	2,636
Bricks, tiles and refractories	2,132	2,237
Safety razor blades	1,872	1,585
Rubber products	1,656	1,458
Transmission equipment	2,494	1,332
Meat and meat preparations	729	1,061
Total of 43 main groups	**592,669**	**663,913**
Percentage of total imports	85	84

Prospects are bright for sales of Canadian manufactured products in Britain. The British Government forecasts an annual increase through 1973 of 6.9 per cent in total imports of manufactured goods. Manufactured products have been making up an increasing percentage of its imports: 25.5 per cent in 1955, 36.8 per cent in 1960, and 44.1 per cent in 1965. Within this grouping, imports of semi-manufactures (i.e., chemicals) have been increasing at a slower rate than those of finished manufactures, such as machinery and consumer goods.

British economic priorities are shifting from export growth to securing as large and sustained an increase in domestic investment as possible. The stress on capital investment will overcome shortage of capacity in some sectors where imports now predominate but will also necessitate an inflow of imports to undertake expansion plans.

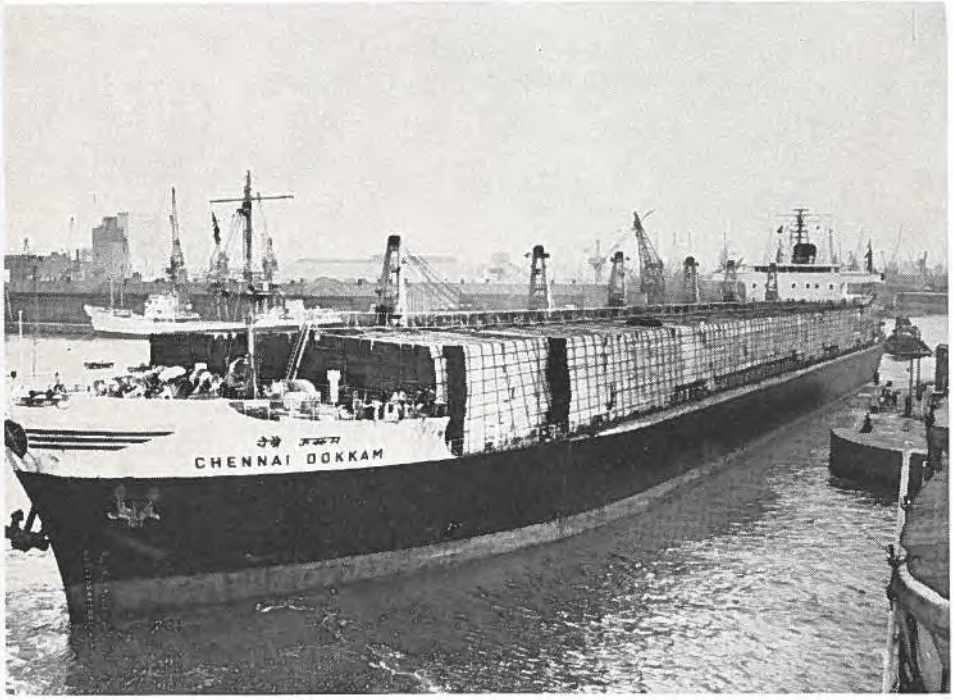
Canadian exporters in efforts to penetrate the market have benefited from superior technical performance, good delivery, innovative and aggressive marketing, and requirements in some cases for North American specifications. Relative price comparisons are often of secondary importance. The introduction of frequent container services on the North Atlantic shipping run is also of advantage to Canadian suppliers. Finally, British preferential tariff treatment often provides a slight competitive edge for Canadian firms.

The outlook for agricultural products is not clear and will be influenced by the British policy of encouraging import substitution as well as the proposed change in the farm support system from one of deficiency payments to one of variable levies, similar to the Common Agricultural Policy of the EEC. Cereals, meat and milk products other than butter and cheese are the products that are initially to be included under the system of variable levies.

Britain is the second largest world market for forest products of all kinds and an important traditional outlet for Canadian production. The total value of present imports runs at over $1.6 billion, about 80 per cent of which is supplied by Canada, Sweden, Finland, the U.S.S.R., Norway, the United States, and Poland. Canada's over-all share is in the order of $275 million, or some 17 per cent, but for some of our major products (such as plywood, newsprint, lumber and wood pulp) the individual percentage shares are usually considerably higher. Competition from Northern European suppliers in most products is normally keen, hence the importance of maintaining active promotion programs in order to maintain and increase our share of the market and, at times, to counteract the effects of high Canadian prices and supply shortages.

With no significant indigenous forest resources, Britain will probably continue to look to the traditional suppliers for its needs. There are encouraging signs that, with the gradual improvement in economic conditions, there will be a modest growth in consumption and imports of forest products. Because Scandinavian and Finnish suppliers are thought to be already at or near the upper limits of their allowable cut, Canada and the Soviet Union should in future increase their shares of the expected larger market.

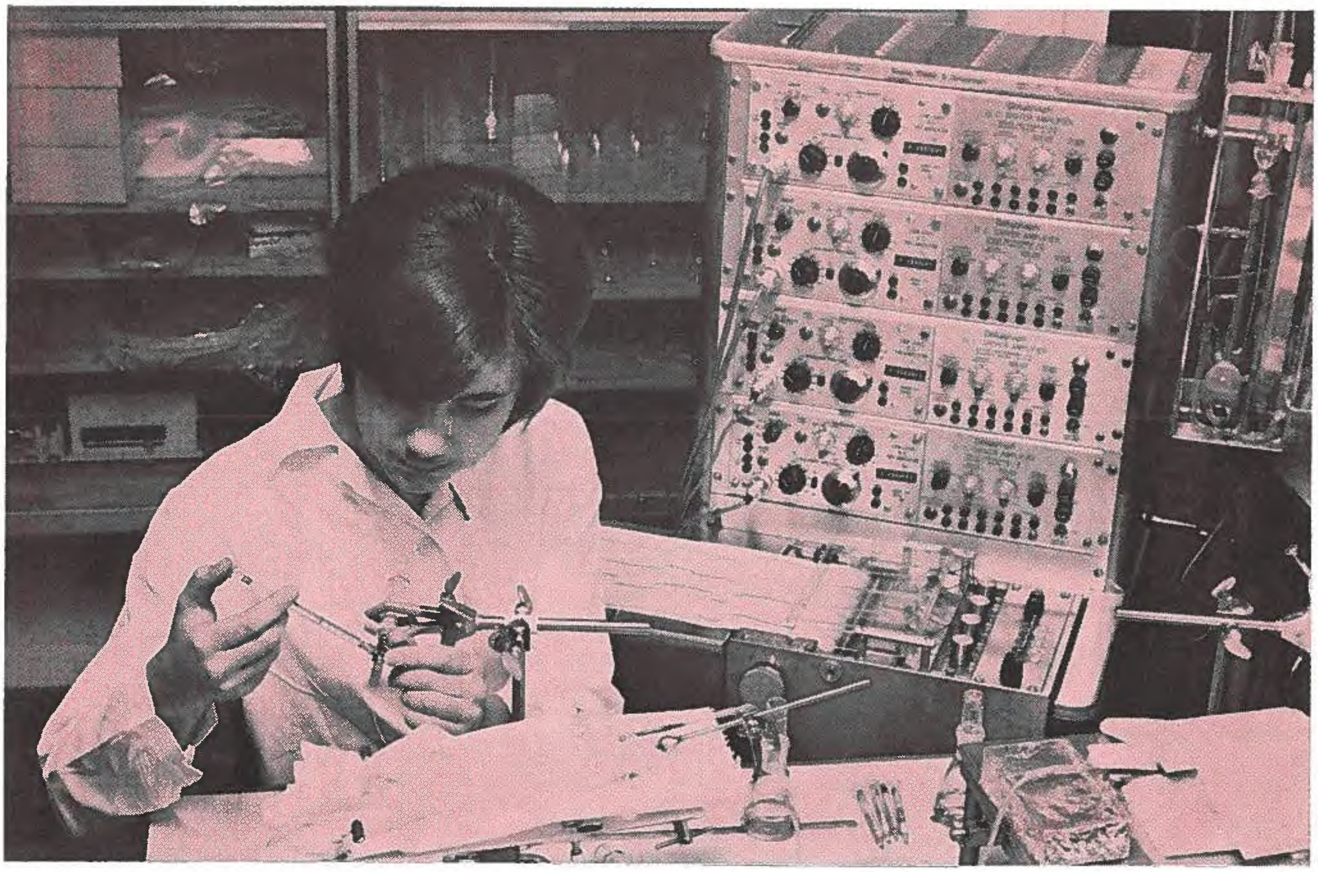
Despite the current slowdown of the British economy, the market is still inviting, both in size and in diversity. British procurement policies are increasingly reflecting a stress on delivery, quality control and design. Many Canadian firms, discovering that they can answer these requirements, are currently exploiting the opportunities. Canadian executives find British purchasing officials are now prepared to buy in quantity from offshore sources.



Packaged lumber from Canada arrives in Britain, the second largest market in the world for forest products. Because of problems in Scandinavia, Canada should be able to increase its share, worth about $275 million a year, or about 17 per cent of the total timber and products market. Competition, however, remains strong.

Sweden Wants Sophisticated Goods

There is a market here for many consumer products, including textiles, clothing, footwear and food, and for many types of advanced equipment and capital goods. A good agent is essential in selling to the Swedes.



A researcher in a Swedish biological laboratory. Sweden has a nationalized health service and advanced social security systems, but social reforms will have to give way to much-needed industrial investment if exports are to continue rising.

D. C. BUTLER, Assistant Commercial Secretary, Stockholm

Sweden imports more per capita than almost any other country. In 1969 Swedish imports were valued at more than $6,000 million, a respectable amount, equal to one-sixth of the U.S. import bill. The economy is operating at near capacity but, although the growth of the gross national product will probably be an unspectacular 4 per cent in 1970, a real growth in imports of 7.5 per cent over 1969 was forecast. The increase to September has already exceeded that figure. Steps to curb the rise in domestic consumption, such as raising the value-added tax to more than 16 per cent, have already been taken and other measures to improve the balance of trade are indicated. However, Sweden's demand for imported products of almost all kinds is high and this will continue.

Increased industrial investment is necessary even at the expense of some of the planned social reforms, and this is now accepted officially as essential to maintaining the competitive strength of the Swedish export industries. Industrial investment is expected to be higher in 1970 than in 1969, in spite of the credit restrictions. Machine and heavy engineering industries will show the greatest increase as firms try to overcome obstacles to growth caused by lack of capacity.

In spite of these fiscal measures, the increase in private consumption will almost certainly exceed the limit recommended by government economists. A general price-freeze, enacted in

SELECTED CANADIAN EXPORTS TO SWEDEN

	$'000 1968	1969	January-August 1969	1970
Parts and accessories for motor vehicles	3,003	6,698	4,428	3,910
Fish and shellfish	1,050	2,733	1,709	2,594
Papermakers' felts	1,102	1,269	882	573
Zinc ingot and semi-fabs	1,223	1,194	874	1,059
Asbestos	508	1,042	771	413
Meat casings	567	995	—	—
Copper semi-fabs pipe	171	976	—	—
Copper tubes and semi-fabs	—	—	494	2,072
Special vehicles, incl. snowmobiles	300	957	236	276
Hoisting machinery and parts	313	810	412	388
Computers and punch card equipment	704	687	461	449
Broad woven fabrics, cotton	93	612	275	537
Plywood, Douglas fir	422	572	535	169
Motor vehicles, engines and parts n.e.s.	554	535	386	171
Steel and alloy semi-fabs	206	445	—	—
Communication equipment and other electronic components	285	388	—	—
Measuring and testing equipment	230	363	155	224
Fish offal and waste	240	340	254	335
Non-ferrous ingot & semi-fabs n.e.s.	71	315	—	—
Horse meat	111	307	270	290
Sports and recreation equipment and toys n.e.s.	139	291	137	171
Resins and plastic semi-fabs	398	282	104	236
Metallic salts of inorganic acids (potash)	369	279	203	—
Cattle hides & skins, raw	178	275	169	199
Ice skates	269	274	227	233
Industrial machinery and parts n.e.s.	174	265	—	—
Bearings and parts	136	253	97	331
Parts and accessories for chain saws	194	239	120	228

	$'000 1968	1969	January-August 1969	1970
Fur apparel	273	209	123	107
Lumber, flooring, shingles, etc.	30	181	—	—
Rock drilling machinery	13	177	148	176
Peas, whole dried	55	176	—	—
Saws and sawmill machinery	80	168	—	—
Telephonc, radar and other communication equipment	51	166	—	—
Vegetables and juices n.e.s.	85	164	122	127
Apples, crab apples and pears, fresh	426	154	82	201
Clothing not footwear n.e.s.	111	153	—	—
Fruits and berries, frozen n.e.s.	1	151	—	—
Meat, other	192	144	—	—
Grass, clover, forest tree and other seed	341	121	—	—
Chemical and pharmaceutical production machinery	—	112	—	—
Surgical, medical and dental equipment	78	105	—	—
Printing and bookbinding machinery	190	74	70	224
Telephone equipment and parts	—	—	105	844
Nickel semi-fabs	—	—	40	2,354
Log-handling equipment	—	—	—	468
Sausage and meat casings	—	—	711	441
Tubes, semi-conductors and other electronic components	—	—	219	319
Cereal products	—	—	153	253
Whisky	—	—	67	195
Grass and other seed for sowing	—	—	78	180
Coated and impregnated fabrics	—	—	—	147
Potato products, frozen	—	—	—	108
Precooked, frozen fish and other dinners	—	—	147	—
Total, including all others	**31,744**	**41,278**	**26,251**	**32,313**

response to a rise of 5.2 per cent in consumer prices between January and September this year, could last until the end of March 1971. Wage negotiations are in the offing and unions have announced plans to demand increases of 15 per cent and more. The federation of labor unions has turned down a preliminary offer from the employers' federation of increases averaging 7 per cent a year until 1974, and the Government is reluctant to impose direct wage controls.

The volume of industrial production increased by more than $600 million in 1969 (up 8 per cent) with the paper industry showing the biggest rise. Despite full order-books, the increase in industrial production will probably be less in 1970, due mainly to a shortage of skilled labor. The mining industry will probably be unable to make up production lost by strikes in the iron mines, and less ore will be produced than in 1969.

The textile industry is going through hard times in the face of low-cost imports and the increased tendency of Swedish textile manufacturers to transfer production facilities to lower-wage countries such as Finland. The parliamentary committee on the textile industry forecasts that the number of employees in textile and garment production will diminish from the present 70,000 to less than 50,000 by 1980. Shoe production has also declined, for the same reason; in September a major producer announced plans to cease operations because of competition from imported shoes.

Because of the greater consumer and investment demand, there will probably be an increase of between 8 and 9 per cent in total imports for 1970, and somewhat less in 1971, but it is difficult to say by how much. As a prosperous country with a specialized economy, Sweden needs a wide variety of goods and will remain a good market for most consumer products, almost any type of advanced equipment, and capital goods.

In 1969 almost half of Sweden's foreign trade was with EFTA countries but its single biggest trading partner was West Germany. In 1969 5 per cent of exports went to Eastern European countries, which supplied 4 per cent of imports. Canada supplied 0.7 per cent of Sweden's imports in 1968 and 0.9 per cent in 1969.

Swedish import duties are relatively low even to non-EFTA members and only rarely do they prohibit trade in any particular product. On the other hand, the exporter should remember that the added value tax is calculated on the value of goods after they clear Customs.

The general price freeze applies to all imported goods except heating oils, motor fuels, and raw materials the prices of which are set by international agreement. Also exempt are goods the prices of which are difficult to fix, such as high-style clothing, and completely new import products. Swedish importers will therefore have to absorb any price increases occurring after October 7 themselves or cease importing. An exemption will be considered only if this situation forces a decrease in the number of employees of an importing firm.

Imports and exports in the first half of 1970 substantially exceeded those during the first half of 1969. Semi-processed goods (up 30 per cent), machinery and equipment (up 25 per cent), and food (up 20 per cent) made important gains.

Canada's exports to Sweden rose by more than 30 per cent in 1969 to \$41.3 million and by a further 23 per cent during the first eight months of 1970 compared with the same period in 1969.

Sales of automotive components more than doubled in 1969 (see the table) and foodstuffs, textiles, and metal semi-fabricated goods, special industry machinery and electronic products made substantial gains. Canadian papermakers' felts ran into stiffer competition from British and other producers in 1969 and this competition continued into 1970. Sports and recreation equipment sales are improving steadily.

The rising sales of fish and fish products demonstrate not so much a change in preference as the inability of traditional sources to satisfy even a constant demand, much less a growing one. French competition in the Swedish market for fresh apples and pears is becoming more intense. Canadian apples, however, seem to be doing better than in 1969, but it is doubtful whether 1970 sales will match those for 1968.

Sweden has a high standard of living and presents a growing market for most consumer products, including food. Shown here is an attractive shopping mall in Stockholm.

The market for food products will remain good. Swedish food prices are high and the housewife is prepared to pay for quality goods. More and more, Sweden must rely on imports to satisfy the demand for textiles, clothing and footwear. Prices are about the same as in Canada, but quality and design—especially design—exert an even greater influence on purchasers. Well-designed winterwear of almost any kind has good potential.

Sports and recreation equipment from Canada has sold well and sales of electronic equipment, special industry machinery, forestry equipment, and measuring and process control equipment are expanding substantially.

There is an excellent market for these products, as there is for raw and semi-fabricated materials, but with a few exceptions they are best sold through agents.

The key words here are "innovation" and "sophistication". "Nyhet" ("innovation" as opposed to "new") is one of the words that occurs frequently in Swedish advertising, and anything that saves labor or improves efficiency is of immediate interest.

If you need more information on the market for any commodity in this country, write to the Commercial Counsellor, Canadian Embassy, Box 14042, S-104 40 Stockholm, Sweden.

More Rice for Malaysia

Malaysia hopes to achieve self-sufficiency in rice production within the next three to four years with the aid of an Asian Development Bank loan of \$4.2 million. It will be made up of a \$3.3-million concessional loan from ADB's Special Fund and \$900,000 from its ordinary capital resources. The latter will be used to provide the foreign exchange needed to purchase maintenance and agricultural extension equipment, tractors and a rice mill. The major loan will finance the foreign exchange costs of construction of irrigation, drainage, and agricultural extension facilities.

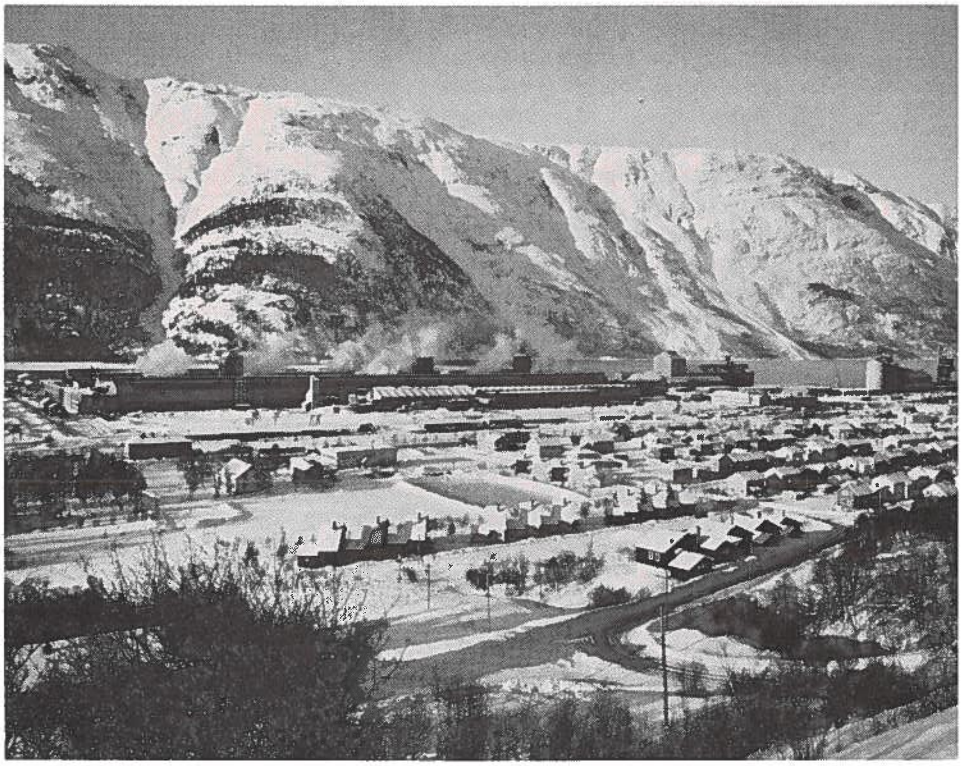
The project is designed to provide irrigation water for two high-yielding rice crops a year on 12,600 acres of paddy fields, where at present only 1,500 to 2,500 acres are double-cropped. Production in the project area is expected to increase from the current annual level of 10,000 to about 50,000 tons.

The project, scheduled to begin next year, represents a significant part of Malaysia's effort to achieve self-sufficiency in rice production in the next three to four years.

What's New in Norway?

Canadian exports in this country, up by $21 million in the first half of this year, are comprised of more than 300 categories. And Norway has budgeted for an increase in imports of more than $2 billion by 1973.

J. R. CAUX
Commercial Secretary, Oslo



The Mosjoen Aluminium Works in Norway nestles close to the mountains. Note the living quarters for the workers at the factory. Norway has one of the fastest growing industrial infrastructures in Europe and one of the highest standards of living.

Norway is often taken to be Scandinavia's poor relation and, looking at this country of forests, rocks and snow, the superficial observer might be tempted to believe it. Yet with its small population of less than four million, it has one of the highest standards of living in Europe and one of the most rapidly developing industrial infrastructures.

Did you know, for instance, that the Norwegians have a per capita income of U.S.$2,047? Did you know that in 1969 they imported goods worth three billion dollars, that is, about $25 per capita more than Canadians did? As this year draws to a close Norway holds even greater potential interest for Canadian exporters.

Total production of goods and services in the first six months of 1970 was 3.4 per cent higher than for the same period last year, reflecting a greater demand for capital goods in commerce and industry. Production of these goods rose by 6.5 per cent compared with last year.

There has been a considerable increase in employment, so that the labor market is now smaller. The spring wage negotiations resulted in a substantial rise in wages, averaging 17 per cent within the next two years. Prices are also higher, partly as a result of wage increases but also as a result of the introduction at the beginning of the year of a 20 per cent value added tax. There is even a fear in some business circles of inflationary pressures on the economy if prices continue to climb.

After two years of fairly large surpluses in its balance of payments on current account, Norway is expecting a deficit of about $200 million in 1970, representing a decline of about $290 million compared with the 1969 current account surplus of about $90 million. The chief causes lie in increased imports of ships and in a considerable increase in the demand for producer and consumer goods.

Almost 80 per cent of Norwegian imports consist of capital goods and industrial materials, products used mostly to increase industrial production (see Table 1). Because this country is continuing to expand its industrial base, this percentage will probably remain constant.

After a sharp increase in purchases of durable consumer goods before the imposition of the value added tax, sales of these products declined during the early months of the year. It now seems that purchases will rise again, because stocks have to be replenished.

Because of the removal of internal tariffs and the resulting preference vis-à-vis non-EFTA countries, and because of their proximity, these countries are Norway's chief trading partners, as shown in Table 2. The Common Market countries are also important Norwegian customers and suppliers. However, North America succeeded in selling to Norway goods worth $233 million during the first six months of this year; the Canadian share was $83 million.

Canadian exports to Norway last year fell to $103.6 million from $116.5 million in 1968, due in part to the nickel strike. But during the first half of 1970, our sales rose by $21 million over the same period in 1969. The total for 1970 should compare favorably with that for previous years.

TABLE 1

NORWAY'S PRINCIPAL IMPORTS

	$ million Jan.-June 1969	1970	Change
Machines and apparatus	255	336	+81
Iron and steel	80	140	+60
Fuel oil and lubricating oils	112	135	+23
Transportation equipment	152	129	−23
Ores and scrap metals	75	96	+21
Textiles	68	77	+ 9
Chemical products	68	78	+10
Clothing and footwear	64	75	+11
Metals (except iron and steel)	44	56	+12
Wood, lumber and cork	27	39	+12
Fruits and vegetables	35	38	+ 3
Grain	20	32	+12

TABLE 2

NORWEGIAN INTERNATIONAL TRADE

	$ million Imports Jan.-June 1969	1970	Exports Jan.-June 1969	1970
EFTA countries (incl. Finland and Iceland)	577	740	500	580
Common Market	370	447	261	330
United States	130	150	90	78
Canada	62	83	22	23
Other countries	238	294	113	126
Total	**1,377**	**1,714**	**986**	**1,137**

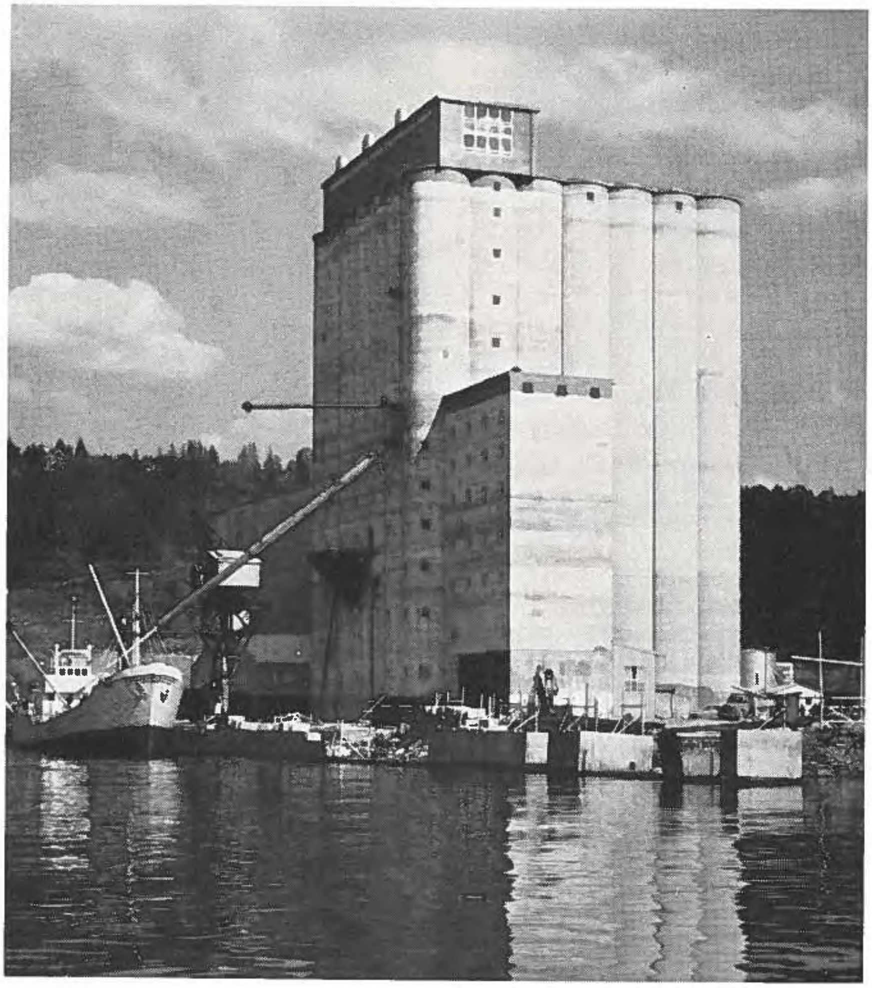
Although a large part consists of nickel- and copper-ore concentrates, our exports to Norway comprise more than 300 different categories. In 1969 sales of many commodities showed worthwhile increases, particularly frozen fish, shellfish and seafoods, certain vegetables such as peas and beans, asbestos, fibers and ropes, certain chemical products such as polyethylene resins, several types of machines, and scientific and communication equipment. Table 3 shows that this trend continued in certain categories through the first six months of 1970.

The Norwegian market, then, is a varied and interesting one. But to succeed, there are certain conditions the Canadian supplier must meet. First, prices must be "unbeatable". European competitors have recently had to face large increases in their manufacturing costs, but they benefit either from low tariffs or duty-free entry or from lower freight costs—sometimes both—and this must be taken into account.

Second, as a supplier you have to offer quality products. Norwegians take care to buy goods on a par with their own very high standards. If you export technical machinery or apparatus, it is of paramount importance to provide after-sales service, either in spare parts or in technical advice.

Third, to sell certain products you need an agent. Discuss it with the Trade Commissioner in Oslo, either by letter or during a personal visit to Norway. But warn him of your visit far enough in advance for him to be able to examine your products and the chances of promoting them on the local market.

Products not necessarily needing an agent to market them and that have sales potential in Norway are: legumes, shrimps and crabmeat, paper pulp



Grain being unloaded at a Norwegian silo. In the first six months of this year the country's imports of grain rose by $12 million to $32 million. Canadian sales of wheat to Norway last year totalled $2.2 million, up slightly from the 1968 figure.

TABLE 3

PRINCIPAL CANADIAN EXPORTS TO NORWAY

	\$'000 Jan.-June 1969	Jan.-June 1970
Salmon	47	169
Other fish	—	172
Shellfish	228	118
Fruits and vegetables	252	343
Hides	83	185
Oil-yielding seeds	—	1,059
Concentrated ores	53,432	73,355
Asbestos	390	204
Plywood	351	54
Chemical products	1,108	279
Bar and sheet steel	28	92
Bar copper	1,439	2,935
Other metals	272	284
Silicon carbide	—	365
Forest industry equipment	16	121
Snowmobiles	49	44
Aviation equipment	1,028	755
Communications equipment	1,829	891
Scientific equipment	71	151

(sulphate), plywood, logging machines, machines for municipal use, and equipment for underwater geological research.

What is the future for Canadian exports to Norway? The Norwegian Government's long-term program provides for imports amounting to \$5.1 billion in 1973—more than \$2 billion above the 1969 figure. But it remains to be seen what percentage of these purchases will be made from the Common Market countries if and when Norway becomes a member.

It has been calculated that, prices being equal, goods from the EEC on which customs duties of 15.3 per cent (the average in Norwegian customs duties) must be paid have an advantage of 4.26 per cent over Canadian goods. If Norway joins the EEC, this comparative advantage will amount to about 22 per cent, assuming that the Common External Tariff is more or less equal to the Norwegian customs duties. Consequently, Canadian products will have to face much the same competition on the Norwegian market from the EEC as they are now meeting from the EFTA countries.

This situation, however, is unlikely to arise in the near future. Although Norway has begun negotiations for admission to the Common Market, some major problems have arisen, such as the common fisheries policy, the common agricultural policy, and the regulations concerning the free movement of capital. These problems may take time to settle.

Meanwhile, the Commercial Division of the Canadian Embassy in Oslo can help you. Our address is: Oscarsgate 20, Oslo 3 (postal address: Postuttak, Oslo 1). Don't hesitate to contact us!

People's Republic of China

Following the establishment of diplomatic relations between Canada and the People's Republic of China, *Foreign Trade*, in collaboration with the Hong Kong Office, prepared and published a special supplement "Canada and China", designed for members of the Canadian business community interested in following up trade opportunities there. This has now been distributed to all those on the *Foreign Trade* mailing list. Requests for additional copies should be sent to the Foreign Trade Division, Publicity Branch, Department of Industry, Trade and Commerce, Ottawa.

Finland: The Market Is Changing

Industrial boom expected to level out by mid-1971; may mean smaller market for industrial goods, but a greater demand for consumer products.

E. C. H. SHELLY
Assistant Commercial Secretary,
Stockholm

Last year Finland experienced a phenomenal 10 per cent increase in GNP. This was the biggest rise in a decade and the record for 1970 is nearly as good. The transition from a rural to an industrial economy continues, and with company profits up 30 per cent in 1969, predictions of the pending birth of a new industrial "mini-giant" in Northern Europe continue to be promising.

In 1969, the metal and engineering industries had their biggest year ever. Production increased to $510 million (up 30 per cent) and for the first time the forest products industry was surpassed as the country's leading producer. Basic metals accounted for much of the increase but machinery also played an important part. Production of paper and board machines, elevators, and ships (especially ice-breakers) all made strong gains. Production of recreational and business electronic equipment holds excellent promise for the coming decade, as does the more traditional manufacture of heavy electrical equipment (transformers, cables, etc.). Finnish workers returning from abroad are expected to play an important role in the further expansion of all these industries.

Forest products accounted for more than 50 per cent of exports. This industry is fighting to get back its leading position in Finland through intensified research and development activities that are already bearing fruit. Non-woven fabrics have been produced for some time and distinctive Finnish designs are now being used to help market this material in many countries. Aside from the new product areas, Finland remains a major world supplier of forest products, especially pulp and paper.

The chemical industry too is making radical improvements in its capabilities. Over the last three years, large investments have been made in petrochemical production and supplies of ethylene, polyethylene, polyester resins and styrenes will soon be available. R & D has led to such products as the new polymer-impregnated wood flooring (installed at the Helsinki International Airport), but licensing agreements are also being concluded with foreign firms.

Inorganic chemicals are adding their share, with significant production of vanadium pentoxide, titanium oxide, and rare earths, in addition to the well-established manufacture of sulphuric acid, fertilizers, and so on.

Finland is a major producer of forest products, which account for more than 50 per cent of its exports. It offers a good market for forest harvesting equipment, as Sabre Saw Chain of Burlington, Ont., has discovered. Shown above is one of its products in use.

A "Canada Night" was featured recently at a hockey tournament in Helsinki, and Canadian-made sports equipment was presented by the Canadian Ambassador (back to camera, left) as prizes. It is among the consumer products Canada exports to Finland.

TABLE 1

MAJOR CANADIAN EXPORTS TO FINLAND 1968, 1969

	Cdn. $'000 1968	1969
Pulp & paper industrial machinery & parts	104	1,021
Papermakers' felts, textile	654	830
Iron ore, concentrated	127	648
Tobacco, bright Virginia, flue-cured	310	631
Other motor vehicles n.e.s.	134	394
Parts & accessories for chain saws	66	336
Aircraft engines and parts	310	314
Asbestos milled fibers, groups 4 & 5	79	253
Polyethylene resins, not shaped	130	165
Medical and pharmaceutical products n.e.s.	132	157
Bars, steel, not rolled	64	129
Aluminum pigs, ingots, shot, slabs, etc.	236	121
Copper bars, rods and shapes n.e.s.	120	114
Cattle hides, raw	64	106
Total exports, including all others	**7,058**	**7,177**

TABLE 2

MAJOR CANADIAN EXPORTS JAN.-JUNE

	Cdn. $'000 Jan.-June 1969	1970
Papermakers' felts, textile	430	479
Iron ore, concentrated	314	274
Tobacco, bright Virginia, flue-cured	133	190
Flaxseed	—	159
Polyethylene resins, not shaped	24	150
Cranes and derricks	—	144
Asbestos milled fibers, groups 4 & 5	116	135
Motor vehicle engines and parts	—	115
Medical and pharmaceutical products n.e.s.	153	96
Rapeseed	—	93
Aircraft engines and parts	165	79
Parts & accessories for chain saws	122	73
Pulp & paper industrial machinery and parts	837	67
Aluminum pigs, ingots, shot, slabs, etc.	121	—
Copper bars, rods and shapes n.e.s.	114	—
Total exports including all others	**3,558**	**3,643**

Industrial activity has sparked an increased need for power. Aside from that to be provided from nuclear reactors that have been ordered, the feasibility of buying natural gas from the U.S.S.R. is being investigated. Should the offer prove attractive enough, a pipeline network will be built in Finland to connect with the Soviet source of supply.

Much of Finland's trade is oriented towards EFTA (of which it is an associate member), the European Economic Community, and the Eastern Bloc countries. Its largest industrial trade partners are Britain, the U.S.S.R., Sweden and West Germany, in that order. Special bilateral five-year agreements are regularly made with Eastern Bloc countries and, although they mean rigid trade patterns to some extent, they tend to stabilize the trade structure.

Finland's import duties are considerably higher than those of its Scandinavian neighbors This does restrict considerably access to the market by non-EFTA countries but certainly not to the point of exclusion.

A further barrier to easy market access is the regulations restricting import credit that were recently announced. They will affect about 25 per cent of Finland's import trade and cover luxury foodstuffs, cosmetics, soaps, yarn, clothing, household and office machinery and appliances, furniture, boats, outboard motors, and motor vehicles. Unless an importer has proven the existence of an agreement on payment terms made before November 13, he must pay for the goods through an authorized bank or deposit the purchase price with the Bank of Finland before he can clear the goods through Customs.

Imports and exports both reached record highs in the first half of 1970, but imports were particularly strong. The most important import groups are raw materials (up 22 per cent in 1969), industrial equipment and machinery (up 42 per cent), and manufactured consumer goods (up 27 per cent).

Canada's exports to Finland rose slightly in 1969 to $7.2 million compared with the 1968 figure of $7.1 million. There were some important changes, however. Pulp and paper machines and parts showed a tenfold increase, and shipments of papermakers' felts, iron ore concentrates, tobacco, and chain saw parts and accessories made significant gains. (See Table 1.) Wheat, flaxseed, chain saws, and some semi-manufactures showed losses. Figures for the first half of 1970 exhibited a slight improvement over the first half of 1969. There were some major fluctuations (Table 2) but a number of these reflect seasonal variations. Imports of Canadian wheat are expected to recover from the decrease in 1969.

The present boom is expected to level out by about mid-1971 as credit becomes tighter. Emphasis will swing from industrial to consumer demand. The message is clear—sell to the consumer in 1971.

Industry should not be forgotten, however. In the medium and long term, it offers excellent opportunities as the expected industrial expansion takes place. Last year private investment rose by 16 per cent, and most of this was accounted for by machinery and other industrial equipment.

In the consumer goods field, Canadian exporters have been strongest in food products, general sports equipment and snowmobiles. Although Finland's relatively high tariffs make it difficult to expand in this area, more can be done to increase our share of the market. Fashion winter wear, specialty foods, toys and sports equipment hold good potential. On the industrial side, sales of electronic instruments, communications equipment, forest harvesting machinery, protective clothing, and raw materials can be increased.

Most of these products must be sold through a Finnish agent and exporters interested in examining the possibility of selling their products should contact: Commercial Counsellor, Canadian Embassy, Post Box 14042, S-104 40 Stockholm 14, Sweden.

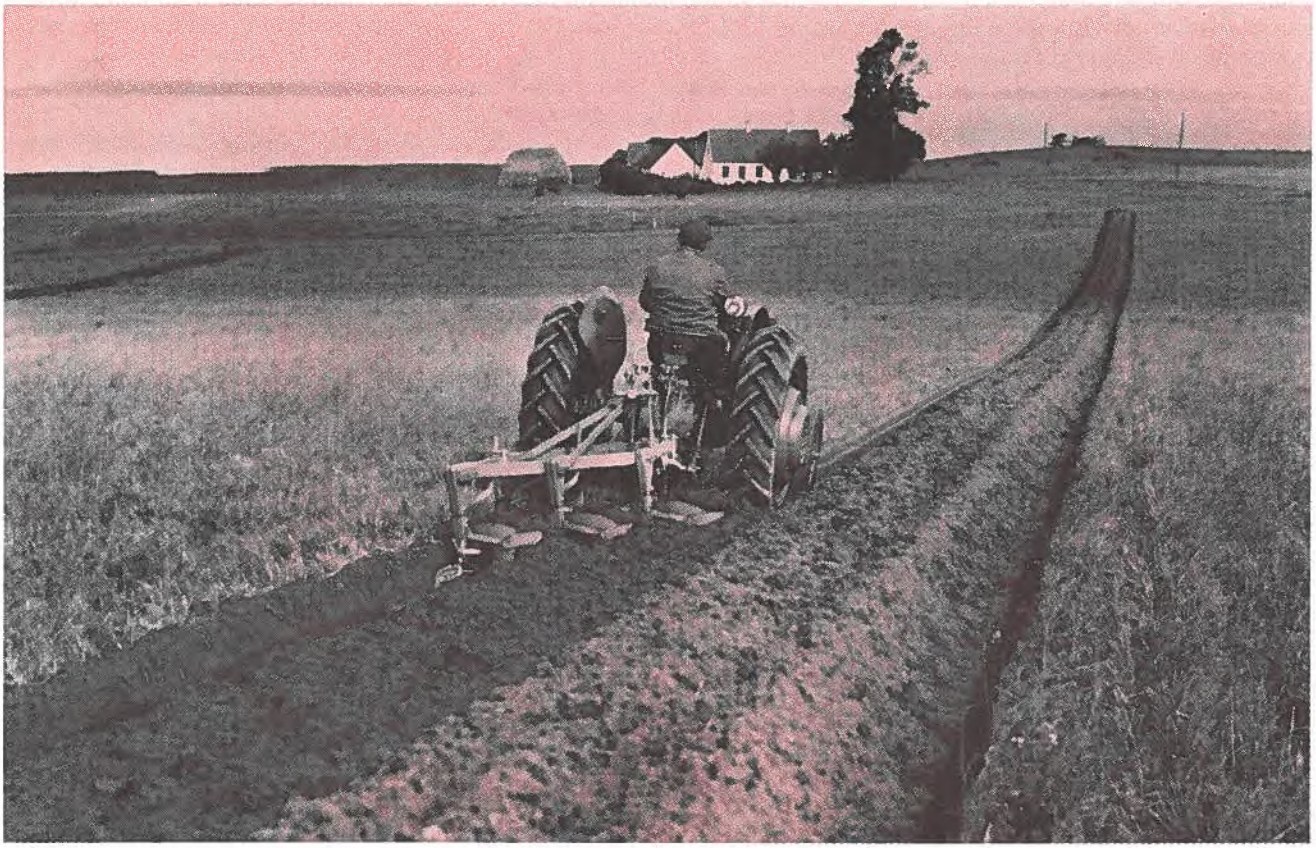
Finland is also a good source of technology for Canadian firms seeking to diversify their production through licensing arrangements. For more information on this, see the article in the May 23, 1970, issue of *Foreign Trade*, "Scandinavia as a Source of Technology". The Commercial Counsellor's office can also supply details.

One of Finland's modern supermarkets where Canadian foods are gaining increasing favor with customers.

92471—2

Denmark: Competition Is Keen

Industry is expanding, imports rising, but inflation, balance-of-payments problem may curtail demand slightly. Canadian sales have been rising throughout 1970.



This is typical of Danish farms, where productivity is still rising, thanks to efficient use of equipment. Most of the surplus farm labor has already been employed in industry, but 13 per cent of the labor force is still on the land.

A. W. EVANS, Commercial Counsellor, Copenhagen

Denmark, after ten years of rapid expansion, is facing a period of slower growth. The balance-of-payments deficit has reached the point where the Government has had to take a number of steps to restrict consumption and thus cool the over-heated economy. Early in the year, construction was halted on all but the most essential government construction projects. Credit restrictions were tightened and the general sales tax increased from 12½ to 15 per cent. Finally, price control was imposed on goods and services in an effort to slow down wage increases, estimated to be running at a rate of over 10 per cent. At present, there are some indications that demand is levelling off, earnings from invisibles (such as tourism and shipping) are increasing, and exports have risen by 12 per cent so far this year. None the less, because imports have gone up 16 per cent, a record payments deficit for 1970 is expected.

The Government has also consulted with labor and industry in an effort to shape an incomes policy that will permit the maintenance of full employment and yet keep inflation under control.

Manufacturing is the most dynamic sector of the Danish economy, though the service industries are also expanding. Continued heavy investment in plant and equipment has enabled industry to increase its production and make a larger contribution to exports. In the first eight months of 1970 sales of industrial products abroad rose 16 per cent over the same period of 1969. In the future, increases in production may well be smaller because of the labor shortage, despite the employment of a growing number

—Continued on page 27

Canada's Trade Fair Program

1971-1972

Department of Industry, Trade and Commerce

92471—3

The following is a list of trade fairs for the fiscal year 1971-72, beginning April 1, 1971, at which the Department of Industry, Trade and Commerce will sponsor exhibits. Although this program is relatively firm, changing conditions or unforeseen circumstances could mean adjustments. These will be reported in *Foreign Trade*. Canadian manufacturers interested in participating, under government auspices, in any of these fairs should write to the Director, Fairs and Missions Branch, Department of Industry, Trade and Commerce, Ottawa.

1971	WHAT	WHERE	WHEN
Cattle	**International Cattlemen's Exposition** About 25,000 businessmen, breeders and traders attend this annual show, where Canadian stock in other years has made a favorable impression. Canadian participation is sponsored by the Department and the Canadian Joint Beef Breeds Association.	**Las Vegas, Nevada**	**December**
Clothing	**Solo Apparel Show, Women's Wear** In June last year more than 1,000 buyers from all over the United States attended. These shows have over the past few years helped to push Canadian exports of women's wear to $63 million in 1969.	**New York, N.Y.** First phases Second phases	**April and October '71** **June '71 and January '72**
Electrical, Electronics and Peripheral Equipment	**German Industries Fair** This is considered the largest industrial exhibition in the world. It concentrates on electrical, electronic and mechanical industries. Last year 5,500 firms exhibited, drawing more than 650,000 visitors. Canadian exhibits will be in the electronic, electrical and computer fields, where the market appears unlimited because of increasing demand in Europe.	**Hannover, Germany**	**April 22-30**
	Armed Forces Communications and Electronics Show This will be a first for Canada and will demonstrate to U.S. Armed Forces agencies Canadian technical advance in communications, navigation and airport equipment.	**Washington, D.C.**	**June 8-10**
	Fifth International Congress and Exhibition for Measurement and Automation Techniques (INTERKAMA) Total European demand in this field in 1968 was estimated at about $940 million. The last of these triennial shows drew 100,000 visitors, and there was an NRC presentation concurrent with the congress. This will be the first time for departmental participation.	**Duesseldorf, Germany**	**October 14-20**
	Joint Computer Conference (American Federation of Information Processing Societies) This will be the second participation for Canada, and exhibits this year will consist mainly of terminal and peripheral equipment, which is expected to account for 75 per cent of sales in the computer field by 1975.	**Las Vegas, Nevada**	**November 16-18**

1971	WHAT	WHERE	WHEN•
Engineering	**International Petroleum Exposition** This show, held in the heartland of the American oil and gas equipment industry, attracted 70,000 influential members of that industry the last time it was held in 1966. This will be the Department's first appearance, emphasizing Canada's growing capabilities in this field, particularly in cold-weather skills.	**Tulsa, Oklahoma**	**May 15-23**
	International Aeronautics and Space Exhibition The Paris Air Show is considered the world's most important for the aerospace industry. Canada has participated in the last four of these biennial fairs, and is one of five countries to sponsor a national pavilion.	**Paris, France**	**May 27-June 6**
Food	**National Frozen Foods Convention and Exposition** This is an annual fair featuring frozen fish, meats, fruit and vegetables and attended by about 8,000 retailers, manufacturers and processors. Although Canadian firms exhibited individually in 1969, this will be the first Canadian Government participation.	**New York, N.Y.**	**November 7-10**
Forestry	**Southern Pine Forest Products Machinery and Equipment Exposition** This biennial show, closed to the public, has averaged an attendance of 10,000 in previous years when it was held in New Orleans. Eight Canadian firms participated under Department sponsorship in 1969, with resulting direct sales of $90,000 and projected sales for the following 24 months of $4 million.	**Atlanta, Georgia**	**April 30-May 3**
Homes, Builders' Materials	**International Building Exhibition (BATIMAT)** Canadian participation in the last two of these biennial fairs was a great success and has effectively helped our penetration of the French market.	**Paris, France**	**November 18-28**
Hospital, Medical and Surgical Supplies	**International Hospital Exhibition (6th Interhospital)** This biennial fair features medical-surgical tools, electrical equipment, air filtration, hospital furniture, maintenance equipment, foodstuffs, etc. Attendance includes the medical profession, hospital administrators, architects, and nurses and in 1969 totalled 90,000. The market for hospital equipment in Europe is now valued at $5 billion. Canadian participation in 1969 resulted in direct and anticipated sales of nearly $700,000.	**Stuttgart, Germany**	**May 11-14**
Jewellery	**International Jewellery Trade Fair and Annual Convention (Retail Jewellers of America)** This is one of the world's largest annual exhibits of jewellery-store merchandise, drawing exhibitors from Britain, Germany, Italy, Spain and France. It will be the first time for Canadian Government participation.	**New York, N.Y.**	**July 26-29**

—continued on page 24

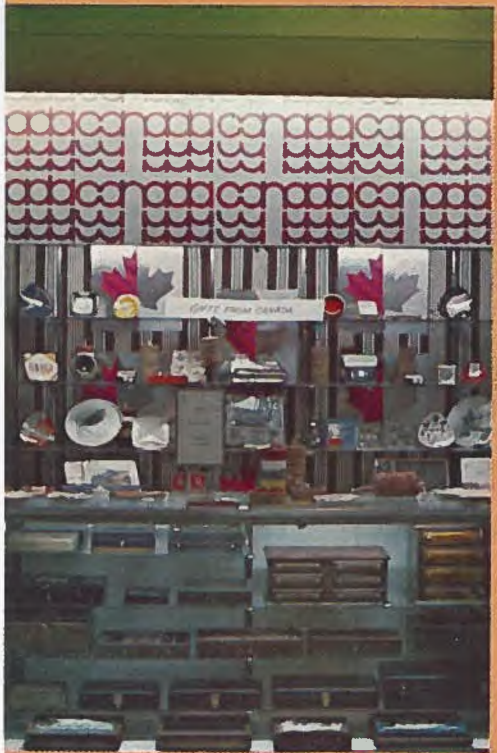
MACY'S FEATURES CANAD

"Cover up in an overcoat from Canada, and see the many other Canadian fashions that we've collected for you, from overcoats to suede coats to slacks to mukluks to fur hats. Fashions for children, from parkas to corduroys. Fashions for women, from pants coats, fake fur coats to sweaters and such. Proudly tagged to tell you that they're from Canada, the new fashion frontier. See them now at Macy's Herald Square and Macy's in your neighborhood.... before the thermometer drops."

That's part of the text of a full-page ad that appeared in the *New York Times* of November 4. And it was also part of a big merchandise promotion of Canadian goods in the 14 Macy stores from October 28 through November 14, planned and carried out in conjunction with the Department of Industry, Trade and Commerce and almost a year in the making.

This promotion was all business. The Macy executives are hard-nosed retailers and they arranged this promotion with an eye to sales, and not merely to provide a showcase for the many different types of consumer goods that Canada produces. Macy President David L. Yunich sent thirty buyers up to Montreal, Toronto and Winnipeg during the spring and summer with instructions to come back with saleable goods. Even before the promotion began at the end of October, New York papers like the *Times* and the *Daily News* were carrying Macy advertisements featuring suede pants coats and midi coats for women with smart sketches and headings like: "The autumn colors of a maple forest, the supple feel of tamed suede . . . imported from Canada", or, on an ad for knits, "You don't have to go to Montreal to find the rugged look of denim translated into the new soft knits . . . Macy's imported it from Canada for you." During the first fortnight of the formal promotion, ads appeared every day highlighting certain Canadian products.

To lead the way to the places on each of the six floors where these products were on sale, the Department designed a special sign consisting of a stylized maple leaf with diagonal stripes. It was used on window panels and aisle displays, and on tags that identified each piece of Canadian merchandise (29,000 of these were needed). The same maple leaf was on the hanging cruciform signs that were suspended over certain sections of each floor to guide to the Canadian goods some of the 300,000 people who, on the average, pass through the Herald Square store each day. These signs were also employed as a background for the display of small objects, such as belts and handbags.



A NEW FASHION FRONTIER

What types of Canadian products did these shoppers find? Clothing was in the lead—clothing for men, women and children. There was an emphasis on outerwear but men's suits, women's coats, and children's dresses were also on sale. The winter outfits, such as snowsuits and parkas for the small fry, were advertised using the theme: "Consider the place where winter is really a way of life." The new in fashion was highlighted: gaucho pants (knee-length, in case you didn't know), knickers, pant suits, Indian-fringe trimming on suede garments, and for the style-conscious girl and even for her mother, boots of several lengths, types and materials. (One of the accompanying photographs shows how attractively these were displayed in one of the show-windows.) Accessories such as belts and handbags featured the "wet look" and the fake fur coats that proved so popular capitalized on the consumer reaction against the exploitation of animals.

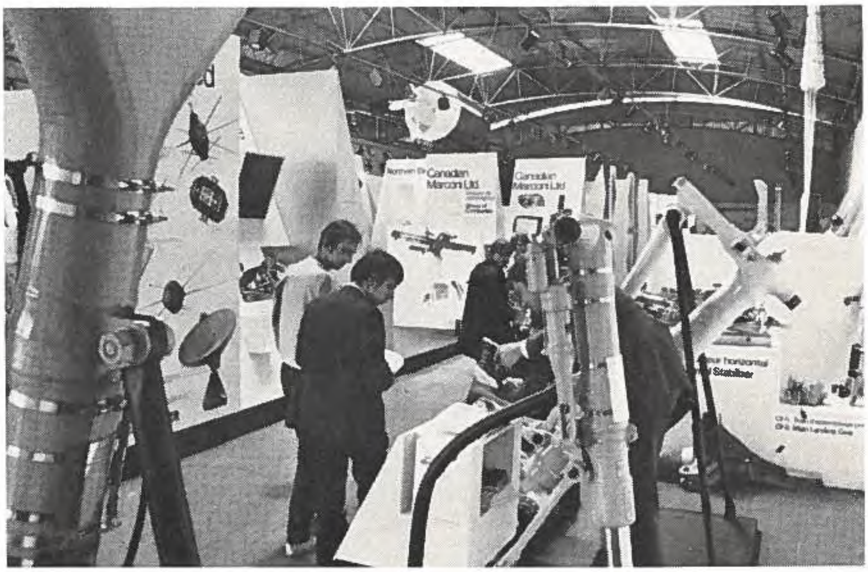
The buyers who selected the merchandise had an instinct for the practical as well as the glamorous. There were union suits for men (shades of grandfather!), colored long underwear for winter sports, socks, pyjamas and robes, fur hats, windbreakers. The giftware shop had a small but interesting selection of gifts for men, illustrated in one of the photographs.

What do Canadian manufacturers stand to gain out of a promotion like this? First, there are the sales they made to the Macy buyers. Second—and those in the Department who worked on the promotion emphasize this—comes the long-term effect, particularly on the men and women who buy for other department stores or groups of stores right across the United States. They came to Macy's to see and compare; the picture of the display of menswear, for example, shows some of them carefully examining the cut, the material and the finish of the garments. Macy's is, after all, the world's greatest retailer and where it leads, others tend to follow. And the effect of the promotion was not confined to New York City, but reached out to suburbia and to other cities in the state and in nearby Connecticut. Macy's 13 branches include Flatbush, Huntington, New Haven, and the new Colonie shopping center between Albany and Schenectady, quite close to the Canadian border and to Canadian sources of supply.

Hopefully, because of this Macy promotion, many more U.S. buyers will be finding what they need—and can sell—in Canada, the new fashion frontier that is just next door.

1971	WHAT	WHERE	WHEN
Miscellaneous	**International Trade Fair** Twenty-three countries participated last year, Canada among them. The 15 Canadian firms had off-the-stand sales of $360,000 and follow-on business worth possibly $40 million. Successful products shown ranged from manufacturing machinery and food-and-drink vending machines to fastening devices and vulcanizing equipment.	**Budapest, Hungary**	**May 21-31**
Plastics	**13th National Plastics Exposition (Society of the Plastics Industry)** Sales of plastics in the United States are projected at 45 billion pounds by 1980 compared with 17 billion pounds sold in 1969. when Canadian exports to the U.S. totalled $5.3 million, or 1.8 per cent of the U.S. plastics market. This will be the first Canadian Government participation.	**Chicago, Illinois**	**November 1-5**
Restaurant Facilities	**52nd National Restaurant Hotel-Motel Convention and Educational Exposition (NRA)** This is considered the largest and most important food facilities exhibition in North America. Canadian emphasis will be on equipment for preparing and serving foods and beverages, institutional furniture, and packaged food products. It will be the second Canadian participation.	**Chicago, Illinois**	**May 22-26**
Sporting Goods	**Marine Trades Exhibit and Conference** Demand for pleasure boats and allied equipment in the United States accounts for a $3 billion retail market, and this show is the most popular with the U.S. trade. Snowmobiles and camping trailers are also exhibited. Canada has not participated since 1966.	**Chicago, Illinois**	**September**
Textiles	**International Clothing Textiles Trade Fair (24th INTERSTOFF)** Although the fair is closed to the public, attendance is close to 20,000. The European market, valued at $1 billion, is the largest one for textile imports in the world. This will be the first government participation and emphasis will be on fashion fabrics, outerwear fabrics and imitation fur fabrics.	**Frankfurt, Germany**	**November 23-26**
1972			
Catering	**International Hotel and Catering Exhibition (Hotelympia)** International in character, the emphasis of this show is on tourism and travel in Britain. Featured exhibits will include foods, food servicing equipment, and furnishings. Canada has been at this biennial event since 1966.	**London, England**	**January**

1972	WHAT	WHERE	WHEN
Clothing	**Solo Apparel Show—Men's Wear** Separate display rooms for producers of men's suits and coats for fall and spring.	New York, N.Y.	January
	Solo Apparel Show—Women's Wear This will be the second phase of this exhibition, open only to previous exhibitors.	New York, N.Y.	January
Education	**European Educational Materials Fair (DIDACTA)** This is the largest fair of its type in the world; there were 800 exhibitors from 59 countries in 1970. This international aspect makes it an excellent medium to expose educators from all over the world to Canadian expertise in this area. It will be Canada's second appearance at this biennial fair.	Hannover, Germany	March 17-21
Homes, Builders' Materials	**National Association of Home Builders (NAHB)** The annual NAHB convention is held in conjunction with this show, which in 1970 attracted more than 55,000 visitors from the trade. In that year the seven Canadian exhibitors alone received 700 inquiries for their products, and sales over the next 12 months were estimated at close to $2 million.	Houston, Texas	January 23-27
Miscellaneous	**Third Asian International Trade Fair** In 1969 this fair was held in Tehran and 40 countries were represented. This will be Canada's third participation. The scope of this fair includes all aspects of industry, agriculture, trade and technological advance.	New Delhi, India	February
Oceanology	**Oceanology International '72** This will be the second of what is now a biennial event. Exhibits could include offshore drill rigs, crane barges, oil-pollution removal equipment and submersibles.	Brighton, England	March 20-24
Packaging	**International Packaging Exhibition (MACROPAK)** This will be Canada's second participation in this fair where packing materials and machinery and internal transport equipment are exhibited. It will be held next in 1976, and every three years thereafter.	Utrecht, Netherlands	March



A segment of the Canadian pavilion at the last International Air and Space Show in Paris in June 1969. Canada will be represented again at the next show, May 27-June 6, 1971.

Some of the Canadian exhibits at the National Restaurant Association show held last spring in Chicago, where Canadian sales were estimated at a conservative $6.75 million. The Department will again be sponsoring a stand at this show, May 22-26, 1971, in Chicago.

Canadians also exhibited at the 1970 Engineering Conference and Tool Exposition (SME) in Detroit in March 1970. A company representative displays his products to visitors.

Denmark—continued from page 18

of foreign workers. The natural rate of population increase is low and currently most of the surplus labor from agriculture has been absorbed.

Building and construction are suffering from the reduced investment in public works and the tightening credit squeeze, and there is little possibility of an improvement in the foreseeable future.

The industrial sector is, in addition, undergoing a gradual change. Its basic strength continues to be the large number of small- and medium-sized units that are a fruitful source of new products and improved design. Mergers and takeovers by foreign investors, however, are resulting in larger-sized firms. The traditional industries, (such as shipbuilding, food processing, and the manufacture of beverages) are still expanding slowly but metalworking and particularly the manufacture of machinery is a rapid growth area. The newer industries (electronics, office machinery, plastics, pharmaceuticals, chemicals) are making a good deal of progress. The technology generated in the process has created world-wide interest and Canadian manufacturers too have taken advantage of the new processes and designs. (See the article, "Scandinavia as a Source of Technology" in the May 23, 1970, issue of *Foreign Trade*.)

Agriculture as a contributor to the gross national product continues to decline in relative importance. Productivity on the farms is still rising but investment remains below the figure considered to be desirable to achieve greater efficiency. This efficiency would mean the release to industry of some of the 13 per cent of the Danish labor force still employed on farms.

Because it exports two thirds of its output, the prosperity of the Danish agricultural sector is affected by the import barriers that its customers have raised as a result of their domestic farm policies. For this reason, most of the farmers welcome the possibility of Denmark's accession to the Common Market.

The tourist trade is expanding and this expansion should go on, as new hotels make it possible to cater to a larger number of visitors. Income from shipping, however, the other major contributor to the balance of payments, seems likely to level off in future as the freight market feels the impact of the steady increase in capacity.

The record volume of Danish imports in recent months has meant a good market for Canadian exporters. Total Canadian sales to Denmark in 1969 reached Cdn. $15.01 million, but in the first eight months of 1970 they totalled $13.4 million. Because the Danes have few natural resources, industry has to rely heavily on imports of raw and semi-processed materials and copper, asbestos, aluminum, oilseeds, etc., figure prominently among Canadian sales to Denmark. It also buys abroad capital goods and industrial equipment, and makers of specialized production and packaging machinery, advanced electronic equipment and components, instrumentation, and measuring, hospital and medical equipment should find this a good market. (An article on the Danish market for hospital equipment will appear on January 2.) Plans to build a major airport on the island

WHAT CANADA SELLS TO DENMARK

	Cdn. $'000 1968	1969	1970 Jan-Aug
Total	**15,579**	**15,010**	**13,447**
of which:			
Minerals and metals	6,233	5,631	4,807
of which:			
Asbestos	1,618	1,500	1,948
Copper	3,016	1,374	2,075
Aluminum	1,600	2,757	784
Agriculture and fisheries	3,229	2,963	2,551
of which:			
Grain, oilseeds, and forage seed	38	271	41
Tobacco	252	317	698
Irish moss, sea grasses	979	1,032	399
Milk powder	1,142	91	128
Maple sugar	96	107	—
Fresh and processed fruits and vegetables	142	40	39
Distilled beverages and spirits	86	86	109
Forest products	2,582	2,285	1,306
of which:			
Plywood	2,421	2,124	1,133
Pulp and paper	156	161	173

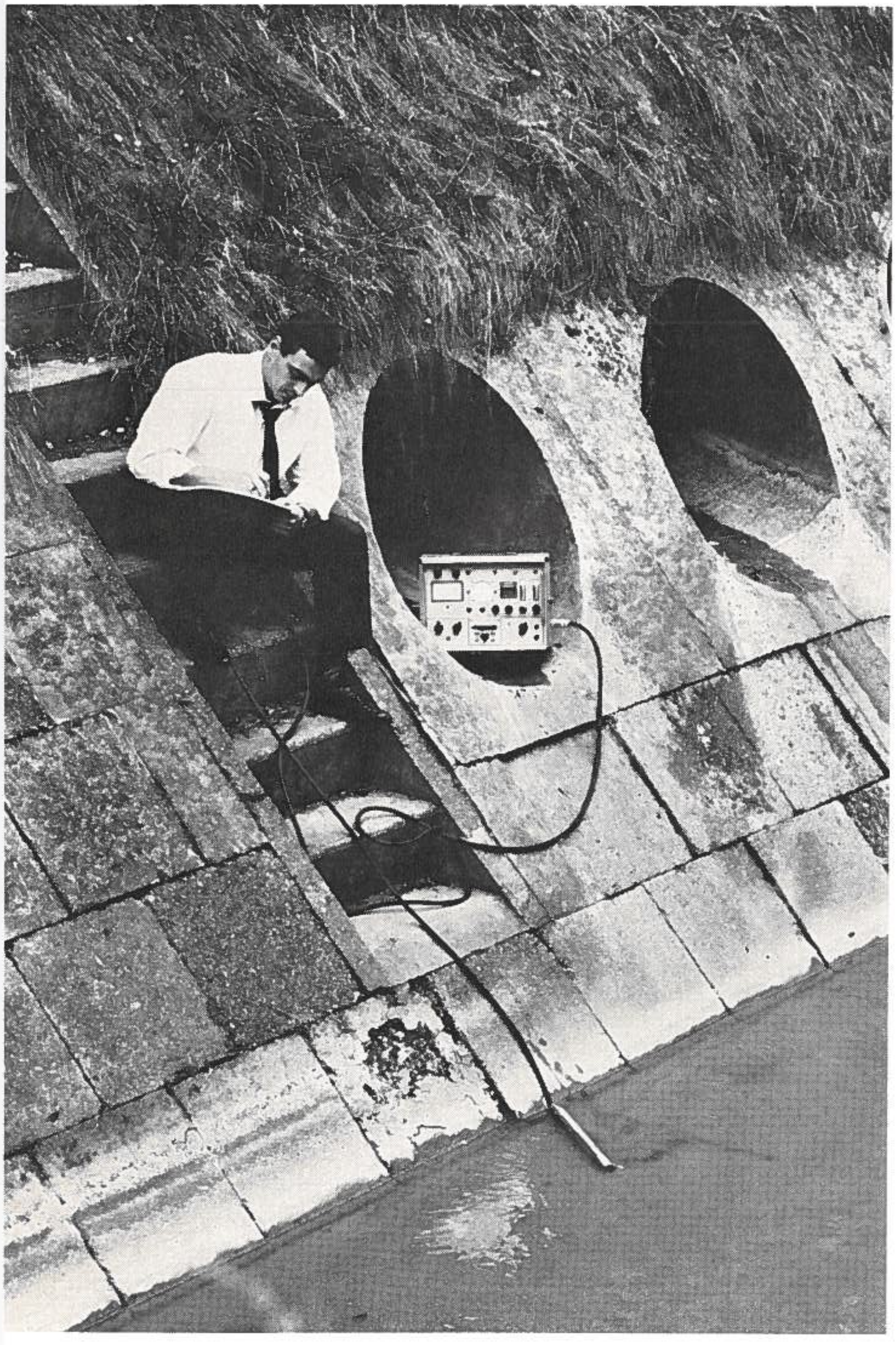
	Cdn. $'000 1968	1969	1970 Jan-Aug
Machinery and appliances	1,463	1,750	1,800
of which:			
Electrical apparatus, instruments	714	615	728
Industrial machinery and equipment	421	467	612
Motor vehicles and parts	160	368	273
Office machines, computers	57	85	67
Commercial and domestic appliances	112	215	120
Chemicals and pharmaceuticals	522	380	664
of which:			
Plastic resins, film and sheet	58	169	117
Other industrial chemicals	435	123	328
Vitamins and biologicals	29	88	219
Textiles and apparel	196	609	400
of which:			
Fabrics, yarns and thread	94	502	347
Garments (foundation, etc.)	91	88	47
Fur apparel	12	19	6
Sporting and recreational equipment	54	45	53
of which:			
Ice hockey equipment	33	8	15
Other sports equipment, games, toys	20	37	38

of Saltholm in the Sound between Denmark and Sweden should offer future opportunities to sell Canadian airport equipment, and firms in that field should follow developments closely. In Copenhagen the building of the largest hotel in Scandinavia is already under way; it will have 533 rooms and 1,063 beds and is to be completed in the spring of 1973. This and other planned hotel construction means an outlet for Canadian hotel and catering equipment.

There are many other market opportunities in this rather small country, including some in the field of consumer goods. Competition is keen, however, especially from the major European industrial countries that lie so close to Denmark. Success depends largely upon quality and price.

Canadian manufacturers who would like to try selling their products in Denmark should first write to me at the Canadian Embassy in Copenhagen. The letter should give details about the product, price c.i.f. Copenhagen, terms of payment, delivery schedules, what rate of commission an agent could expect, and other relevant data. Six sets of descriptive literature should accompany the letter. This information will help me and my staff to assess the chances of marketing the product and to recommend suitable agents and/or other outlets. Once we have established that the product can be sold, the exporter should plan a visit to Denmark, asking us to arrange a schedule of appointments for him. Those who have read the article "Businessman in Denmark" that appeared in the January 3, 1970, issue of *Foreign Trade* will know that a visit to Copenhagen can combine business with pleasure.

And the outlook? Looking ahead to 1971 there are some uncertainties, caused mainly by the balance-of-payments problem. For the Canadian exporter, this could mean a market a little less buoyant than in the past two years. But Denmark's five million people have one of the highest standards of living in Western Europe and their purchasing power is increasing steadily. Demand should therefore continue to be strong and sales opportunities good for products that are well designed and competitively priced. All in all, this should be a good market for Canadian goods in the future as in the past.



Technology rates high in Denmark, as in other Scandinavian countries. Here a researcher operates equipment that can measure moisture and density of earth and other powdered materials by the neutron-scattering method.

Austria: Pace of Progress Quickens

Expansion in key sectors continues and influences imports from Canada. Vienna remains a good base for doing business with Eastern Europe.

R. R. M. LOGIE, Assistant Commercial Secretary, Vienna

M. KOVATS, Commercial Officer, Vienna

The statue of Johann Strauss gazes serenely upon Vienna's Ringstrasse from its sanctuary in the city park. Mr. Strauss nods approvingly as the Viennese still pay him homage at the Volkstheatre, enjoy their espresso and pastries at the venerable cafes, and greet the ladies with the time-honored hand kiss. But the changes of the 1960's have probably not escaped his attention. Jumbo jets fly overhead, late-model cars clog the Ring, and the ground rumbles beneath his feet as work begins on the new Vienna subway and the pace of all this modernization quickens.

The boom that Austria enjoyed in 1969 continued through 1970. Planned new investment rose by 20 per cent for the second consecutive year; exports in the first half of 1970 increased by 24 per cent, following a growth of over 20 per cent in 1969. During the same six-month period imports rose by almost 26 per cent. The expansion in the gross national product this year is expected to top 6.5 per cent.

Such feverish activity has caused some overheating, and inflation, not normally a problem in this well-stabilized economy, has reached 4.5 per cent and is causing some concern. Nevertheless, the over-all picture is one of unprecedented growth and prosperity.

One of the major growth areas is the pulp and paper industry, where estimated new investment in 1970 rose by some 60 per cent to $47 million. Production of corrugated paper increased by 50 per cent in the first six months of 1970 and there were significant gains in the output of wrapping and sanitary paper, notebooks, and envelopes. This year Austria's first wallboard plant went into production, and in the near future increases are expected in kraft liner and board production also. A major proposal under discussion is a 200,000-ton pulp mill to be built on the Danube—a project that may founder, however, because of shortages of capital and wood supply. There is also some concern that this mill might endanger jobs at some of the smaller and older of Austria's three dozen mills. In the sawmilling industry, investment in 1970 is expected to reach $20 million. There are opportunities for Canadian logging tractors and for cable systems suitable for use on uneven ground.

Electric power is a field that continues to attract investment. The Zemm hydro power complex will have a capacity of 517 megawatts when the final phase has been completed by 1973. The best sites for hydro power production have now been developed and most of Austria's future capacity will be thermal and nuclear. Its first nuclear power station will be completed near Vienna by 1975. The decision on which of the competing bids—German, Swedish, and American—will be accepted for the 660-megawatt project is expected shortly.

A major reconstruction of Vienna's international airport at Schwechat is under way. The first phase, just finished, included a new arrivals hall featuring Canadian-made luggage-handling equipment. During the next few years, a second 12,000-foot runway will be added and will be equipped with ILS II and ILS III systems. The departure concourse will be rebuilt, a downtown air terminal hotel will be built, and a rapid transit system will link the airport with the city check-in terminal. Provision will be made at the airport for the handling of jumbo jets and STOL's. Eventually two smaller satellite aircraft loading terminals will be added. Under the co-operation agreement recently concluded between the Austrian National Airline (A.U.A.) and Swissair, all servicing for both fleets of aircraft will be done at Vienna-Schwechat.

Austria has had a long history of mineral production, dating back thousands of years to the exploitation of salt mines which formed the economic basis for the prehistoric Hallstatt civilization. Recently the search for new resources has become active. Uranium prospecting began three years ago and early this year a low-grade find was made near Innsbruck. Shortly afterwards, a Canadian company announced plans to start test drilling near an old silver deposit where mining ceased 600 years ago, following a catastrophic flood.

This is one of Vienna's traditional wine gardens in the long-established district of Grinzing. The unprecedented growth and prosperity that the country has enjoyed in the past year is certainly reflected in its customers. Their rising incomes have helped to increase the demand in Austria for Canadian consumer goods.

Close to the Hungarian border, the Austrian state-owned oil company will begin test drilling in 1971 in a joint search for oil with Mecom of Texas. The country's production of natural gas, stable for several years, will be supplemented by 1,000 billion cubic feet to be piped in from the U.S.S.R. over the next 23 years. In the future, Soviet gas will be piped across Austria to Italy.

Austria's foreign trade pattern is influenced by its relationship with the three European trading blocs: EFTA, the EEC, and the Eastern European COMECON countries. Austria imports annually about $3 billion worth of goods (see table), 88 per cent of

AUSTRIA'S IMPORTS

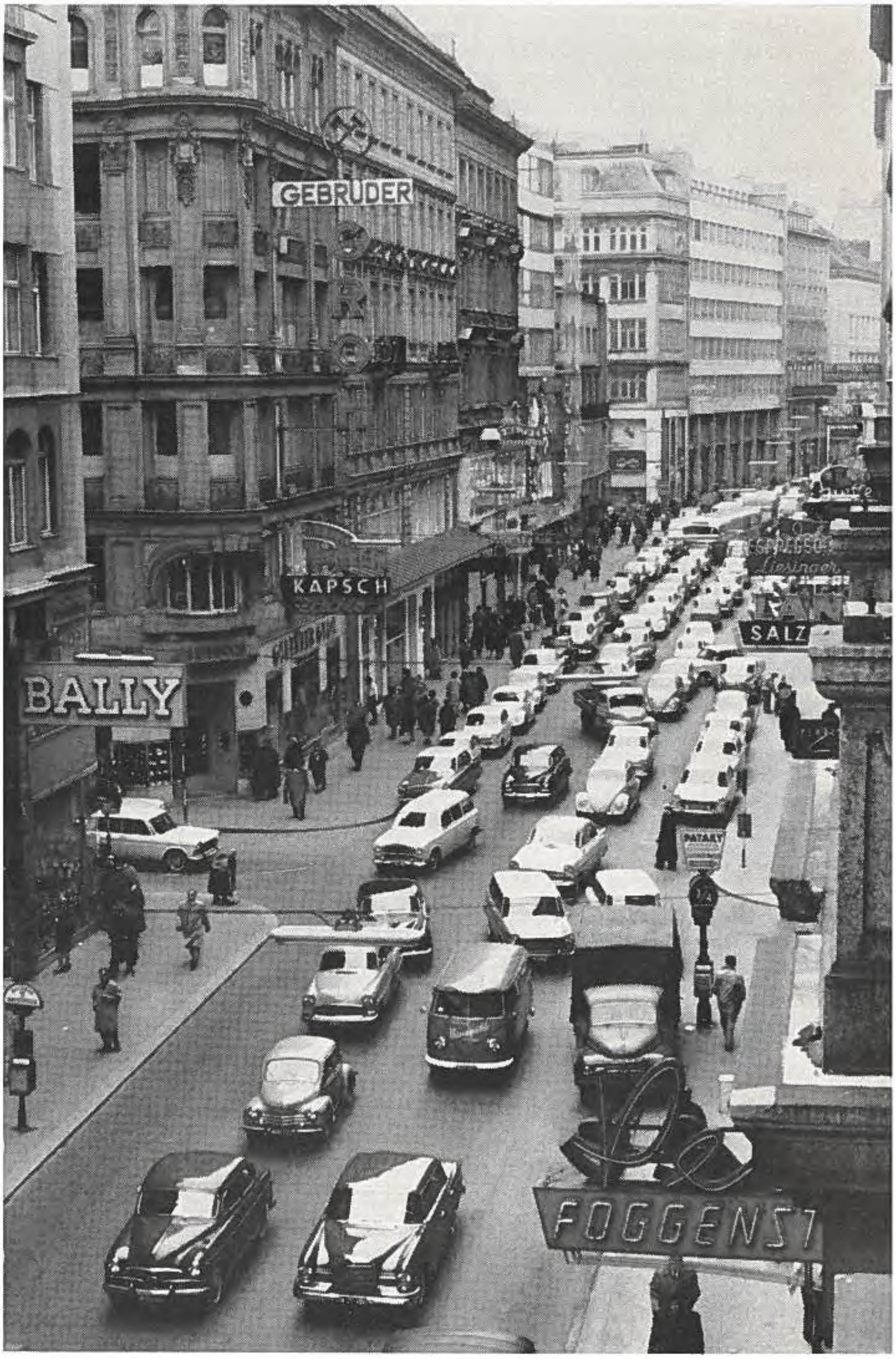
	Per cent of total			
	1966	**1967**	**1968**	**1969**
Chemical products	8.8	9.8	10.4	10.4
Machinery for construction and industry	9.8	10.5	9.5	10.2
Electro-technical machines and apparatus	6.1	6.8	7.0	7.6
Motor cars	6.7	6.3	6.1	4.7
Yarns and threads	3.1	3.1	3.3	3.5
Iron and steel	3.6	3.1	3.2	3.5
Metal goods	2.7	2.8	2.9	2.9
Coal, coke and briquettes	3.7	3.5	3.3	2.9
Petroleum products	2.4	2.4	2.5	2.4
Garments	1.6	1.9	2.1	2.2
Fresh fruit	2.2	2.3	2.0	1.9
Precision and optical instruments	1.5	1.6	1.6	1.6
Copper	1.4	1.3	1.4	1.6
Business machines	1.2	1.4	1.5	1.4
Agricultural machinery	1.6	1.5	1.1	1.0

which comes from other European countries. Imports from its sister countries in EFTA account for 20 per cent, and these countries purchase about 25 per cent of Austrian exports. About 55 per cent of Austrian imports altogether come from the EEC, and 40 per cent of its exports are sold to EEC countries. Naturally, Austria has been seeking a special arrangement with its valuable trading partners in the Common Market. The entry of Britain into the Common Market will cause Austria few problems, because less than 6 per cent of its exports go there.

In trade with Eastern Europe, Austria holds a special position. It depends more heavily on East-West trade than any other Western European country: 9 per cent of its imports come from the COMECON group and 14 per cent of its exports go to them. It has benefited from special bilateral trade agreements with them, using clearing accounts, and although this type of agreement will probably disappear in the years ahead, Austrian trade with these countries will continue to be important. Vienna, as a result of all this, has become established as a major center for East-West trade and Canadian companies wishing to sell to Eastern Europe would do well to consider using the services of specialized East-West agents and trading banks located in Vienna.

In Canada, Austria has found an important market for many of its export products. In 1969 Canada purchased from it goods worth $40 million and in the first eight months of 1970, purchases totalled $29.5 million. Last year, we ranked as Austria's 16th best customer. Canadian exporters, on the other hand, have paid considerably less attention to Austria and our exports recently have totalled only about $8 to $10 million a year. The expansion of Austrian imports has been partly due to the increased demand for consumer goods and Canadian companies have won some of this business, selling such products as furs, fish, and paper novelties.

The Commercial Division of the Canadian Embassy in Vienna would be happy to see more Canadian exporters visit Austria in search of orders. We can offer them advice and assistance in selling more, both in this country and in Eastern Europe. Be sure to call on us at our new location: Canadian Embassy, Dr. Karl Luegerring 10, Vienna 1, Austria. We guarantee that your time will not be wasted.



Vienna's most exclusive shopping street is the Kaerntnerstrasse, where traffic is always heavy and pedestrians love to gaze at the window displays of consumer goods, both made in Austria and imported. From May to mid-September, this area, and all Vienna, is crowded with tourists; business visitors should choose other months.

Switzerland: Trade Opportunities Increase

Economic expansion continues and trade opportunities broaden, as imports rise over 25 per cent in first three quarters of year. Canadians should pursue leads in special fields.

HOWARD E. CAMPBELL
Commercial Counsellor, Berne

Like its landscape and inhabitants, the Swiss economy presents a strong, calm and self-reliant profile to the world. In an international setting, where industrial nations are bedevilled by rising wages and diminishing productivity, Switzerland has succeeded in holding wage increases to levels where they are offset by increased productivity. Although the Swiss trade balance is unfavorable, the deficit is more than made up by returns from foreign investment and tourism. And, in spite of gloomy predictions that the economy would falter in the face of an intensified labor shortage, its factories continue to set new production records.

These are only some of the reasons why Switzerland is attracting imports and investment capital. In the first nine months of 1970, it imported $5 billion worth of goods, an increase of 25.3 per cent over the same period last year. Between January and September 1970 an estimated $2.5 billion in investment capital flowed into the the country.

To get a true picture of Swiss prosperity, it is worthwhile to look at the economy in its context of six million inhabitants living in the high Alps and valleys of central Europe. Although Canadians tend to think of Switzerland as an agricultural country, only 11 per cent of the population lives off the land; a whopping 50 per cent is engaged in industry and trade. Not only are the Swiss recognized for the high quality of their watches and other precision instruments, but they are also looked upon as bankers to the world.

If you go for a sleigh ride in Switzerland, you will need some furs to keep the cold out. Furs are the "in thing", and Canadian manufacturers of fur coats, fur hats and fur-lined gloves are benefiting. Last year Canada supplied $7.2 million of fur apparel to Switzerland, up from $5.8 million in 1968.

How have the Swiss arrived at their present plateau of prosperity, how are they maintaining it, and what is likely to affect their economic future? How, indeed, are the Swiss solving the problems that accompany prosperity, because, in common with other booming economies, Switzerland is grappling with inflationary forces and an intense shortage of labor.

Traditionally Switzerland has been an exporting nation. As the economies of its trading partners expanded in 1967, demand for Swiss products increased rapidly. By 1968 domestic consumer demand, combined with business investment in equipment and machinery, gave further impetus to the upward surge of the economy.

By the end of 1969, the economy had achieved a record growth of 6 per cent per annum but was beginning to show signs of overheating. To slow it down, the Federal Government asked cantonal and municipal governments to reduce public expenditures. At the same time the Swiss National Bank persuaded members of the Swiss Association of Bankers to reduce their lines of credit to customers by 15 per cent. Shortly thereafter the federal Government brought forward a balanced budget for 1970.

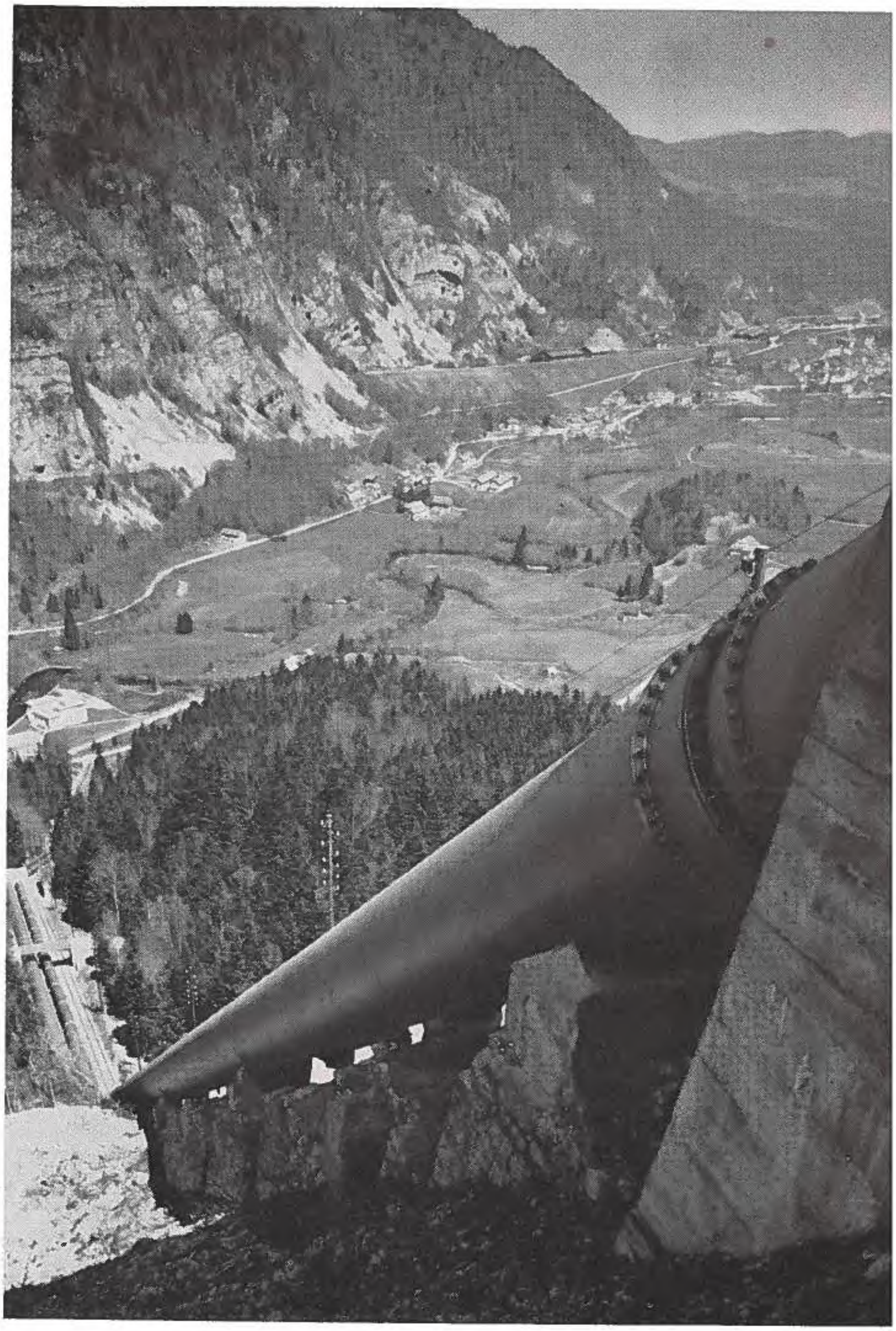
Early in 1970, the Government took further anti-inflationary steps. Additional restrictions on credit were introduced, federal hiring was cut back, and construction of government buildings postponed. Guarantee rates for export risk were reduced by 10 to 15 per cent for deliveries to industrialized countries and 5 per cent for those to developing countries.

To keep the lid on prices, the Bundesrat (Cabinet) announced in February that the remaining tariff reductions agreed to during the Kennedy Round were to go into effect on March 1, 1970, instead of being reduced gradually over a two-year period. Hoping in this manner to encourage foreign suppliers to offer their goods to Swiss merchants and industrialists, the Government put pressure on local manufacturers to keep their prices down.

Finally, the Government introduced an export deposit scheme requiring exporters to deposit with the Swiss National Bank up to 5 per cent of the total value of goods shipped. This controversial measure received parliamentary approval in June 1970 but has not been implemented.

Unlike other countries whose economies are growing, Switzerland has managed so far to avoid an inflationary price spiral. As of June 1970, the cost-of-living index stood at 112.3 (September 1966 = 100) an increase of 3.1 per cent for the past 12 months. Wages have also risen modestly, with most increases matched by increased productivity. During the past year industrial wages increased 5.5 per cent despite the critical shortage of labor.

A shortage of labor is not a new problem in Switzerland. For years the Swiss have relied on foreign workers to supplement their own labor force. The number of foreign workers in the country increased steadily and at the end of August 1970 represented 18 per cent of the total work force. This has caused considerable concern among the Swiss, who feel their national identity is being threatened. Their concern was expressed in an initiative proposing that the total number of foreigners in every canton (province)—with the exception of Geneva—should not exceed 10 per cent of the native Swiss population. Bearing the title of the "Schwarzenbach Resolution", the initiative was defeated by popular vote in a referendum held on June 7, 1970. Its passage would have required a reduction in the number of foreigners employed in Switzerland by 200,000 during the next four years. A cutback of this proportion would have crippled almost all Swiss industries and forced some to cease operations altogether.



Switzerland's major resource is the electric power that results from the harnessing of its mountain streams. Shown here is the flume at la Dernier development, looking down from the powerhouse above; in the background, lies Vallorbe.

According to a recent government-sponsored study entitled "Development perspectives of the Swiss National Economy up to the year 2000" the most potent factor in the country's economic future is the continuing labor shortage. The study contends that the low labor potential furthers inflationary trends on the one hand and blocks economic growth on the other. How the Swiss will handle this problem remains to be seen for, although the Schwarzenbach Resolution was defeated, it was by a narrow margin and the Government has felt compelled to limit the entry of foreign workers into the country—to "Keep Switzerland Swiss", as the Schwarzenbach Resolution exhorted.

Scramble though he must for labor, the Swiss industrialist has managed to increase production by 7 per cent per year, the hotel owner has been able to accommodate 5 per cent more tourists annually, and retailers have managed to boost their sales a further 8 per cent in the past year. During the past nine months Swiss exporters sold $4 billion worth of goods in foreign markets, an increase of 12.4 per cent over the same period last year.

The Swiss economy continues to expand and opportunities for trade are expanding too. It is evident from Swiss statistics, however, that Canada is not benefiting as much as other exporting countries from the Swiss boom. Although Swiss imports went up 25.3 per cent during the first eight months of 1970, deliveries from Canada remained at almost the same level as last year ($22.4 million). This resulted in a decrease in Canada's share of total Swiss imports from .08 to .07 per cent.

Switzerland's major imports continue to be raw materials and semi-manufactured goods (45 per cent) with consumer goods accounting for 32.7 per cent of the total. During the past five years, imports of fruit and vegetables, chemicals, plastics, non-ferrous metals, electric machinery, clothing and scientific instruments showed the highest rate of expansion. This trend is expected to continue in the future, so that Canadian firms capable of offering goods of this type at competitive prices should be able to develop outlets for their products in Switzerland.

From January 1968 until the end of September 1970, building investment rose from an annual rate of 3.5 per cent to over 8 per cent. Canadian exporters of lumber and other building materials and equipment should also be able to take advantage of the continuing expansion of Switzerland's construction industry. According to a leading authority in the construction industry, "the construction business has never been as good as it is right now. Building permits are at an all-time high. The only cloud on the horizon, other than the shortage of labor, is the government's policy of restricting the amount of credit available for mortgages."

In the field of consumer goods, the Swiss are importing increasing quantities of fur garments, sporting goods and leather goods—some of which are being supplied from Canada. Labor-saving devices of all sorts are also in demand.

Some of the opportunities for trade in Switzerland are off the beaten track. Recently, for example, one enterprising Canadian manufacturer with idle industrial capacity obtained orders for component parts simply by calling on Swiss industrialists.

Switzerland's customs tariff favors suppliers in EFTA countries. As a member of the European Free Trade Association, Switzerland grants tariff concessions to manufacturers in Britain, Austria, Denmark, Sweden, Norway, Portugal, Finland and Iceland. This tariff advantage has been offset to a degree by the Bundesrat's (Cabinet's) announcement this year that remaining Kennedy Round tariff reductions were to be made effective March 1, 1970, instead of being reduced gradually. This means that some doors which were previously closed to Canadian manufacturers are now open.

Mauritius: a Second Hong Kong?

Mauritius may be an "island paradise", but it has two serious problems: overpopulation and an insufficient industrial base. It does, however, have certain natural advantages—an easily trainable labor force, good tourist potential, and good communications with the rest of the world.

The Government will soon declare certain parts, possibly all, of the island free zones wherein investors can set up their manufacturing enterprises, import duty-free needed materials, and re-export the finished products without restrictions. In other words, the country will be embarking on a Hong Kong type of economy.

The Government is also planning to expand the island's airport facilities to accommodate jumbo jets. There are two alternatives: either to expand the facilities at the present location, which is poor because of bad weather and nearby mountains, or to relocate the airport and construct new facilities. The first alternative would involve an estimated expenditure of $10 million, the second $30 million.

Mauritius depends for its livelihood mainly on sugar, which contributes 30 per cent of the gross national product and constitutes more than 90 per cent of exports. Manufacturing contributes only 7 per cent to the GNP.

Imports in 1969 totalled about $85 million and came from many countries. Imports from Canada were worth $198,851 and consisted mainly of newsprint ($76,005), writing and reproduction paper ($57,876), other paper products ($14,148), and tires and tube repair material ($13,658). Although Canada has a large share of the ordinary paper market and most of the newsprint market, Australian prices are becoming more and more competitive.

Canada is the island's second largest customer after Britain and buys about $9 million worth of sugar annually.

Flour and fertilizers account for a sizable chunk of Mauritian imports: $3.5 million and $4 million respectively. Although French and Australian companies purchase very little from Mauritius compared with Canadian importers, these two countries supply all the wheat flour and fertilizer requirements of the island, almost 9 per cent of its total imports. These are two commodity areas which Canadian suppliers might wish to consider. Inexpensive canned fish is another area in which our suppliers might enjoy some success.

—G. ORBAN
Assistant Commercial Secretary,
Johannesburg

Portugal: 1970 Proves Good Year

Industrial activity, more investment and increased demand for raw materials pushed up Canada's exports. Dairy cattle, hides and skins also sold well.

P. A. SAVARD
Commercial Counsellor, Lisbon

The major Portugese government expenditures in the fiscal year 1969 were concentrated in the defence and public investment sectors. Defence accounted for more than 40 per cent and public investment for more than 26 per cent of the total, according to the recently released Summary of Public Accounts. Through the first half of 1970, these two areas continued to absorb a proportionate amount of public expenditures.

Industrial activity and investment increased faster than in 1968, but not enough to make up for the deficiencies in agricultural production and bring the annual increase to the 7 per cent target: in fact, the over-all increase in the gross national product amounted to 6.4 per cent.

The rate of fixed capital formation, which had slackened in 1968 and in early 1969, showed signs of recovery in the second half of that year and into 1970, and was reflected in increased imports of heavy machinery and industrial raw materials in the first half of 1970. Public expenditures and greater facilities for medium-term credits were also factors in this development.

There is, however, a recognized necessity for a substantially higher rate of fixed capital formation in the private sector. The present rate is still disappointing, and fiscal incentives have been introduced to encourage greater productive investment.

A notable example of the effect of this policy was the completion of a new petroleum refinery in the north of Portugal that will provide the raw materials for a small but growing petrochemical industry.

Near Lisbon, the Lisnave shipyard, which already operates two drydocks, one of 100,000 tons and the other of 300,000 tons, has started to build another of one million tons. The operations of this shipyard have provided a substantial income, particularly in the last two or three years since the larger 300,000-ton drydock has been in service.

A favorable element of the 1969 performance was the continuing increase in private consumption, supported by higher incomes, remittances from abroad, and in some cases broadened credit facilities. Consumer prices, which in 1968 rose by 5.6 per cent, last year rose by 6.6 per cent.

Year after year Portugal runs a substantial trade deficit, which in 1969 amounted to Cdn. $420 million and

At the Santarem National Agricultural Fair last June, Canada exhibited purebred cattle. In this picture the President of Portugal, Admiral Thomas, who opened the fair, is seen (front row, right), inspecting the Canadian animals. With him (left) is P. A. Savard, the Canadian Commercial Counsellor in Lisbon, and author of this report on Portugal.

for the first seven months of 1970 to Cdn.$320 million.

Just as regularly, income from the tourist industry, remittances from abroad and other invisibles more than cover the trade deficit. As a result, reserves, which amounted to U.S.$1.44 billion at the end of 1969, have been increasing steadily and are now sufficient to cover 15 months of imports.

Portugal's principal trading partners are the members of EFTA where in 1969 it marketed 34.7 per cent (Cdn. $860 million) of its total exports, with Britain taking 10.5 per cent. The European Economic Community provided 34.8 per cent of the country's imports, with West Germany supplying 15 per cent of the total of Cdn.$1.28 billion. By comparison, Canada provided 0.6 per cent of the imports and absorbed 1.5 per cent of the exports.

A major consideration of the Portuguese authorities over the past year has been the future of the European Free Trade Association and the applications of Britain, Norway and Denmark, all members of EFTA, to join the European Common Market. A special interdepartmental committee answering directly to the Prime Minister's office was established early in 1970 to deal with this matter.

Continued close contact has been maintained with Portugal's EFTA partners and with the EEC in Brussels. Discussions with Switzerland, Sweden, Austria, Finland and Iceland were held at the end of November to explore the terms of associate membership in the European Common Market. Portugal favors economic association, provided that safeguards already granted by EFTA are maintained and, if all or any of the EFTA members gain full membership in EEC, that the advantages already acquired within EFTA are maintained.

The year 1970 appears to have been a good one, possibly the best on record, for Canada's exports to Portugal. By the end of August our exports, at $7.75 million, were well ahead of 1969. Heavy shipments of industrial raw materials and metals figured prominently in the total.

The trend established over the past two or three years in the export of dairy cattle continued into 1970. But because of extremely dry weather for most of 1970 and a consequent shortage of hay and other foodstuffs, it is probable that these imports may taper off for a time.

To encourage and promote still further the import of Canadian Holstein-Friesian cattle, a herd of 26 Canadian animals was exhibited at the National Agricultural Fair at Santarem. This was the largest single dairy cattle exhibit ever put on at Santarem by a foreign country.

The continued efforts under the Third Development Plan (1968-73) to broaden the industrial base and modernize existing plant should lead to greater imports of specialized machinery. Already Canadian exporters are taking a share of this market.

There are several factors for Canadian exporters to remember. Portugal is on the direct route from Canada's eastern international airports, and direct flights to Lisbon are expected to double within a year. The Portuguese market is therefore easily and quickly accessible. Transportation costs can be a factor in the competitive position of Canadian products compared with similar ones from European sources. Prompt deliveries can do much to overcome this situation.

This may not be as sophisticated a market as some others in Western Europe, but quality is definitely a factor. The country has a strong currency, and does not maintain import or exchange restrictions. It can be, in fact, both a challenging and rewarding market for the exporter.

CANADIAN TRADE WITH PORTUGAL JANUARY-AUGUST 1970

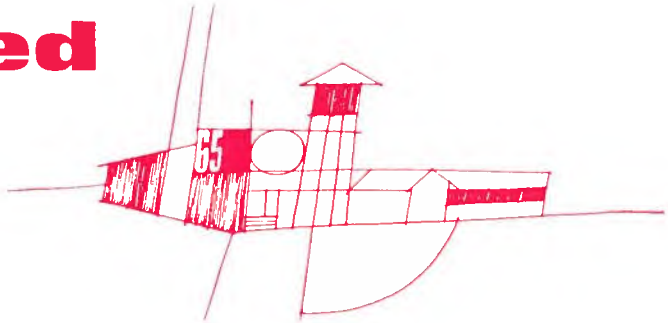
	Cdn.$
Principal Exports	
Copper refinery shapes & scrap	2,985,572
Aluminum	580,197
Cattle hides & skins	575,046
Aircraft engines	517,266
Salt cod	461,382
Zinc blocks, pigs & slabs	368,108
Asbestos milled fibres	278,964
Sheet & strip steel	263,043
Copper wire & cable	256,079
Dairy cattle	200,564
Total, all exports	**7,751,581**
Principal Imports	
Tomato paste	1,728,935
Wines	1,566,426
Baler twine	1,034,439
Telephone equipment and parts	313,273
Sardines, canned	210,790
Sea fish, fresh or frozen	184,510
Anchovy, canned	182,186
Olive oil	140,381
Cotton yarn	135,403
Total, all imports	**8,210,534**

PORTUGAL'S FOREIGN TRADE*

	Cdn.$ million	
	1968	1969
Principal Exports, (f.o.b.)		
Cotton textiles	62.2	75.9
Wines	59.7	60.0
Preserved fish	42.8	38.1
Cork manufactures	36.0	40.3
Timber	25.9	25.9
Electrical machinery	24.8	24.7
Raw cork	19.5	21.3
Non-electrical machinery	14.3	18.5
Sisal products	12.7	12.2
Colophony	12.1	15.3
Olive oil	7.1	7.7
Principal Imports (c.i.f.)		
Non-electrical machinery	155.3	157.1
Cars, trucks, tractors	77.0	98.3
Electrical machinery	62.6	72.4
Iron & steel	65.6	69.4
Raw cotton	60.7	60.9
Crude petroleum	44.2	48.4
Refined oil products	35.8	36.3
Maize	29.1	25.1
Man-made fibres	22.9	21.6
Sugar	22.7	19.9
Wheat	15.5	19.9

*Portuguese statistics; figures rounded to nearest hundred thousand.

Wanted



Manufacturers

Process for Metal Clad Laminates

Italian manufacturer offers under licence the Canadian manufacturing and marketing rights to its process for cladding plastics with a thin foil of metal such as copper, aluminum, silver, stainless steel, etc. This new manufacturing process is claimed to provide substantial savings in production costs. It is used mainly in manufacturing table tops, refrigerator doors, wall panels and, in general, for de luxe furnishings and decorations. The appearance of the clad products is very attractive and elegant and gives the impression of always being new. The Canadian licensee would require normal laminating facilities. Literature and sample available. **Item 2318**

Foamed Ceramic

Japanese firm offers under licence the Canadian manufacturing and marketing rights to a foamed ceramic product which can be used for tiles, wall covering and industrial purposes. It is available in a wide selection of colors and can be screen printed. Advantages claimed include light weight, good electrical and thermal insulating properties, good mechanical strength, and fire resistance. Literature available. **Item 2319**

Escape Ladder

American company offers the Canadian manufacturing and marketing rights for its escape ladder. The ladder is designed for easy installation on brick, stone and frame buildings. The ladder is claimed to be burglar-proof. Until needed, it is contained in a 13″ × 22″ steel housing located under a window. By simply pulling a handle the housing falls clear and the ladder, through a telescoping device, drops into place, ready to be used. It is of sturdy steel construction which does not deteriorate with age. Total length when opened is 12 feet. Literature available. **Item 2320**

Automatic Copying Lathe

Danish firm offers the Canadian manufacturing rights for its automatic copying lathe equipped with hydraulic copying device, hydraulic tailstock, and an electric control system which permits an automatic working cycle of up to six cuts. The chief advantage claimed is that it is two machines in one, i.e., the changeover from ordinary lathe to automatic copying lathe can be made very speedily. Thus, it is possible without great expense to rationalize turning operations even in cases where automatic copying equipment cannot be used full time. Literature available. **Item 2321**

Electrically Heated Garments

Scottish firm offers for licence the Canadian manufacturing and marketing rights to its line of electrically-heated garments. The garments contain a terylene lining coated with a carbon-impregnated rubber polymer to which is attached fine copper wire. Unlike resistance wire heating elements normally found in this type of garment, the wiring is for carrying the voltage only. It is the conductive lining which heats up, thus eliminating the high incidence of wire breakage normally associated with this type of clothing. The power source may be a 6, 12 or 24 volt battery. It is claimed that these garments warm uniformly and that they may be crumpled, sat on, even cut or or soaked, and still continue to function safely. This invention may find wide application for therapeutic purposes. Literature available. **Item 2322**

Filter Cartridge

Czechoslovakian state-operated licensing agency offers the Canadian manufacturing and marketing rights to a patented star-shaped filter cartridge of sucked-in cellulose for filtering fuel, lubricating oil and air. This filter cartridge is claimed to have depth filtration effect, i.e., the thin outer layers trap the coarse particles while the finer particles penetrate deeper to be trapped by the thicker inner mass. Other advantages claimed include uniform thickness and four times longer life than a cartridge made of filtering paper. The process utilizes cheap, unprocessed cellulose. Literature available. **Item 2323**

Audio-Visual Storage Systems

Swedish designer is seeking a Canadian manufacturer to produce under licence in Canada a line of plastic storage equipment for audio-visual materials. This equipment facilitates the handling and storage of films, tapes, slides and filmstrips. The Canadian licensee will be granted the marketing rights for Canada and the U.S. and possibly other countries if desired. The Canadian firm should have experience in plastic fabrication and have its own marketing organization. Literature available. **Item 2324**

Polystyrenes

German manufacturer offers under licence the Canadian rights to a process for the manufacture of modified expanded polystyrene foam products. It is claimed that this process produces polystyrenes with greater flexual and compressive strength than obtained with more conventional methods of manufacture, without increasing normal costs. Typical applications for the improved product may be found in diverse industries, such as building construction and the manufacture of footwear components. Literature available. **Item 2325**

Gas Chromatographs

French firm is offering under licence the Canadian manufacturing and marketing rights for its gas chromatographs. This scientific apparatus is used in chemical laboratories, universities, research centers and in various branches of industry. It is designed for analyzing chemical products by the process of gas chromatography. It is also used for checking raw materials and controlling public health, e.g., in the analysis of pesticides in powdered milk and meat. Gas chromatographs, which detect by ionization, are offered in the shape of units that take up little space and are composed of a stacked oven, one or two detector amplifiers and an optional temperature programmer. Literature available. **Item 2326**

Dental Chair

Norwegian company offers the Canadian manufacturing and marketing rights for its new slim-line dental chair. This model is claimed to be simple, ingenious and virtually maintenance-free. Simple for mounting and demounting, convenient for the handicapped, this chair created by dentists for dentists can be adjusted for the most extreme requirements. It has applications as well for eye, ear, nose and throat specialists, dental surgeons, etc. Interested Canadian companies should have good connections in the medical field. Literature available. **Item 2327**

Driving Wheel for Vehicles

Czechoslovakian state-operated licensing agency offers the Canadian manufacturing and marketing rights to its driving wheel for vehicles. The principle of this invention is based on the fact that the wheel of a vehicle is directly designed as a piston engine in which the gas pressure does not act on a piston and cylinder head, but only through a thin wall of resilient chambers accommodated over the wheel perimeter directly on the ground. This new type of pneumatic propulsion is mainly suitable for use with slower vehicles, four-wheel-driven, for work on rough ground or for special vehicles which are required to have good manœuverability. The vehicle is very simply controlled by means of two pedals and travel is quiet and smooth. Literature available. **Item 2328**

Educational Construction Set

Belgian concern offers under licence through its Canadian agent the manufacturing and marketing rights to its giant educational meccano-type construction set used to build go-carts, potter's wheels, joiner's work benches, etc. This toy has not been produced or sold in Canada or the United States. Literature available. **Item 2329**

Automobile Spotlight/Trouble-Light

Canadian inventor offers for sale or licence the Canadian and foreign manufacturing and marketing rights for an automobile spotlight/trouble-light. The hand-held lamp unit, which mounts on the inside side-wall of a car, is connected through a retractable cord arrangement to a permanently installed housing. When not in use, the lamp unit rests in a support on the front of the housing. The unit is useful for reading street maps and house numbers, for map-reading, for wheel-changing, and even as a camping lamp. There is a switch to low-beam to reduce drain on battery. Literature available. **Item 2330**

Exerciser

American inventor seeks Canadian licensee to manufacture and market his patented isometrics exerciser. This exerciser is composed of various diameter loops of rubber bands or different lengths of individual strips secured together at their ends. The shortest strip or loop stretches and resists first, the next largest resists next, and so on, as handles are pulled apart. The last loop, or longest strip, limits the extension of the unit. The resistance builds up as the handles are pushed or pulled apart. The unit is claimed to provide both isotonic and isometric exercising. Literature available. **Item 2331**

Air Actuated Toy Phonograph

American inventor is offering a licensing arrangement for the Canadian manufacturing and marketing rights to an imaginatively designed record-playing toy. Designed in the form of a pig, the interior contains a gear mechanism that activates a tiny turntable by simply blowing into the mouthpiece. The entire construction is made from plastic material. The toy is claimed to reproduce the music from the special records for approximately 75 seconds per side. The licensor will provide the necessary tooling and dies, including master dies for recording desired tunes and songs. Literature available. **Item 2332**

More Information

This information is intended to promote additional manufacturing in Canada. Further material on items listed are for prospective Canadian manufacturers only. No responsibility is assumed for claims or statements made. Address inquiries, quoting item numbers, to: Industrial and Trade Enquiries Division, Department of Industry, Trade and Commerce, Tower "B", Place de Ville, Ottawa 4.

Trade Commissioners on Tour

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 visits Cyprus every month for at least three days, usually in the second half of the month.

Finland

A Trade Commissioner from the Stockholm, Sweden, office visits Helsinki once a month for about a week, except during July and August.

Puerto Rico

Trade Commissioners from San Juan regularly visit the Dominican Republic, Haiti and the Virgin Islands. Canadian businessmen who would like officers to undertake assignments for them in these countries are invited to write to the Canadian Consulate.

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.

Trade Lines

Argentina-Italy Meat Shipments

A refrigerated container service has begun between Argentina and Italy. A pilot delivery was the result of an agreement between an Argentine packing company, the Italia shipping line, and Alpe, meat importers of Milan. Use of the self-contained refrigerating units is a first for Italy—Milan.

Norway Gets New Shipping Terminal

A new goods terminal planned for Heroy, near Alesund, West Norway, will re-establish the municipality as a maritime center, it is reported. The municipal authorities have agreed to buy land at Tervik and the coastal line, Bergenske Dampskipsselskap, has agreed to schedule calls if its terms are met—Oslo.

Italy Increases Output Of Rubber

The Italian rubber industry's output in the first quarter of 1970 totalled 126,000 tons, up 10.2 per cent over the same period last year. Automobile tires accounted for 77,799 tons, up 13.7 per cent over the same period last year, and industrial rubber products for 31,167 tons for a 7.9 per cent increase—Milan.

Italy Uses More Cement

Per capita consumption of cement in Italy last year increased 5.9 per cent to 1,272 pounds, the highest in the European Common Market. In the first quarter of 1970 Italian production of cement totalled 6.84 million tons, compared with 6.26 million in the same period of 1969—Milan.

Hunter Douglas Moves to Rotterdam

The Canadian Hunter Douglas Ltd. group will transfer its central head office from Canada to Rotterdam, where it has had a factory for many years. The company, with annual sales topping $100 million, will rank among the largest firms in the Netherlands. The decision to move to Rotterdam follows recent expansion in the Netherlands, plus the fact that Europe has always played an important part in the company's activities. Its European head office has been in Rotterdam for a long time—The Hague.

Colombia Processes Phosphate

About 9.6 million tons of phosphate rock will be processed yearly at the Colombian plant at Turmeque, province of Boyaca. Construction of the plant was initiated by the Institute of Industrial Development (IFI), with an investment of $2.1 million. The plant will go on stream in mid-1971 and its output will replace imports costing about $20 million a year. The experience gained at Turmeque will allow IFI to implement similar phosphate projects at four other locations—Bogota.

Ecuador to Build Highways

Ecuador will use an $18-million loan from the Inter-American Development Bank to build and improve 211 miles of its major highways. Five highways will be built to link farming centers in the coastal and mountain regions and open up to settlement new areas along the eastern jungle slope—Bogota.

Steel Plant for Belgium

Belgium's second largest steel enterprise, Société Metallurgique Hainaut-Sambre, has put its new steel-producing plant into operation at Couillet near Charleroi. The plant uses either the LD or LD-AC process. The pig iron is brought in ladles from the company's Montignies blast furnaces in boxcars or in tip-lorries and stored in troughs until needed. The mill is equipped with a metal mixer of 2,000 tons capacity which is heated by natural gas. Steel is manufactured in two identical converters, each with a capacity of 150 tons. All operations are directed from one control point—Brussels.

Desalination Plant for Mexico?

A bilateral U.S.-Mexican commission says that it is feasible to construct a large nuclear desalination plant in northern Mexico. If approved by both Governments, the plant, to cost $60 million, would provide initially 42 cubic meters of fresh water per second to the states of Sonora and Baja California in Mexico, and Arizona and California in the United States—Mexico.

Colombia's Forest Products Exports

In the next five years, exports of forest products from Colombia will expand to U.S. $22 million yearly, representing an increase of 4,400 per cent over the U.S. $520,000 exported in 1969. The demand for forest harvesting equipment will increase proportionately—Bogota.

British Credit for Spanish Oil Refinery

A $7.73-million credit from the British Export Credits Guarantee Department, available for 85 per cent of British goods and services, will finance the design, procurement of machinery, equipment and materials as well as associated engineering and technical services for an oil refinery to be built near Bilbao, Spain. The initial output of the refinery will be 5 million metric tons per year. The supply contract to be financed from the credit (worth $9.1 million) will be undertaken by BREFCON, a consortium of British manufacturers of equipment for the petroleum industry, and PETRONOR. Inspection and engineering services will be carried out by the firm of Foster Wheeler—Madrid.

Colombia Has Big Copper Reserves

Mineral reserves of the Colombian copper mines at Salgar, Province of Antioquia, have been estimated at 1.7 million metric tons. Empresa Colombiana de Minas contracted the exploration of 23,000 hectares in order to evaluate the commercial possibilities of the mines—Bogota.

Colombia Eases Import Controls

Long dependent on coffee for the lion's share of its export earnings, Colombia has benefited from the recent rise in coffee prices. Its earnings have risen to $271 million for the first eight months of 1970 as opposed to $193 million for the same period of 1969, although the number of bags of coffee has declined somewhat. Colombia's second traditional export, crude oil, has risen both in value and volume and has brought in an additional $36 million, nearly a 30 per cent increase over the same period of the past several years. The so-called minor export items have also continued to expand and brought in $122 million in the January-August period, a substantial gain over the same period in 1969.

Partly as a result of this trade improvement, the Colombian Government has relaxed import regulations somewhat. A number of items were transferred from the "prohibited import" category to the "prior licensing" group; for a similar group, the licensing requirement was removed. At the same time the monthly quota for import licences was raised by 25 per cent to $71.3 million per month—Bogota

Colombia Exports Beef Cattle

The Colombian Institute of Agricultural Marketing, under an agreement with the Peruvian Government, has begun shipping 105,000 head of beef cattle to Peru. The sale represents more than U.S.$20 million in foreign exchange. The cattle will be shipped over 16 months. A contract which ended in September 1970 saw 84,000 head of beef cattle, worth U.S.$16 million, shipped to Peru—Bogota

West Germany's Rapeseed Crop

West Germany, after taking a second look at its annual estimates of rapeseed production, has revised its initial 1970 forecast downwards to 183,000 metric tons from 194,000 tons. This still marks an increase—25,000 tons or 16 per cent—over the 1969 total, but this should be viewed in relation to the 24,700 more acres under rapeseed than in 1969. The crop is estimated at 164,000 metric tons of winter rapeseed and 19,000 tons of summer rapeseed, which is similar to the species grown in Canada—Bonn

Puerto Rico Expands Power

The Puerto Rico Water Resources Authority will invest some U.S.$700 million in the next five years as a part of its necessary expansion. By 1976 the Authority will have increased its generating capacity from 1,800 to approximately 4,000 megawatts. Expansion plans include the construction of two generating units of 435,000 kw. each, which are being built at the Guayanilla center. In addition, an electrical center of two 460,000 kw. units is planned for Aguirre, the location of a thermo-nuclear center which is to be constructed and which will have a capacity of 600,000 kw.—San Juan

Germany Tests Electric Cars

West Germany's Transport and Science Ministries and a number of university and industrial research institutes are taking steps to overcome pollution and noise on the roads. Combined research and development has produced a number of prototypes of electric-powered motor vehicles which are being tested. Mercedes recently introduced a 66-person bus which uses a diesel motor with generator for power on the open road and on city streets runs on five batteries weighing 3.5 tons. Maximum weight of the bus with passengers is 16 tons —Bonn

New Atlantic Container Service

Atlantic Container Lines (Canada) Ltd., with offices in Toronto and Montreal, has had since mid-November in and outbound sailings to Canada from Scandinavian, Baltic, British and European ports. Its Canadian port of call is Halifax—Oslo

Norway Exports Sugar Presses

Stord Bartz Industri, Norway, recently sold sugar presses to Germany, one of the most active competitors in this field. The Norwegian firm has also for the first time sold presses to Japan. In 1970, the company will deliver $3.5 million worth of presses to markets in 13 countries —Oslo

Norwegian Computer to U.S.

Kongsberg Vapenfabrikk, Norway, recently delivered the first of a large series of computers ordered by a U.S. firm. The unit is a civilian version of a model developed by Kongsberg for military use. The company has several new models which are now being produced in series—Oslo

Jamaican Company Opens Animal Feed Plant

A new animal-feed manufacturing company, Central Soya of Jamaica Limited, recently completed its first plant. The firm is a joint venture of Central Soya of Fort Wayne, Indiana, and Jamaica Broilers Limited—Kingston

Foreign Tariffs and Trade Regulations

New Export Control List

A new Export Control List, made by Order-in-Council P.C. 1970—2000 of November 17, 1970, came into force on December 9, 1970, and has been promulgated in the *Canada Gazette*.

An export permit is required for the export of any article described in the List and penalties are prescribed in the Export and Import Permits Act for violations.

Copies of the new Export Control List and the Export Permit Regulations are available without charge from the Department and should be in the possession of all Canadian exporters. Address requests to: Export and Import Permits Division, Industry, Trade and Traffic Services Branch, Department of Industry, Trade and Commerce, Ottawa, Canada.

New Zealand

The Minister of Customs of New Zealand has announced in Import Control Exemption Notice No. 38 1970 that "Glazed transparent paper (glassine paper), excluding tracing paper, falling within items Ex 48.03.05 and Ex 48.03.09" are exempted from the requirement of an import licence effective October 19, 1970.

International Loans

More Electricity for Korea

An Asian Development Bank loan of U.S. $9.5 million will be used by the Republic of Korea for developing its electric transmission and distribution facilities. The government-controlled Korea Electric Company (KECO), will undertake the expansion project. The loan will provide the foreign exchange needed for procuring the equipment and materials for nine 154 kv substations and three 66 kv substations, the extension of the 154 kv transmission system, and extension and improvement of the distribution system. It will also be used for mobile transformers, for systems control and communications equipment, and for hotline working tools.

Construction of the substations will be undertaken as part of a wider expansion program, which will cost an estimated $39.5 million.

With the rapid growth of Korean industry, demand for power has been increasing by 20 to 25 per cent per year, and this is expected to continue for the next five years. The Bank-financed project is part of KECO's planned expansion for 1971-72, which is aimed at meeting this demand and at providing a more equitable relationship between the distribution system and generating capacity. Previously, because of the serious shortage of power, KECO's program emphasized development of generating capacity.

Power Projects for Sao Paulo

A $66.5-million loan from the Inter-American Development Bank will be used to help install an electric power transmission system in Brazil, which will connect the Ilha Solteira hydroelectric plant with the city of Sao Paulo. The loan was made to Centrais Eletricas de Sao Paulo S.A. in which the State of Sao Paulo has a majority voting power. The Bank's loan will cover 52.7 per cent of the $126.2 million estimated cost of the transmission system. The plant now being built some 360 miles northwest of Sao Paulo is scheduled for startup in 1974. With the 1.4 million kw. Jupia plant, it will form one of the world's largest hydroelectric complexes.

The project calls for the construction and installation of a 440 kv. single-circuit, 34-mile power line between the Ilha Solteira and Jupia plants; installation of a 440-kv. double-circuit, 385-mile transmission line from the Ilha Solteira plant to a transformer substation near Sao Paulo; building and expansion of six transformer stations, and the installation of a 440-kv. singlc-circuit transmission line which will run 75 miles in a semi-circle on the outskirts of Sao Paulo. A microwave telecommunications sub-system will also be built to connect all the systems and operating units of Centrais Eletricas de Sao Paulo.

Indonesia Develops Teak Resources

The Asian Development Bank will provide the technical assistance Indonesia needs to conduct a study and prepare plans for the rehabilitation and development of the teak industry in central and east Java. This is the Bank's first venture in the forestry sector and is in line with the Government's current Five Year Plan to develop the country's rich timber resources. The first phase of the program will cover the investment possibilities for the next three to five years. The technical assistance team will be made up of specialists experienced in forest management and inventory, extraction and logging, transportation, sawmilling, woodworking and forest economics. The team will work closely with PERHUTANI, Indonesia's state-owned forest enterprise, which is mainly concerned with the management and use of the teak forests in Java.

The team will examine and assess the technical and economic soundness of the teak industry in the three areas to be studied, carry out technical investigations, and formulate and prepare projects for consideration by the ADB. The feasibility study for the project areas, which will begin in January 1971, is expected to be completed about eight months later.

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 .97. **To convert column two, *divide* by .97.**

Country and Currency	Value of foreign currency unit in Canadian dollars at December 3	Value of Canadian dollar in foreign currency units
Algeria Dinar	.1862	5.37
Argentina Peso (free)	.2554	3.91
Australia Dollar	1.1387	.87
Austria Schilling	.0395	25.29
Bahamas Dollar	1.0216	.97
Belgium and Luxembourg Franc	.02058	48.59
Bermuda Dollar	1.027	.97
Bolivia Peso	.0858	11.65
Brazil Cruzeiro (official free)	.2108	4.74
Britain Pound	2.4401	.40
British Honduras Dollar	.5364	1.86
Burma Kyat	.2145	4.66
Ceylon Rupee	.1716	5.82
Chile Escudo (bank rate)	.0864	11.57
(free)	.0712	14.03
China, Republic of New Taiwan Dollar (official)	.027	37.04
Colombia Peso (fixed)	.0537	18.60
Congo (Kinshasa) Zaire	2.144	.46
Costa Rica Colon	.1542	6.48
Cuba[1] Peso	....	....
Czechoslovakia Koruna	.1419	7.04
Denmark Krone	.1364	7.33
Dominican Republic Peso	1.0216	.97
Ecuador Sucre (official)	.0408	24.47
El Salvador Colon	.4086	2.44
Fiji Dollar	1.1793	.84
Finland Markka	.2432	4.11
France, Monaco, etc.[2] Franc	.1850	5.40
Franco-African Republics[3] Franc	.0037	270.27
French Pacific[4] Franc	.01018	98.23
Germany D Mark	.2805	3.56
Ghana New Cedi	1.00	.99
Greece Drachma	.0340	29.36
Guatemala Quetzal	1.0216	.97
Guyana Dollar	.5367	1.86
Haiti Gourde	.2043	4.89
Honduras Lempira	.5108	1.95
Hong Kong Dollar	.1686	5.93
Hungary Forint (official)	.0921	10.85
Iceland Krona (official)	.0116	86.13
India Rupee	.1356	7.37
Indonesia[5] Rupiah	....	....

Country and Currency	Value of foreign currency unit in Canadian dollars at December 3	Value of Canadian dollar in foreign currency units	Country and Currency	Value of foreign currency unit in Canadian dollars at December 3	Value of Canadian dollar in foreign currency units
Iran Rial	.0142	70.42	**Peru** Sol (free)	.0234	42.57
Iraq Dinar	2.8604	.34	**Philippines**[6] Peso (free)	.1591	6.28
Ireland Pound	2.4401	.40	**Poland** Zloty (fixed basic rate)	.2700	3.71
Israel Pound	.2919	3.42	**Portugal & Colonies**[7] Escudo	.0355	28.14
Italy Lira	.00163	610.12	**Saudi Arabia** Riyal	.2062	4.84
Jamaica Dollar	1.220	.81	**Sierra Leone** Leone	1.508	.66
Japan Yen	.00285	350.01	**Singapore** Dollar	.3507	2.85
Kenya Shilling	.1526	6.55	**South Africa** Rand	1.4253	.70
Lebanon Pound (free)	.3167	3.15	**Spain & Dependencies** Peseta	.01468	68.11
Malaysia Dollar	.3337	2.99	**Sweden** Krona	.1975	5.06
Mexico Peso	.0817	12.23	**Switzerland** Franc	.2369	4.22
Morocco Dirham	.2052	4.87	**Syria** Pound (free)	.2819	3.55
Netherlands Florin	.2836	3.52	**Thailand** Baht (free)	.0495	20.18
Netherlands Antilles Florin	.5417	1.84	**Trinidad & Tobago**[8] Dollar	.5108	1.95
New Zealand Dollar	1.1420	.87	**Tunisia** Dinar	1.9459	.51
Nicaragua Cordoba	.1459	6.85	**Turkey** Lira	.0680	14.68
Nigeria Pound	3.017	.33	**United Arab Republic** Pound (official)	2.3496	.42
Norway Krone	.1431	6.98	**United States** Dollar	1.0216	.97
Pakistan Rupee	.2145	4.66	**Uruguay** Peso (free)	.00408	244.73
Panama Balboa	1.0216	.97	**Venezuela** Bolivar (official free)	.2276	4.39
Paraguay Guarani (free)	.00817	122.35	**Yugoslavia** Dinar (official)	.0817	12.23

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, Cameroons, 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

SAUDI ARABIA

Area: 927,000 square miles, mainly desert.

Population: 5 million.

Climate: coastal area—summer hot and humid, winter humid but lower temperatures, inland air drier and more invigorating.

Language: Arabic official language; English understood.

Currency: rial (20 qirsh) equals Cdn.$0.23.

Weights and measures: metric system.

Electric supply: 60 cycles, single and three phase—Dhahran 120/208 volts, Jeddah 120/240 (single phase only) and 120/208, Medina 120/208, Riyadh 120/208; 50 cycles, single and three phase—Hofuf 230/415 and 120/240 volts, Mecca 230/415, Taif 230/415. Frequency not stable in Jeddah, Medina and Riyadh.

Capital: Riyadh.

Chief ports: on the Red Sea: Jeddah, the port for Mecca; Yanbu, the port for Medina. On the Persian Gulf: Dammam, and Ras Tanura for oil.

Marketing centers: Riyadh (population)350,000, Mecca 250,000 Jeddah 200,000, Medina 72,000, Taif 54,000, Dammam 40,000, Al-Khobar 35,000, Ras Tanura 30,000, Dhahran 5,000.

Economy: based almost entirely on oil (1969 crude production 146 million tons; 1968, 125 million tons). Agriculture possible only in small irrigated areas; principal crops are dates, sorghum grain and some wheat. Industry confined to cement and gypsum.

Total Saudi Arabian imports: 1967/68: $530 million; 1966/67: $549 million.

Chief imports: motor vehicles, machinery, radios and household appliances, foodstuffs, textiles, furniture, chemicals, drugs, lumber, building materials.

Chief suppliers: United States, Lebanon, Germany, Japan, Britain, Italy, Netherlands.

Value of imports from Canada: 1969: $3,618,492; 1968—$4,057,000.

Chief imports from Canada: ($'000) 1969—automobiles 708, wheat 670, aircraft 391, washing machines and parts 336, refrigerators 200, wheat flour 156, aircraft engines and assemblies 155, clocks 125, pharmaceuticals 109.

Total Saudi Arabian exports: 1967/68 $1.9 billion.

Chief exports: crude oil (99 per cent).

Chief markets: (per cent) 1968—Asia and Australia 32, Western Europe 42, North America 4, South America 4.

Value of Canadian purchases: 1969—$26,751,002; 1968—$36,186,636.

Chief Canadian purchase: 1969—crude petroleum $26,749,838.

Import and exchange regulations: all goods may be imported freely, with the exception of a few items which are prohibited from all countries. Shipments on Israeli ships or ships calling at Israeli ports are not acceptable. Imports of pharmaceuticals require a certificate from the Department of Health or equivalent agency in the exporting country. No exchange restrictions.

Trade agreements: one-column tariff; rates of duty apply equally to imports from all countries.

Prices: quote c.i.f.

Samples: free of duty if for merchandise display but not for sale; those of commercial value and saleable require deposit on import which is refunded on export.

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

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

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