

# foreign trade

Department of Industry, Trade and Commerce, Canada

June/71

Agreement  
Strengthens  
Canadian –  
German  
Trade Ties



# ITC Introduces New Incentive Plan

What does it take to obtain engineering contracts abroad or to supply equipment for use in capital projects? It takes expertise, experience, a sound professional reputation or a good product, and ability to beat the competition. It also takes money.

Preparing a bid on a foreign project or a tender to provide capital goods may involve on-site investigations, exploratory studies, the purchase of tender documents, and many man-hours of calculations and paperwork. If the company secures the contract, well and good; if not, and this failure is repeated, the initial risks become too great and it may have to give up trying for overseas business because its financial resources cannot stand the strain.

To alleviate this problem and to provide incentives for Canadian companies to continue trying for international business of this kind, the Department of Industry, Trade and Commerce recently introduced a plan called "Incentive for Participation in Capital Projects Abroad". In doing this, it has been influenced by the "multiplier effect" of such projects. Award of a contract to a Canadian consulting engineer enhances the possibility of equipment for the project coming from Canada. Or the successful conclusion of one contract often leads to another, just as the supply of equipment can lead to new or repeat orders. In fact, the Department looks upon this new initiative as an important phase of its over-all Program for Export Market Development, emphasizing the export of highly manufactured goods and professional expertise.

The objective of the program is to provide "consistent, nationally based incentives for all Canadian companies and complement the programs of

CIDA and the EDC", and so increase the level of Canadian entrepreneurial action in this field, over what would otherwise be possible. The term "capital projects" as used in this context is intended to describe facilities, systems and other complexes whose construction entails the provision of skilled services, engineering products, and other capital goods. Examples are production plants, electric power projects, forest development schemes, mining and ore operations and facilities, communication and transport systems, and aerial surveys for resource or mapping purposes.

The plan works like this. Any company established in Canada may apply to the Department for a grant of up to 50 per cent of the expenses which it proposes to incur in the precontractual phases of competing for a capital project abroad. The term "expenses" covers the things mentioned in paragraph two above, but all of these must be related to a specific project, actual or potential. It does not cover mere prospecting for business. If the firm succeeds in obtaining the contract, it must repay the Department; if not, no repayment is expected. The normal range of grants, the Department estimates, will be between \$3,000 and \$50,000, though some may be as low as \$1,000.

One of the essentials in competing for business of this kind is speed. The lead time for putting in bids or submitting tenders is often short and the potential client is far away. A company must move fast. For this reason, the Department is making the process of applying for a grant as simple as possible. The firm may submit its proposal on company stationery. It must outline briefly the project, the type of goods or services that the applicant wishes to

supply, his qualifications, the outlook for financing of the total project, the competition expected, the business that is likely to accrue to other Canadian suppliers, and other possible direct or long-term benefits. A statement of work and a breakdown of estimated costs must also be given.

This application is forwarded to the industry sector branch that covers the applicant's firm—Electrical and Electronics, Machinery, Mechanical Transport, etc. The branch will assess the application and pass it on, with its recommendation, to the Program Office (Market Activity) which is administering the program. At this point an Advisory Committee will review the application; it is composed of representatives from Industry, Trade and Commerce, the Department of Finance, the Export Development Corporation, and the Canadian International Development Agency. The Committee too is poised for quick action; the expectation is that an application will come in in Week A and an answer will be given in Week B. If the application is approved, a formal agreement between the company and the Department is drawn up and signed. The company can then expect to receive monthly progress payments until the total grant is paid.

Interested Canadian companies which are already in contact with an industry sector branch of the Department should get in touch with it, either for more information or to submit applications. Or write to the Program Office (Market Activity), Department of Industry, Trade and Commerce, 112 Kent Street, Ottawa, Ontario, K1A 0H5. The office will be glad to send to inquirers a paper describing the Program and to answer any questions about it.



## We Move to Monthly

Last summer *Foreign Trade* published one issue only in the months of June, July and August. With this issue, June 1971, we now move permanently to publication once a month, or twelve issues per year. Publication date will normally be the first Saturday of each month.

This is no sudden move, but the result of long-continued discussions within the Department and of careful thought. In reaching our decision, we have kept in mind most of all the interests of our readers and our desire to serve them as effectively as possible through the pages of this magazine. The publication pressures on contributors, editors, designers, engravers and printers of a periodical that appears every two weeks often stand in the way of producing work of the best quality and force certain compromises just to meet fast-recurring deadlines. With more time to think and to plan—and, of course, to write and to edit—we hope to offer a monthly magazine that achieves a high standard of editorial excellence with a relatively small staff, and one that is attractively designed and pleasant to read.

In doing this, we do not fear that we shall be diminishing the usefulness or the variety of the information that *Foreign Trade* carries. Each issue will contain approximately 20 per cent more pages than its predecessor, and following the trend towards shorter, more pithy articles and with tighter editing, we believe that our coverage will not suffer. And after all, what businessman, faced day after day with the remorseless march of paper across his desk, will not welcome even a slight slowdown in that unceasing invasion?

So we present to you *Foreign Trade* for June 1971, the first of what we hope will be stimulating and useful monthly issues in 1971 and the years to come.

COVER: The Hon. Jean-Luc Pepin, Minister of Industry, Trade and Commerce, (left) signs an agreement on scientific and technical co-operation between Canada and the Federal Republic of Germany; Foreign Minister Walter Scheel signs on behalf of his country. The ceremony took place in Bonn on April 16, 1971.

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# The Ministerial Mission to Germany

J. A. MURPHY, Director, Publicity Branch

On a bright and cheerful mid-April morning an Air Canada DC-8 jet taxied up to the VIP reception area at Bonn/Cologne Airport in Germany with an unusual cargo.

The passenger list consisted of some of the top names in Canadian industrial and business circles and senior officials from the Federal and Provincial Governments. It was headed by the Minister of Industry, Trade and Commerce, the Honourable Jean-Luc Pepin.

This mission, the first of its kind to be led by a Federal Minister, spent ten days in the Federal Republic of Germany. It proved to be an active, not to say rigorous, period for everyone involved.

In the broadest terms, the aim of the mission was to develop stronger economic ties between Canada and Germany. In more specific terms, Mr. Pepin and his officials sought to do this in their meetings with German Ministers, officials and businessmen, while the business members of the mission talked trade, licensing agreements, joint ventures and investment opportunities with their German counterparts.

One of Mr. Pepin's first official acts was to sign with Foreign Minister Walter Scheel a scientific and technological agreement between Canada and the Federal Republic of Germany. The agreement identified possible areas of Canadian-German co-operation on joint research and development projects. It was similar to agreements Canada entered into previously this year with the U.S.S.R. and Belgium.

The groundwork for the agreement was negotiated by an earlier mission to Germany in March of scientists and officials from business and government. Some of the areas of collabora-



*Giving an official welcome to the Minister of Industry, Trade and Commerce, the Hon. Jean-Luc Pepin, and the Mission which he headed, on their arrival at the Bonn/Cologne airport were: (left) State Secretary Rohwedder of the Economics Ministry, Federal Republic of Germany, and the Canadian Ambassador to Germany, G. C. Crean (right). Their aircraft is visible in the background.*

tion which were identified and appeared promising for Canada included computer software, oceanography, geophysics, metallurgy and construction techniques.

Mr. Pepin undertook a round of discussions with German Economics Minister Professor Schiller, who was also his host at a luncheon, Science and Technology Minister Leussink, the State Secretary of the Department of Defence, Mr. Berkhan and two State Secretaries of Foreign Affairs, Messrs. Moersch and von Braun. He also held discussions with the Governor of the German Central Bank, senior private bankers and financiers, and prominent industrialists.

In these talks, the Minister enlisted the support of the Government of the

Federal Republic for the objectives of the Mission. He also sought, with the German Ministers, solutions to the problems that the enlargement of the Common Market are expected to pose for Canadian exporters, and explored ways to make further progress towards freer world trade. Methods by which the two Governments would foster closer trade and economic relations between Canada and the Federal Republic were a key element in these discussions.

While the Minister followed this busy schedule, the business members of the mission literally "fanned out" across the country in accordance with individual itineraries prepared by our trade posts at Bonn, Duesseldorf and Hamburg. They talked with manufacturers, bankers, private investors and importers.

## Members of the Mission

The Honourable Jean-Luc Pepin  
Minister of Industry, Trade and Commerce

Andrew G. Kniewasser  
Senior Assistant Deputy Minister (Industry and Trade Development)  
Department of Industry, Trade and Commerce

Robert A. Bird, President  
Bird Construction Co. Ltd.  
Toronto, Ontario

R. W. Bonner, Q.C., Executive Vice-President (Administration)  
MacMillan Bloedel Ltd.  
Vancouver, B.C.

Gerald L. Bruck, President  
G & B Automated Equipment Ltd.  
Downsview, Ontario

Gerald P. Burega  
Vice-President and General Manager  
T. S. Simms & Co. Ltd.  
Saint John, N.B.

Georges Couture, President  
Valcartier Industries Inc.,  
Portneuf Co., Quebec

C. A. Dagenais, President  
Surveyer, Nenniger & Chenevert  
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W. G. Dahl  
Vice-President, Marketing  
Falconbridge Nickel Mines Ltd.  
Toronto, Ontario

J. S. Fralich, President  
Hoffmann-LaRoche Limited  
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Jean-Yves Gelinat, President  
Les Placements Omega Ltd.  
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Noranda Sales Corporation Ltd.  
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Gearmatic Company Ltd.  
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Corporate Development  
Canadian Corporate Management  
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Northern Electric Company Ltd.  
Montreal, Quebec

Mers Kutt, President  
Consolidated Computer Ltd.  
Toronto, Ontario

G. L. Magnussen  
Vice-President and General Manager  
Engineered Buildings Ltd.  
Calgary, Alberta

A. R. McMurrich  
Vice-President, Marketing  
The Steel Company of Canada Ltd.  
Hamilton, Ontario

Jean P. W. Ostiguy, President  
Morgan, Ostiguy & Hudon Limited  
Montreal, Quebec

John A. Powell, President  
P. Lawson Travel Ltd.  
Toronto, Ontario

R. A. Prowse, President  
Garland Commercial Ranges Ltd.  
Toronto, Ontario

Dr. E. R. Rowzee  
President and Managing Director  
Polymer Corporation Limited  
Sarnia, Ontario

H. A. St. Amour  
Director of Sales Techniques  
Building Products of Canada Ltd.  
Montreal, Quebec

The Honourable Maurice Sauvé  
Vice-President, Administration  
Consolidated-Bathurst Limited  
Montreal, Quebec

J. J. Shepperd, President  
Leigh Instruments Ltd.  
Ottawa, Ontario

T. E. Stephenson, President  
United Aircraft of Canada Ltd.  
Longueuil, Quebec

R. M. Thomson  
Chief General Manager  
Toronto-Dominion Bank  
Toronto, Ontario

P. Vajda, President  
Columbia Engineering International Ltd.  
Vancouver, B.C.

Dr. Roger Veilleux, President  
Henri Vallieres, Inc.  
Nicolet, Quebec

*This photograph was taken aboard the Motor Ship Berlin, as it sailed up the Rhine, south of Coblenz. For the first two hours of the cruise, the Minister presided over a meeting with the Mission members. At this time each member reported on the appointments that he had had in Germany to date and on the tenor and progress of the resulting discussions. After this, everyone was free to enjoy the sunshine and the beautiful Rhine scenery.*





*One of the highlights of the Mission was a luncheon given by the Minister in Duesseldorf for 300 leading German businessmen and industrialists. Here Mr. Pepin is considering the particular qualities of the German wine he has been sipping—a subject that he will no doubt discuss with the gentleman on his left, Viktor Langen, president of the Duesseldorf Chamber of Commerce.*

*During his visit to the Hannover Industrial Fair, Mr. Pepin made a brief inspection of the displays by the eight Canadian firms that participated in the Fair. Here he pauses at the stand of Consolidated Computer Limited of Toronto, whose President, Mers Kutt, (second from right) was a Mission member.*



Sunday, April 18, was “reporting day” and in itself constituted an innovation. A “Canadian Business Conference on the Rhine” was held during a four-hour cruise up the beautiful river, south of Coblenz. During the first half of this trip the scenery was neglected as the mission members individually reported to the Minister on their progress to date in a closed two-hour conference. After that, the historic setting took over and everyone was free to enjoy the beautiful weather—a rare occurrence on the Rhine in April—and the fairy-tale castles, high atop the hills along the river’s banks.

Monday, April 19, the scene shifted to the Intercontinental Hotel in Duesseldorf where Mr. Pepin and the mission members were luncheon hosts to nearly 300 German businessmen and industrialists. The guests were treated to an all-Canadian menu planned by Chef Angelo Casagrande of Ottawa’s Chateau Laurier Hotel. It included Alberta beef, British Columbia cherries, Quebec cheeses, Prince Edward Island potatoes and, of course, New Brunswick fiddleheads. All the food was purchased in Canada and carried to Germany aboard the mission’s flight.

In his remarks to the distinguished gathering, Mr. Pepin explained the purpose of the mission and also gave a brief perspective of Canada—what it has been and what it is today. He placed particular emphasis on the need for Canada to become even more competitive, by international standards, pointing out that despite our relatively small population we are the sixth-ranking trading country in the world.

“... Consequently Canadian prosperity is very much dependent on a liberal international trading environment,” said Mr. Pepin. “We are obstinate proponents of freer trade on a multilateral basis. Because of this, we worry about the present and future world trading environment. It has now been almost four years since the Kennedy Round was concluded and we are concerned about the present period of pause as it encourages the emergence of exclusivist forces.

“We have argued that attention be focused now on how to maximize the community of interest between the enlarged EEC and the rest of the world,”

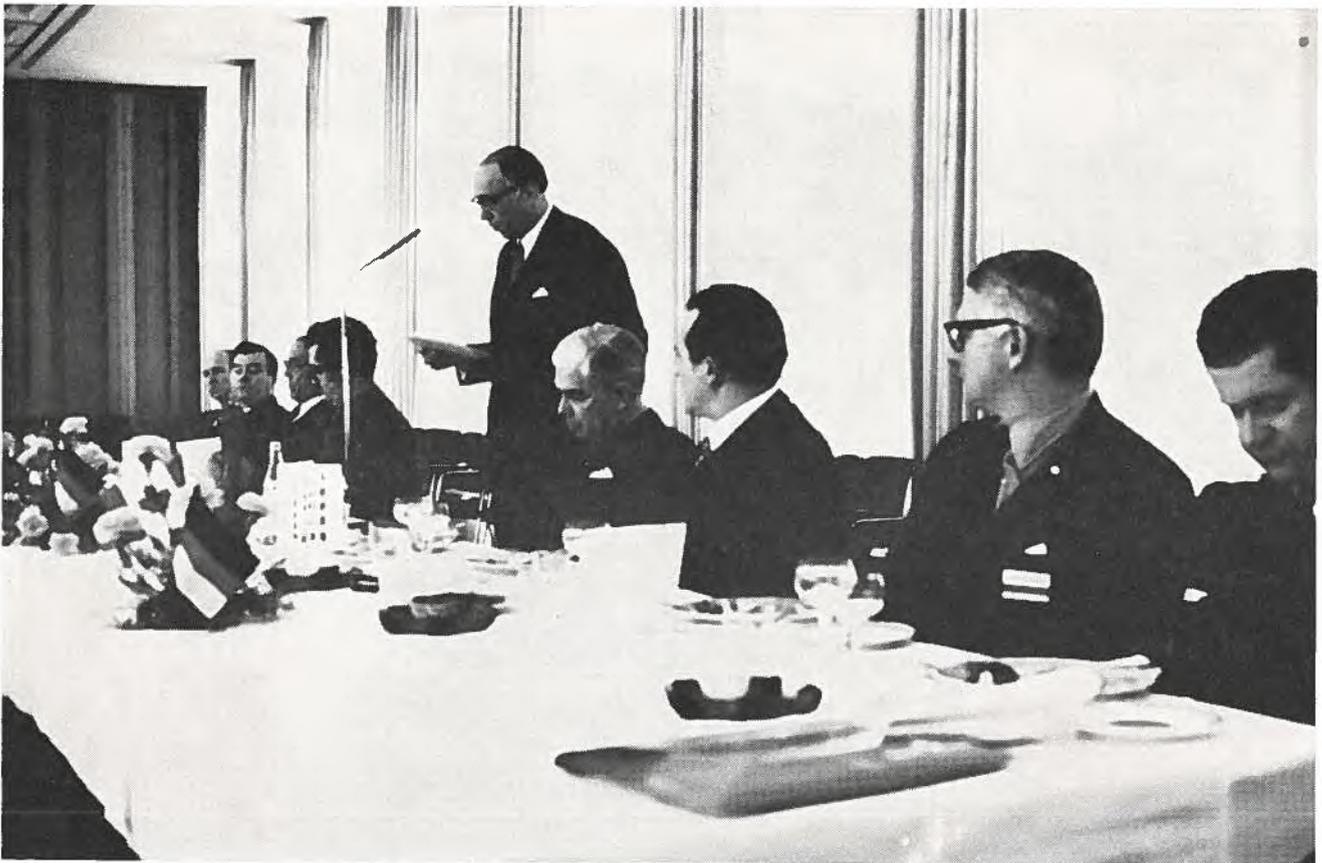




*During the Duesseldorf luncheon, the business members of the Mission had an excellent chance to talk with their German counterparts. Here W. R. Johnston, Vice-President of Northern Electric Company Ltd. of Montreal, chats with Kurt Ostermann, owner of a large firm manufacturing ships' propellers in Cologne.*



*On their last day in Germany, the members of the Mission travelled by charter flight from Bonn to Hannover to visit the giant Hannover Industrial Fair. One of them, Peter Vajda, President of Columbia Engineering International Ltd. of Vancouver, seems to have forgotten something important! He looks back over his shoulder rather anxiously as he boards the Fokker Fellowship twin-jet that flew them to Hannover.*



*At Bonn, the Mission attended a luncheon given by the Federal German Chambers of Commerce and the German Manufacturers' Association. The picture shows Viktor Langen, President of the Duesseldorf Chamber of Commerce, welcoming the visitors. At head table were Georges Couture, President, Valcartier Industries Inc. (second from left); Mr. Pepin, (fourth from left); Ambassador Crean (fourth from right), and A. G. Kniewasser, Senior Assistant Deputy Minister (second from right).*

the Minister continued "... We look to Germany to co-operate with other world traders to provide the kind of constructive support which will be needed."

Reviewing Canada-German trade statistics, Mr. Pepin pointed out to his audience that the figures did not "adequately reflect the importance of both our countries in international business and the potential for mutually profitable expansion of trade and investment. We would particularly like to increase our participation in your market for fully manufactured goods. At present, industrial materials (mostly in a relatively unprocessed form) make up by far the bulk of our exports to Germany. This is in contrast to the very high proportion of fully manufactured products in our imports from you."

The Minister concluded by saying: "Our relations with Germany are good, but there is obviously room for intensification in our material interests. We are ready and willing to play our part."

After breaking off for individual meetings for another day, the mission reconvened at Bonn on April 21 as guests at a luncheon sponsored by the DIHT (Council of German Chambers of Commerce) and BDI (German Manufacturers' Association). This was an informal affair at which the Minister, mission members and their German hosts discussed a number of wide-ranging topics in the general field of Canadian-German economic relations.

After the mission members had formally tendered their reports to the Minister at a debriefing meeting at the Embassy in Bonn that afternoon, Mr. Pepin paid a flying visit to one of Germany's largest manufacturers.

On Thursday, April 22, the mission flew as a group to the mammoth Hannover Industrial Fair, the largest event of its kind in Europe. Eight Canadian companies were exhibiting and all their stands were visited by Mr. Pepin.

That evening the Canadian group returned to Frankfurt where they were to depart for home the following day.

It had been a hectic ten days but the consensus was evident that the Federal Republic of Germany has much potential for Canadian business and industry and that the two countries have indeed a strong mutuality of interest. The talks at the political level had unquestionably contributed to a better mutual understanding of the economic objectives and problems of both countries.

In his statement in the House of Commons after his return to Canada, Mr. Pepin noted this and expressed the hope that "this greater understanding will help to lead to better solutions of world trading problems, taking account of the interests of Canada and other trading partners of the Common Market."

The Minister concluded his statement by saying: "It would indeed be welcome if the EEC countries and the applicant members were prepared, in the coming months, to indicate their willingness to enter into another meaningful round of negotiations for the freeing of world trade."



# It's Tuesday this must be Bonn

Twenty-two cities in 13 days—that was the heavy itinerary of the Plastics Injection Moulders Mission that visited Germany. According to the members, it was worth it.

**B. L. LABELLE**  
Plastics and Rubber Division,  
Chemicals Branch

Tour 18 companies, look at 1,500 injection moulding machines, stay at eight hotels, and stop at 22 cities—all in 13 days! Like the ten Canadians who were members of the recent Plastics Injection Moulders Mission to Germany, you reach almost a state of hysteria. You come to hate watching a "guest worker" deflash a small engineered part. You learn to follow when a leader named Oscar Schroeder shouts "Follow me!". You rely on the printed itinerary to know in which city you have just gone to bed. It's Tuesday, so it must be Bonn.

This is how Ron Evason of the Society of the Plastics Industry of Canada summarized the mission. He reflected precisely the reaction of ten Canadians who criss-crossed West Germany, visiting the German Plastics Federation, 13 injection moulders, three machinery and two raw materials suppliers. And all of this took just two weeks—February 22 to March 13.

The main objectives of the mission were to provide Canadian plastics converters with new technology (products, processes, machinery, plant layout and operation, etc.), to help them become aware of manufacturing licences available in West Germany, and to negotiate licensing arrangements with German firms. The members had the opportunity to find out why Germany consumes three times as much plastic per person as Canada, to compare their industry with the German moulding industry, to evaluate the performance of their own plants, and to establish a communication link with their German counterparts.

In the technical and operations area, the mission found that German plants



*Members of the Mission pause for a few moments outside the plant of GKN Windsor at Frankfurt, which manufactures injection moulding machines. In the group are, right to left: S. Bern of Montreal; J. H. Wallace of Toronto; two GKN staff members; Peter Boon of Midland, Ontario; C. Latarte of Warwick, Quebec; Sheldon Berney of Winnipeg; Murray Spencer of Toronto; Ben Gaudelius of Toronto, and Oscar Schroeder, Commercial Officer at the Canadian Embassy in Bonn.*

are similar to Canadian, with only minor differences. Materials handling systems are basically the same except in one instance, where a sophisticated system (including portable bulk containers on tracks and automatic feeding tanks) has been installed. Plant layouts are also rather similar, although there seems to be a tendency in Germany to arrange the equipment in line rather than in parallel. The Germans emphasize mould technology and give excellent finishes to moulds regardless of application.

Most of the large moulders visited have established training programs both for plastics processing and toolmaking, with greater emphasis on the latter. The apprentice shops visited contained up-to-date mould-making equipment and impressed the mission.

On moulding techniques, it was the consensus of the members that the Canadian moulder is more conscious of production rates and operates his machines at a faster cycle; the German



moulder gives priority to quality. In touring the plants the members also noted that the grinding of scrap materials is not done at the foot of the machines as in Canada but in a separate room. The Germans explained that they did this for two main reasons: to eliminate the possibility of material contamination and to control noise though it may not be the most economical method. It was apparent that the German processors prefer to use German-made equipment for reasons of performance, design and fast servicing. Basically they operate the same type of equipment as we do in Canada. One of the unique features was a machine with an injection system which could be swung on a rail, allowing for both straight and side injections. Another was an attachment with a weight scale that controlled the opening and closing of the mould if moulded parts were not of the correct weight or had not been released from the mould.

Unlike Canada, Germany appears to have few safety standards and consequently safety precautions and programs in the plants are not as strict as in Canada.

The visit by the members to the material and machinery manufacturers was an eye-opener and made them realize the importance of having these industries located on one's doorstep. Both the machinery and material producers are intensively involved in research on and development of new products, processes and machinery. These developments are readily available to the moulders, a distinct advantage. A good example is the work done in the development of injection moulded polystyrene and ABS foam. It is being experimented with and tested by material and machinery suppliers and moulders and appears to be the next major breakthrough for the plastics industry. Developments in furniture, complete doors, and stereo-speaker housing were viewed by the members.

There is full employment in Germany and a shortage of German labor has resulted in the employment on short-term contracts of an estimated two million "guest workers" from neighboring countries. From information obtained, it appears that labor rates for machine operators, including fringe benefits, are substantially the same as in Canada. Salaries of mould-makers,

## Mission Members

<p><b>S. Bern</b> President Bow Plastics Limited Montreal</p> <p><i>Industrial components, pipe and pipe fittings, household products.</i></p>	<p><b>G. Spencer</b> President Ray Plastics Limited Toronto</p> <p><i>Industrial components, pipe fittings, car wash and snow brushes.</i></p>
<p><b>B. Gaudelius</b> General Sales Manager, Plastics Consumers Glass Company Limited Toronto</p> <p><i>Industrial components, containers for packaging industry.</i></p>	<p><b>S. Berney</b> President Reliance Products Limited Winnipeg</p> <p><i>Industrial components, industrial containers, camping accessories.</i></p>
<p><b>R. Mousseau</b> Vice-President Die Plast Limited Montreal</p> <p><i>Industrial components, hardware items, garden hose, profiles for furniture industry.</i></p>	<p><b>J. H. Wallace</b> Vice-President Toronto Plastics Limited Toronto</p> <p><i>Industrial components for computer, machinery, pharmaceutical industries.</i></p>
<p><b>C. Letarte</b> General Manager The Dominion Comb and Novelty Co. Montreal</p> <p><i>Industrial components, parts for snowmobile industry, combs, knitting needles.</i></p>	<p><b>R. Evason</b> Assistant Manager The Society of the Plastics Industry of Canada</p>
<p><b>P. R. Boon</b> Vice-President, Sales Midland Industries Limited Midland</p> <p><i>Industrial components, housewares and sporting goods.</i></p>	<p><b>B. L. Labelle</b> Chemicals Branch Department of Industry, Trade and Commerce.</p>

however, are lower but this does not affect the over-all cost of the finished moulds (costs quite comparable to those in Canada) because more time is spent on their manufacture and finishing.

The reasons for the high consumption of plastics by Germany became obvious during the tour. Population is an important factor (60 million in Germany against 21 million in Canada). Contrary to previous impressions, however, the German plastics processors, and particularly the custom moulders, do not export plastic moulded products to any large extent. The domestic market is sufficiently active to support the large number of plastic processors,

reported to be in the neighborhood of 3,000. The rebuilding after World War II, with shortages of conventional materials such as wood and steel, resulted in a greater acceptance of plastics, particularly in the building trade. Germany also has fewer code restrictions. For example, plastics have been used extensively in water, drain, wastes and vent systems for several years. Door hardware (handles, latches, hinges) are also made of plastic. Another large consumer is the beer industry, which has been using plastic cases for the last ten years. Germany has large and flourishing appliance, T.V. and radio industries and they are all substantial consumers of plastics.

Like the Canadian moulder, the German moulder is very concerned about the advent of captive moulding shops. One moulder claimed that he would not accept large runs because he knew this business would eventually be lost to captive operations. As a coincidence, the largest injection moulding plant that the mission visited was the captive moulding operation of a large electrical company.

It is difficult to assess the tangible results and the present and future benefits of the mission. It was the general opinion of the members that it was worthwhile and they would like the Department to provide the plastics industry with the opportunity of participating in other missions of this type. For the present, the results can best be summed up by the following statements of participating members.

*"How else can I see others performing? With what I have seen I will immediately institute changes which will save my company \$22,000 a year."*

*"It was a unique opportunity to find out much about the plastics industry and German technology which seemed to be a bugaboo to us Canadians."*

*"After a trip like this we realize that we all gain more confidence in our respective enterprises and it will give us an opportunity in the years to come to show results that only Canadians can achieve in as small a nation as we are."*

*"It is my opinion that industry missions of this type will greatly assist in the continued development of the Canadian plastics industry."*

Last but not least, one member said during the mission: "As Canadians and competitors we did not even know each other and now, after a few days of acquaintance, we find ourselves discussing our business and our problems, something competitors do not normally do." To the author of this report, who was also the secretary of the mission, the opening up of communication in this way has been one of the most important achievements of the mission.\*

\* A detailed report on the mission findings will be published later.



*The Mission spent an afternoon inspecting the plant of Spritztechnik Valbert GMBH, at Meinerzhagen-Valbert, which turns out injection moulds. Here two of the members, C. Latarte, General Manager of the Dominion Comb and Novelty Company (left), and J. H. Wallace, Vice-President, Toronto Plastics Limited, (right), talk with Dr. Diederichs, Manager, Industrial Components Section, German Plastics Industry Association, about some technical problems.*

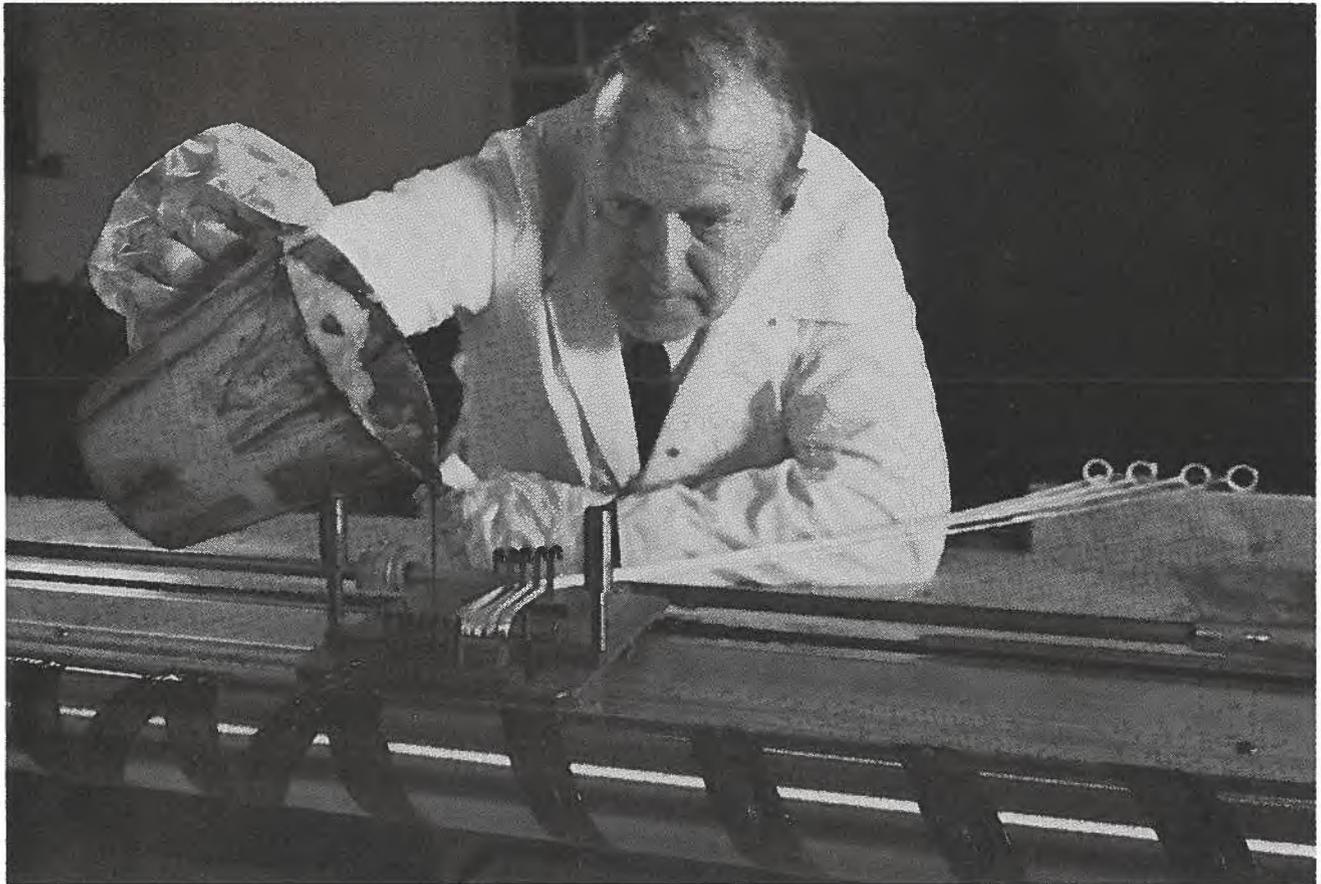
*Looking at some of the moulds and dies at the Spritztechnik Valbert plant are (left to right) Peter Boon, Vice-President, Sales, Midland Industries Limited; Murray Spencer, President, Ray Plastics Limited, and Ben Gaudelius, General Sales Manager, Plastics, Consumers Glass Company Limited. During its visit the Mission looked into materials handling systems, plant layout, mould technology, facilities for training workers, production rates, and quality control.*



# The British Seek Telecommunications Equipment

Changing the Post Office into a Crown Corporation has permitted it to purchase a good deal of its equipment by open competitive tenders. Subscribers who own their own apparatus also offer a promising market.

D. B. BROWNE, Assistant Commercial Secretary, London



*At the Post Office Research Station at Martlesham Heath in Suffolk, a technician is working on an experimental section of a low-loss circular waveguide operating at millimetric wavelengths. He is building up the resin and glass-fiber outer tube to support the waveguide's fine copper-wire spiral. A new research station is scheduled for completion next year.*

In Britain, the Post Office Corporation's responsibilities include the whole of the telecommunications service for Britain and Northern Ireland, excluding Hull and the Channel Islands. Within that area it is responsible for the telephone system, telegraph system, telex, data transmissions, the international outgoing circuits (cable and satellite communications), microwave links for television, and the switching centers associated with them. The telephone system is, however, the dominant one.

Post Office Telecommunications is currently facing the greatest demand ever for its services. In 1968 the Post Office announced its first five-year investment program, with anticipated capital expenditure of \$4.9 billion. The investment program is a rolling one, with annual updating to take account of changing demands. In March 1970 the Minister of Posts and Telecommunications announced the biggest investment program in the history of Post Office Telecommunications, predicting expenditures of

\$6.6 billion over the next five years—nearly \$3.65 million a day. This compares with \$3.4 billion spent from 1965 to 1970.

**Telephone System**—Telephone use in Britain is still considerably less than in Canada. In 1968 Britons made an average of 157.3 calls per person, up from 145.4 in 1967. In the same period Canadians made over 600 calls per person. Business demand for telephone service increased by 16 per cent in 1969-70,

but residential demand went up 57 per cent. In 1970 the number of telephones increased by more than one million in 12 months (the largest increase ever) and brought the total in operation to more than 14 million.

The growth in lines and exchanges must, of course, parallel the growth in instruments and use. The number of exchange lines grew between 1965 and 1970 by 42 per cent, to total 8.6 million at the end of March 1970. It is planned to increase this to 17 million over the next ten years. By 1980 at least 72 households out of every 100 should have telephones, compared with 32 in 1970. By 1990 the number of telephones installed should top 33 million. In 1969-70, 139 telephone exchange buildings were completed, 282 new exchanges were equipped and extensions made to existing exchanges.

With network growth comes increased automation. By March 1970, 86 per cent of subscribers had STD (subscriber trunk dialling) and only 105 exchanges remained to be converted from manual to automatic working. The first intercontinental telephone subscriber dialling service from Britain was opened on March 1, 1970, enabling London subscribers to dial New York direct. Within a few weeks the number of calls from London to New York went up by about 80 per cent. Building has begun on a new international telephone exchange to be called Mondial House. It will handle direct calls from and to Britain and between other countries, and will also handle operator-controlled traffic.

**Telex**—Telex is also a fast-growing service. Some 1,600 new connections were installed from October 1969 to March 1970 to bring the total to about 29,000. Inland traffic went up by 5.1 per cent during 1969/70 and international traffic by 19.2 per cent.

**Data Transmission**—There is phenomenal growth in data transmission. Datel was introduced in 1965 and has doubled each year since then to exceed 12,000 terminals in 1970, giving Britain the biggest service outside the United States. By 1973 there should be 50,000 terminals and in ten years' time, nearly half a million. The Post Office recently started

a manually switched network to gain experience in providing a public data network operating as 48 K bits/sec and a feasibility study is under way for a digital transmission system with an information rate of about 120 M bits/sec with a view to its introduction on long-distance networks about the end of the '70's.

**Satellite Stations**—The Post Office owns and operates Britain's satellite earth station at Goonhilly, Cornwall. During 1969/70 satellite services were opened with Kuwait, Japan, Indonesia, Bahrein, Australia, Malaysia and Thailand, bringing to 14 the number of overseas countries linked to Britain by satellite. A third aerial is planned at Goonhilly early in 1972.

**Research Projects**—Post Office Telecommunications is also actively engaged in research. A new research center is scheduled for completion toward the end of 1972. Current research and development expenditure totals nearly \$26.8 million a year and work is done in collaboration with industry and the universities.

A major research effort is the study of media offering wide-band widths at low cost. One such medium being studied is a low-loss circular waveguide operating at millimetric wavelengths (see photo). Another major line of research is concerned with the fact that satellite communications systems of the future will probably use much shorter wave-lengths than are used now. To investigate the expected increase in atmospheric interference, the Post Office is building a fully steerable aerial capable of working at these shorter wave-lengths. It will be able to track both geo-stationary and sub-synchronous satellites and will be used mainly to work with a number of experimental satellites to be launched for radio propagation studies.

On October 1, 1969, the Post Office ceased being a Department of Government and became a Crown Corporation. One of the principal reasons given for the change was that the telecommunications service faced explosive growth at a time when contractors were falling far behind in providing new equipment. From the early 1920's equipment purchases were regulated by the Bulk Supply

Agreement. This was an understanding negotiated by the industry with the Post Office for the supply of telecommunications equipment at an agreed price. It meant that the telephone system was regulated more by the manufacturers than by the subscribers or even the Post Office itself. It also meant that foreign suppliers had little or no opportunity to sell in this market. The Bulk Supply Agreement was terminated in September 1970 to enable the new Post Office Corporation to purchase on the basis of open competitive tenders. The Post Office was also given the controversial power to enter into joint manufacturing ventures with its suppliers or to manufacture on its own account.

One year after the Post Office achieved corporate status, the Minister for Posts and Telecommunications told a Conservative Party Conference that the Government was looking for ways to increase competition in the provision of telecommunications equipment. He said that the possibility of enabling private enterprise to play a larger part "at the subscribers' end of the system" was very much in his mind. "I want to be certain there is as much competition as can reasonably be allowed," he said. "The only prerequisite must be that the equipment which may be fixed to the state system comes up to the standards which are required."

On taking office, the new Board called for detailed studies of all aspects of Post Office activities to enable it to formulate policies for the future. These studies are not finished and clearly defined purchasing policies have not yet emerged. It is clear, however, that purchasing policies will vary for different types of equipment and that domestic manufacturers will continue to dominate certain sectors to the point of virtual monopoly. Lord Hall, the Chairman of the Corporation, has spoken of the need to select new equipment that will provide British manufacturers with sufficient technological expertise and experience to compete successfully in export markets.

A number of industry/Post Office committees have been formed, the most important of which is the Advisory Group on Systems Definition.

The Group is carrying out joint studies into the type of systems that will be needed by the mid-1970's and beyond, while trying to reconcile the advantages to the industry and the Post Office of standardization with those that come from competition, flexibility and technological change. Post Office statements refer to "controlled competitive tenders" and it would appear that larger capital equipment, such as exchanges and transmission equipment, will continue to be supplied by British manufacturers.

On the other hand, foreign suppliers will probably enjoy better prospects for selling subscriber apparatus. The basic rule dividing the market is that if the Post Office offers the equipment or service in question on a rental basis, then private users must not purchase the equipment elsewhere for attachment to the Post Office system. For example, the Post Office offers a data transmission service including the provision of modems (data sets) and subscribers may not buy modems privately for attachment to Post Office telephone lines.

In line with the new consumer-oriented policy, the Post Office hopes to move away from the past practice of drawing up extremely detailed specifications covering all pieces of equipment. Eventually it should reach the point where it will specify the performance required by the instrument in question and the interfaces required to connect it to the rest of the equipment, and leave internal details to the manufacturer.

Any supplier hoping to provide equipment to be connected to the Post Office networks must first obtain Post Office approval. Approval is granted on the basis of technical acceptability—that is, safety and network compatibility.

Approval for equipment of foreign manufacture must be sought by an established representative here with the facilities to install and maintain the equipment. The Post Office also looks for assurances that the local representative's role will eventually expand to include assembly and the manufacture of at least part of the equipment.



*Post Office Telecommunications has a number of other research and development projects under way. One of these involves in-house trials of about ten different models of this Viewphone. The hope is to be able to begin introducing these to the public network towards the end of the 1970's, if tests turn out well.*

Selling subscriber apparatus directly to the Post Office is likely to continue to be more difficult than selling subscriber-owned apparatus. This is because the Post Office will in all likelihood continue to observe its over-riding policy of co-operating with British manufacturers to provide a sound base for an export-oriented industry.

Subscriber-owned apparatus includes computer terminals (except the modem), facsimile machines, land mobile radio telephones, ship-to-shore transmission equipment, fire and burglar alarms, telephone answering recording devices, various telemetry devices, centralized dictation equipment, private automatic exchanges (PAX) and certain sizes of private automatic branch exchange (PABX) equipment.

The Post Office supplies PABXs 1, 2 and 6 on rental terms. PABXs 3 and 4 are purchased privately but the Post Office provides extension wiring and telephones, and maintains the system. PABXs 1 and 2 come in sizes 4 + 15, 5 + 24, 7 + 35 and 10 + 49, where the first number is the number of exchange lines and the second is the number of extensions. The PABX 6 is an automatic telephone system that does not require a switchboard or an operator. It can have up to five exchange lines and 20 extensions. The PABX 3 has a card-type switchboard serving more than 49 extensions. Maximum capacity is normally 1,200 extensions but up to 4,000 can

be provided. The PABX 4 is similar to the PABX 3 but has virtually unlimited capacity and is generally designed to individual requirements. PABX equipment has been singled out by the Minister for comment as an area offering greater scope for competition and a number of foreign-manufactured systems have been approved.

In interfaces for computer terminals, the Post Office Datel service includes modems, as already noted. Datel service does not, however, supply acoustic couplers and, although an acoustic coupler will not be allowed to replace a modem, such couplers may be privately supplied for genuinely portable applications, for example, if the major use of the terminal is not in a single location. Acoustic couplers may not be used at both ends of a data transmission link. In contrast, the Post Office does not provide a specific facsimile transmission service and acoustic couplers may be used at both ends.

Although the Post Office is by far the dominant customer for telecommunications equipment in Britain, there is a large and varied amount of business to be done with other customers; in 1969 this amounted to some \$48.7 million. One of the biggest outside customers is British Rail, which operates its own National Telecommunications Plan. Kingston-upon-Hull operates Britain's only municipally-owned public telephone

*One of the product lines that the Post Office turns out is telephone switchboards for both business and industry. Several types of PABX's are supplied, some for purchase and some for rental only. The Post Office also maintains and services these systems.*

system and has more than 100,000 subscribers. Fire and police authorities and the Ministry of Defence are using increasingly sophisticated telecommunications and control equipment. Large organizations such as the new London Stock Exchange, Lloyds and the BBC installed considerable amounts of private telecommunications equipment in 1969.

Other large organizations may also consider private-system installations. For example ESSO, on the basis of studies taking all factors into consideration—dialling errors, no answers, busy tones and equipment faults—showed that about 40 per cent of the company's STD calls are unsuccessful, and has decided to establish its own private network. The company believes that smaller private networks are more efficient because fewer connections, contacts, switches, etc., are involved and that a private integrated speech/data network is feasible for companies of sufficient size. In 1969 Esso's traffic volume reached nearly one million intra-company calls, half of which involved head office. Esso's



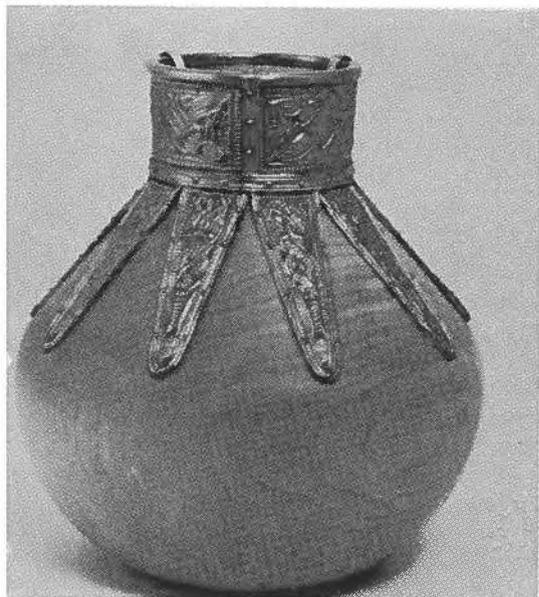
planned network will embrace initially only the largest 20 of its 120 locations, forming the nerve system for corporate telecommunications services.

Canadian companies wishing to obtain more detailed information about the

British telecommunications market or on appropriate contacts either within the Post Office or among potential representatives should write directly to the Minister (Commercial) in London.



## Saxon and Canadian Get Together



Canadian hard maple from New Brunswick made this Saxon drinking bottle, ornamented with silver rim work. It's now in the British Museum.

Impossible?

During excavations of a Saxon burial mound at Sutton Hoo, near Woodbridge in Suffolk, England, silver plates and remains of weapons, bowls and other miscellaneous objects dating back 1,300 years were found. Among them were pieces of a lyre, and drinking bottles with silver rim work. These had been broken by the weight of earth on top of them and were somewhat decomposed, but investigation proved that both lyre and bottles had originally been of maple wood.

Authorities at the British Museum decided to have exact replicas of the bottles made

and sought the help of the Commercial Division of the Canadian High Commission in London. Mobbs and Lewis Ltd., of Grand Falls, New Brunswick, was approached and offered to donate the required 8 x 8 x 10 inch blocks of maple.

To prevent the blocks splitting, they had to be kiln-dried—quite a problem for blocks of this size. Ten were cut but none survived the drying process. At the second attempt, five emerged from the kilns in perfect condition and were shipped to the British Museum. Two were then selected, shaped, and hollowed out to the exact size of the original bottles. The Saxon silver throat decorations were then carefully attached. The result is shown in our photograph. Both bottles are now on display in the British Museum among the many Sutton Hoo treasures.

# Stocking the Southwest Larder

Get a good food broker and go after the market in the Southwest—where Texans are even learning to eat fresh Canadian fish and to relish Canadian bacon, ham and cheddar.

JIMMIE GREEN, Commercial Officer, Dallas

The Southwesterner does not subsist on chili, cornbread and black-eyed peas, contrary to what you may have heard. He is unlikely to eliminate these time-honored treats from his diet, but he is not oblivious to the delights of fine Canadian cheddars, ham, bacon, shortbread, etc. And though he lives in a landlocked area, except for a short stretch of Gulf Coast, he is nevertheless becoming educated to eating fish.

Proximity to Mexico has influenced flavor preferences (seasoning becomes hotter as one progresses toward Latin country) but foods of every country are available through supermarkets, specialty stores, restaurants and fast-food operations. The convenience store fills the gap for items forgotten during the weekly marketing, for in-between needs and for instant picnics.

Although their headquarters are elsewhere, the three supermarket giants are firmly entrenched, with strategically located divisional offices, and it is to the divisional buyers of A & P, Kroger and Safeway that the food broker makes his pitch for your product. A call on the home office may not be amiss (and is essential if you're looking for private-label business) but demand varies from one section of the country to another, and so do decisions.

Giving the big three a run for the consumer dollar are the smaller chains (usually limiting their operations to a few counties) with their own wholesale operations and frequently greater flexibility and aggressiveness than their competitors. Tom Thumb Stores of Dallas, Weingartens of Houston, Furs of Lubbock, and numerous others have wholesale operations serving their own stores and some independent grocers, and often do an impressive volume of institutional business as well.

The corner store, where the housewife used to cast sidelong glances at the



*Big innovation in the Southwest—and one that can mean more sales for Canadian suppliers—is the installation in supermarkets of refrigerated counters to display, and find more buyers for, fresh fish. This one is in a Tom Thumb store.*

butcher in hope of choice cuts? It's hit the big time too. For the sake of survival, independent grocers now belong to associations of grocers who have their own wholesale operations serving members, other grocers, and sometimes the convenience stores in their areas.

Speaking of the convenience store, the Southwest does boast one local giant. Number 26 in *Fortune Magazine's* list of retailers is Southland Corporation

of Dallas, whose familiar 7-Eleven signs dot the landscape from coast to coast and are seen in Canada and Mexico as well. Southland (whose operation includes dairies) divides its buying between wholesalers (often the co-operative or the chain wholesale operation) and direct-to-store suppliers—bottlers, bakeries, wagon and rack jobbers. Space is at an even greater premium in convenience stores, where getting a new item means displacing an old one. Only products proved to

be best sellers in the supermarkets are eligible for consideration.

Whatever happened to the wholesale distributor who didn't own grocery stores but bought in volume from the supplier and sold in smaller quantities to the store? He's still around, but playing a slightly different role. He may be chiefly in the institutional sales business, supplying restaurants, hotels, hospitals, schools. Or he may still be "distributing" presold items (for which there is an established demand, or for which a broker has created a demand) to the supermarket or independent chain's warehouse. (It has become uneconomic for him to deliver to individual stores except to the convenience store, where the item can sell at a higher price.) The wagon and rack jobber still serves a need. If your product has been launched with a terrific sales campaign and you intend to presell it through newspapers, magazines, radio and TV, there is a distributor who would probably like to have your line.

The specialty store still finds ready customers in major cities, though there is often a gourmet section in the supermarket as well, if management deems that the store location warrants it.

Canadian food products are found in the Southwest, but in limited product areas. Some Canadian fish products have sold here for a long time, and others are relative newcomers, whose producers were quick to see and supply the needs of recently spawned fish 'n' chip operations. Private-label frozen fish which has lost its Canadian identity no doubt sells well also. The fish demand is far from completely supplied, however. We have repeatedly received inquiries from brokers for good fish lines—inquiries we were unable to satisfy partly because of fishery industry problems and partly because of the failure of some Canadian fisheries people to recognize the fact that fish, like everything else in the food supply industry, is sold through brokers.

Canadian apples and blueberries sell here, as do fine jams and other spreads. Several firms report having handled Canadian biscuits (cookies to us) "when they could get them".

Some Canadian producers have discovered the Southwest by chance. In

the spring of 1970, unfinished McCormick Place in Chicago led the Supermarket Institute to seek shelter at the Astrodome in Houston, Texas. Of the ten Canadian participants in SMI, two were represented here already and four were not interested in this market. Of the remaining four, however, three left with representation established and the fourth with 'prospects'. Brokers who took the three lines (two pork products and one cheese) consider the market potential to be excellent, assuming the full cooperation of the manufacturers.

Consumer buying power in the Southwest is high, people are pleasant to deal with, and there is an ever-present demand for something better—something new—something different.

New supermarkets are catering to this demand with sections devoted to delicatessen items, fresh-baked temptations and, biggest innovation of all in this region, fresh fish. At the recent opening of a new Dallas Tom Thumb store, personnel were available to instruct homemakers in the handling and preparation of the fresh fish offered. The Southwesterner is not traditionally a fish eater and the average homemaker is not prepared for eyeball-to-eyeball confrontation with a whole dead fish. Except for prebreaded portions which dominate the frozen fish section of the supermarket, fish coming into this area in the past has been primarily for institutional sale.

If you're selling in the States already (in which case you've complied with Food and Drug Administration regulations) and are prepared to crack a new market, survey the Southwest potential. We can help with your survey. If prospects are good and your own sales force is available, that's probably the best way to pioneer a new territory. Few companies can afford this luxury. If yours is one of the latter group, appoint a good broker (we can help here, too) and give him your full support.

Let's examine the food broker's role in the distribution system. "What percentage of food items are sold through brokers?" we asked a chain wholesale buyer. "Up to 85 per cent", was the answer, "and the remaining 15 per cent would include private-label merchandise", purchased direct from the man-

ufacturer or through such operations as Topco Associates of Skokie, Ill., jointly owned by some 1,000 supermarkets and several thousand small stores in 30 states.

A broker calls on retail or institutional outlets, or both, depending on the size of his company and the degree of specialization. His lines are carefully selected for compatibility and, for a commission of about 5 per cent, he provides exposure for your product to every conceivable user and sees that it is properly displayed and promoted. This brokerage commission could well bring the best returns for the money you spend. The broker does not usually warehouse your product—his customers have warehouses.

Commitment is a vital consideration in tackling a new market. Two brokers (one in Dallas and one in Houston) have commented in the past month, "Canada could dominate the pork market here if Canadian companies would commit themselves to its development. Pork prices fluctuate frequently, but they could ride out the storm and win. Their quality is high and the potential is here, but you don't secure a new market by selling only when the price is high and running for home when it drops."

Don't be tempted into a market you're not prepared to support because a broker solicits your line. It's unfair to the broker, detrimental to your future interests in the market, and a handicap to the next Canadian company that tries to penetrate that market. An export market deserves the same attention to shipping details and promised delivery dates as you gave to developing a sound domestic market. Southwesterners have long memories, and if the sample order arrives in poor condition, late, or not at all, the carload order is unlikely to come your way. Granted that shipping to Texas is more complicated than to New York or Michigan, but Canadian processors represented here for some time have found it profitable or they would no longer be here.

Commit—compete—and consistently deliver, and there will be space on Southwest shelves for many Canadian food products.



# Start Off in the North Country

. . . if you want to sell food products in New England. Maine, Vermont and New Hampshire offer plenty of scope and the Boston office will help you get started there.

BELDEN D. DAVIS, Commercial Officer, Boston

The New England food market is a huge one, with total sales last year of about \$4.8 billion. Many Canadian firms have done extremely well here, but there are still plenty of opportunities for others. The total market area comprises the six states of Maine, New Hampshire, Vermont, Massachusetts, Rhode Island and Connecticut. Massachusetts alone accounts for 47 per cent of the total food dollar spent in this area.

There are 22 corporate chains in the area. They operate 1,295 supermarkets and control 58.63 per cent of the total food sales. The four largest chains have their headquarters in Boston and control 36.5 per cent of the market. But there are also 25 leading independents that operate 147 stores with total retail sales of \$381.4 million last year.

Four separate regions make up the New England food market: Boston, western Massachusetts and Connecticut, southeastern Massachusetts and Rhode Island, and the North Country—New Hampshire, Maine and Vermont. The North Country is possibly the best area in which to begin approaching this huge market, especially for a Canadian manufacturer whose productive capacity is limited and who does not want to face large shipping costs. He can try a limited segment of the New England market first.

Total annual retail food sales for the North Country reach \$924,691,000. Twelve corporate chains, operating 311 stores, account for 43 per cent (\$399,742,000) of this. That leaves the independents—often overlooked by exporters—with the greatest share, 57 per cent. Another thing going for the independents is that the large chains rarely accept a new product unless it is accompanied by expensive advertising or other promotion campaigns.



*One of the big chain food stores in New England displays canned stuffed cabbage and peppers put up by Essex Packers of Hamilton, Ontario. Most of these stores buy from established food brokers who represent various processors.*

It is, of course, possible to share advertising and promotion costs with the broker, subject to an agreement on this co-operation.

In addition to the chains, there are several large wholesale distributors who offer buying, warehousing and distributing services to the independent stores that they may not be able to provide for themselves economically. These distributors, who have their headquarters in Maine, New Hampshire and Vermont, can provide a lucrative market for the Canadian manufacturer, one that he should certainly investigate before he attempts the larger southern segment of New England. A detailed list of buying offices for chains and independent stores is given in Table 1.

But don't bypass the food broker; he is a most important link in the chain

between the manufacturer and the retailer. It is, of course, possible to go direct to the distributor or the wholesaler and you might even make a sale or two. But generally speaking, it is the broker who has the best entrée. Most of the buying is done in Boston, but brokers often concentrate their efforts geographically. Some brokers based in Boston cover specifically the northern part of New England, others have associates in Vermont, New Hampshire and Maine. The broker usually gets a commission of 5 per cent on sales.

The broker can also give you good advice on any packing or packaging problems you may have. One manufacturer found that his normal packing material did not stand up to the rigors of the extra shipping time required: the plastic film broke not only during shipping but also on the shelves.

Our office here in Boston will gladly give you a list of brokers and their addresses.

To be successful in the New England market, or any market, every Canadian manufacturer must follow a few basic steps. He must have:

1. The right product in the right package with the right name and at the right price.
2. The right system of distribution and servicing.
3. The right amount of advertising in the right places at the right time.
4. The capability to exert the proper amount of selling effort.

Before you start your export drive, you must send samples of the products you want to export, plus labels, to the Division of Case Guidance, Food and Drug Administration, Department of Health, Education and Welfare, Washington, D.C. 20204, for comments. It might be advisable to send a copy of these comments with your first two or three shipments across the border.

Once comments about your product and label have been obtained, the second step is to price the product for export correctly. Too often manufacturers simply add duty and shipping charges to their cost of manufacture to arrive at a landed export selling price. In some instances there are domestic manufacturing taxes that should be excluded from the export price.

There are also advertising and other selling costs which are included in the cost of manufacture of domestic goods, but which should be excluded from export costs.

You must also have your product classified for duty purposes and discover the rate of duty. On this point, we suggest you contact the United States Division, Office of Area Relations, Department of Industry, Trade and Commerce, 112 Kent Street, Ottawa, Ontario K1A 0H5. You should provide the Office with detailed product information, including the fact that your product and label have been examined by United States Food and Drug authorities. Then ask them to obtain a firm tariff ruling on your behalf.

TABLE 1

MAJOR FOOD STORES—BUYING OFFICES AND NUMBER OF STORES

Chains

First National Inc., 5 Middlesex Ave., Somerville, Mass.  
*New England 304: N.H. 19; Vt. 13; Maine 25*

Shop & Shop, 393 "D" Street, Boston, Mass.  
*New England 131: N.H. 3*

Great Atlantic & Pacific Tea Co., 530 Atlantic Ave., Boston, Mass.  
*New England 368: N.H. 32; Vt. 23; Maine 60*

Star Markets Inc., Mt. Auburn St., Cambridge, Mass.  
*New England 49: N.H. 4; Maine 1*

Super Dupers (owned by Cross Co.), White River Junction, Vt.  
*New England 32: N.H. 7; Vt. 17*

Columbia Markets, Brighton Ave., Portland, Maine  
*New England 11: N.H. 1; Maine 10*

George C. Shaw Co., 585 Congress St., Portland, Maine  
*New England 11: N.H. 1; Maine 9*

Independents

Cottle's Red & White Supermarkets, Spring Street, Waterville, Maine  
*7 supermarkets*

Twentieth Century Markets, 247 Main St., Nashua, N.H.  
*5 supermarkets*

Graves R & W Supermarkets, 60 State St., Presque Isle, Maine  
*3 supermarkets*

Martin's Food Stores, Bradlee Plaza, Westbrook, Maine  
*5 supermarkets: Vt. 1, Maine 4*

Doug's Shop N Save, Bangor, Maine  
*7 supermarkets*

Once these steps have been taken, the office in Boston is ready to assist you with market information advice on introducing the product, and the selection of a food broker.

Many domestic manufacturers succeed by following these steps and continually improving their products.

The Boston office is convinced that New England offers a receptive market for practically all Canadian food products. The largest ethnic group is former Canadians with relatives still in Canada—in other words, people with a close affinity to Canada.

You will not be successful, however, if you enter this market casually, as

an experiment. Come to us with a quality, well-packaged, well-priced product, and you will find good customers anxious to do business.

The introduction of a new product is difficult and that of an imported one is even more difficult. But with the proper effort, you too can become a successful exporter to New England.

The Boston office is prepared to assist any firm interested in taking a serious look at this market. If you wish to consider New England, write to the Consul and Senior Trade Commissioner, Canadian Consulate General, 500 Boylston Street, Boston, Massachusetts 02116, telephone, 617-262-3760, for additional information. →

TABLE 2

## FOOD SALES BY CHAINS AND INDEPENDENTS

	Annual sales and % of state totals					
	New Hampshire		Vermont		Maine	
	U.S. \$ million	%	U.S. \$ million	%	U.S. \$ million	%
<b>Chains</b>						
First National Inc	20	6.01	9.4	5.27	27	6.25
Shop & Shop	12.2	3.6	—	—	—	—
A & P	28.5	8.5	19.2	10.8	49.2	11.8
Star Markets	13.8	4.15	—	—	2.9	—
Super Dupers	—	—	46.5	—	—	—
Columbia Markets	—	—	—	—	17.6	—
George C. Shaw Co.	—	—	—	—	—	—
<b>Independents</b>						
Cottle's Red & White	—	—	—	—	25	—
Twentieth Century	8.2	—	—	—	—	—
Graves R & W	—	—	—	—	5.4	—
Martin's	—	—	(total sales in Vermont and Maine: U.S.\$14.7 million)			
Doug's	—	—	—	—	12.4	—

TABLE 3

## DISTRIBUTORS AND WHOLESALERS

Arthur Chapin Co. 510 Perry Rd. Bangor, Maine <i>affiliated with FMA Shopworth</i> <i>Buying hours: 8-4 daily except Friday</i>	Tomlinson, Milliken Co. Box 1941 Portland, Maine <i>affiliated with IGA</i> <i>Buying hours: by appointment</i>	York County Biscuit Co. Inc. 45 Western Ave. Biddeford, Maine <i>Territory: Maine, New Hampshire, Vermont</i> <i>Buying hours: by appointment</i>
S. Praver & Co. 120-154 Commercial Street Bath, Maine <i>affiliated with Plee-zing</i> <i>Buying hours: 8-4 daily except Friday</i>	Shepard Grocery Corp. Box 110 Franklin, N.H. <i>affiliated with Twin River Stores</i> <i>Buying hours: 8-4:30 daily</i>	Neil Vermouth Inc. Box 411 Keene, N.H. <i>Territory: southwestern New Hampshire, southern Vermont</i> <i>Buying hours: by appointment</i>
Bugbee-Brown Inc. Smith & Pearl Streets Biddeford, Maine <i>affiliated with Gateway Food Stores</i> <i>Buying hours: Thursday only</i>	Associated Grocers of New England Inc. Box 240 Manchester, N.H. <i>Buying hours: Thursday only</i>	Wesley Varney Inc. 211-225 Union Street Portsmouth, N.H. <i>Territory: Maine, New Hampshire, Vermont</i> <i>Buying hours: by appointment</i>
Allied Grocers Co-operative Inc. Box 117 Torrington, Maine <i>affiliated with A.G. Stores</i> <i>Buying hours: 8-4:30 except Friday</i>	Consolidated Foods Inc. 375 W. Hollis St. Nashua, N.H. <i>affiliated with Clover Farm</i> <i>Buying hours: by appointment</i>	Harrington Bros. Patchen Road So. Burlington, Vt. <i>Territory: northern Vermont</i> <i>Buying hours: by appointment</i>
Beckett & Co. Inc. 201 North Street Calais, Maine <i>affiliated with Nation Wide Quick-Pik</i> <i>Buying hours: 8-4 Monday-Friday</i>	Buy-Rite Foods Inc. Kelly Road Salem, N.H. <i>affiliated with Buy-Rite Stores</i> <i>Buying hours: Tuesday, Wednesday, Thursday</i>	Parker Bros. Inc. 1900 Williston Road So. Burlington, Vt. <i>Territory: northwest Vermont</i> <i>Buying hours: every day, mornings</i>
Hannaford Bros. Co. P.O. Box 1000 Portland, Maine <i>affiliated with Red &amp; White, Shop &amp; Save</i>	French & Bean Co. Box 129 St. Johnsbury, Vt. <i>affiliated with Plee-zing</i> <i>Buying hours: 7-4 Tuesday, Wednesday, Thursday</i>	

# If It's Good, They'll Print It

HYMAN SOLOMON, *Financial Post*

There is no magic formula that will produce the perfect industrial press release and guarantee it the widest, fairest media coverage every time—like a good cake mix.

Too many external and uncontrollable factors can influence the final result. Some days, for example, the Second Coming could be making its debut and the event would be lucky to get a one-paragraph mention with the name probably spelled wrong.

Other days, things could be so quiet that the election of the second vice-president, sales, at Joe's Hot Dog Stand Ltd. might be covered in print right down to the new man's hobbies.

No one can ever guard against all the pitfalls which can reduce coverage on a valid piece of industrial news. This uncertainty notwithstanding, there is often some flexibility in the choice of when and how to release industrial news. At such times, it is wise to plan ahead as much as possible rather than leave it all to chance.

There are some obvious questions to ask when doing such planning.

Which papers, magazines, etc., are the most important for the purpose of this release? When are their deadlines and can a release time be found to satisfy as many of them as possible?

Is there anything else happening or likely to happen at the time of the planned release? Check a news source, if possible—particularly if a press conference is being planned to supplement the release. It's just plain silly to find no one at the conference because someone didn't check and find that a more important event was scheduled for the same time and drew most newsmen away.

Is a general press conference the best way to gain maximum coverage? If the news is highly specialized, for example, an individual approach to several newsmen with a known interest in

the subject sometimes proves more effective.

These questions and others like them may seem unimportant because all they do is cover minor technicalities. Attending to them, however, can often make a large difference in the kind and quality of coverage received from a news release.

What they cannot do is replace the essentials of a press release. The contents and the way they are presented still rank first in importance. Equally important to what is being announced is who is doing the announcing. When you are looking for listeners or readers, it helps to be General Motors rather than Kiddykar Korp.

What is considered "newsworthy" in a press release? Consider the mythical extremes. If you are General Motors and you have just decided on a major expansion program which will create 100,000 new jobs in a period of severe unemployment, it is 99 to 1 the news will be well covered, no matter how poorly the release is written. The only situation which would improve coverage is to turn from big news to big bad news. If General Motors had decided that, because of poor sales and profits, it had to fire 100,000 employees during that same unemployment period, it could feel secure about blanket coverage, with or without a press release.

Most industrial news, naturally, is something less than this in both kind and content. The company may not be the biggest. The news is not necessarily going to shake governments or threaten communities and dozens of other companies. It may have less to do with people as such—this will also narrow its general appeal. And external conditions may not always provide the most newsworthy backdrop (lots of companies expand during boom times).

So, unlike the extreme cases above, most real news releases cannot count on blanket coverage for certain. How,



then, can one present them to make them as effective as possible?

One general rule is to write simply, factually and pointedly. Some of the best industrial releases read like well-written news stories. Some of the worst read like badly-written prose.

Avoid tons of technical detail and jargon. Too much often creeps into press releases to confuse, bore and lengthen the time needed to assess the worth of the item. In most cases, anyone who wants more detail should be able to get it quickly and easily by phoning the company contact man. That man's name and telephone number should always be on the release. A mass of technical detail can only be useful if the release is directed to the specialized publication that is certain to want it. For more general purposes, leave it out or include it separately as a supplement or fact sheet that can be set aside by anyone not interested.

When writing a release, try to anticipate the kinds of questions interested newsmen might ask and then determine whether the answers are in it.

Also ask yourself what, if anything, is the significance of the information?

To understand that significance, does any past event have to be related to what is new? Is there any way the information can be misinterpreted by someone reading it for the first time? Are all financial and numerical facts included and simple to understand? If any obvious figures are missing, is their absence explained?

Make sure that claims in a release are substantiated—or can be, when challenged. Newsmen should check, but anyone who doesn't is going to be very sour if he has been caught by your company's untrue or not-quite-true claim.

On the subject of relations with the newsmen, a few "don'ts" may be helpful. Don't try to bribe him. Don't promise him more than you can deliver at a press conference. Don't ply him with booze before formal press conference proceedings. If you are going to have liquor and other refreshments, save them for after the main business. If the newsmen has time and wants a drink, he can stay and partake. If he is rushed, which is often, there is nothing worse than holding him up with bar time or any other unnecessary delay. Try hard to get conferences started on time.

Expect that even if you do everything right, mistakes are going to happen. The "press" in some ways is only a group of individual publications, radio and TV stations and their representatives. The individuals involved reflect different interests and have differing degrees of competence. They are also human, often under pressure, and busy. (It seldom hurts to approach newsmen



personally in the most legitimate sense before or after a release. A phone call can jog a memory, answer a point, and personalize a piece of paper that may be competing with many others. Just keep it honest).

Most of the time a well-presented, good industrial release will be given its due. This may not always square with company expectations, but companies are not always objective about themselves. On the other side, some

publications or stations are just not interested in most companies and what they are doing. Some newsmen do occasionally get it wrong, or distorted, or out of context.

A good rule of thumb in conclusion: if all the "news" in the release was reduced to a paragraph and buried in the proverbial truss ads in most of the publications, it either didn't deserve better—or the company needs another public relations man.

## CORRECTION

In the March 13, 1971, edition of *Foreign Trade*, a trade line reported that direct dialling telephone service was available between Canada and Greece, with an initial charge of \$2.50 for a direct call between Ottawa and Athens. The Canadian Overseas Telecommunication Corporation in Montreal tells us that service from Canada to Greece is semi-automatic, requiring the assistance of an operator in Montreal. The rates for person-to-person calls originating from Canada are \$12 for the three-minute minimum and \$2.45 for each additional minute. For station-to-station calls, the three-minute minimum is \$7.35, plus

\$2.45 for each additional minute. For person-to-person calls originating in Greece, three minutes costs \$12 plus 7 per cent

government tax. The station-to-station charge is \$7.25 plus the tax. It is possible to dial direct from Greece to Canada.

## COLOMBIAN ELECTRICAL CONTRACTS

The Instituto Colombiano de Energia Eléctrica recently opened registration for firms interested in supplying goods or services needed in the Sub-Transmission and Distribution Plan of ICEL/BID. Canadian engineering firms or companies making electrical equipment may secure registration forms from Unidad Ejecutora del

Plan de Subtransmisión y Distribución ICEL/BID Carrera 13, No. 27-00, Of. 612, Bogotá, Colombia. Information required at registration includes the name of any agents or distributors in Colombia. Additional details can be obtained from the above address. The Plan is being financed partially by an IADB loan.

# The Dutch Need Construction Materials

Efforts to beat the housing shortage open up good prospects for suppliers of wood products, especially particle board, plywood and lumber.

W. REKKER, Commercial Officer, The Hague



*This photograph shows how the Dutch construct a roof that will eventually be covered with tiles. Note the wooden lattice-work over which the tiles will go. The workmen are installing what is known as a "roof chapel", used widely in single-family dwellings in Holland, and often prefabricated. The attic space has several uses, including storage and extra sleeping space.*

The housing shortage in the Netherlands is still severe, due in part to World War II, and despite the great efforts by government and industry. This situation has been aggravated by the high birth rate of the postwar years. Many thousands of families and single persons are still inadequately housed and there are long waiting lists for government-subsidized housing. In 1969 the Dutch building industry put up 120,000 dwellings valued at \$1,222 million; total production, including

dwellings and all other buildings, amounted to \$2,393 million.

Housing has been a priority of successive governments. The present one is endeavoring to increase output and hopes to raise annual production to 140,000 or 145,000 units. It is also making exhaustive studies of building techniques and new materials being used in other parts of the world. A senior mission led by the Minister of Housing spent three weeks in Canada

in the fall of 1968, studying the Canadian timber frame technique, which until then had been relatively unknown in Holland. In 1970 more than 150 Dutch builders, architects and government officials visited the Dumez-Campeau Canadian timber frame housing project at Igny, near Paris.

The Dutch Ministry of Housing recently completed a detailed study of all materials used in home construction



in the Netherlands. It is the first time that such detailed statistics have been available, and the study is thought to be the first of its kind anywhere. The findings (given in the accompanying box and table) are based on 120,000 dwellings and it should be emphasized that they are dwellings, not industrial or other types of buildings.

A look at these statistics shows the amount of whitewood still being used for flooring and roof sheathing—161 million square feet for flooring and nearly half the requirements for sheathing. There is a challenging opportunity here for Canadian manufacturers of plywood to make their products known and to push the advantages of plywood over this rather uneconomic method. Up to now no plywood has been used for sheathing or flooring.

Most of the basic construction material used is produced locally. For instance, 99 per cent of the bricks used are made in Holland and the rest are special bricks made in Denmark. Belgium supplies a fractional amount of cement and glass; the rest is locally manufactured. Iron and steel is mostly local, with some coming from Germany. Lumber is the only construction material imported in quantity (see table).

Figures on local production of plywood and board are available in terms of sales value only. During 1968 the value of locally produced plywood sold was \$14.6 million, of hardboard \$4.4 million, and of softboard \$3.6 million. But there have been tremendous increases in imports of certain items over the period 1960 to 1969. The percentage increase for plain particle board, for instance, was 415 and for veneered particle board 253. Other percentage increases were: plywood 237, veneer 200, sawn hardwood 91, hardboard 75, rough lumber 26, sawn lumber 23 and softboard 11. Imports of rough lumber for sawing, however, were down 48 per cent.

Local production of particle board is not enough to cover requirements and imports in 1969 totalled 214,339 cubic meters to a value of \$15.5 million. All of it came from European sources; West Germany, Belgium and France were the leading suppliers.

The present import duty of 12.2 per cent on particle board (imports from

## MATERIALS AND QUANTITY USED IN CONSTRUCTION OF DWELLINGS

(The following figures are taken from a special study of 120,000 housing units undertaken by the Ministry of Housing and refer to the component parts of a house and the materials used for each component.)

### PARTS OF HOUSE (million square feet)

**Exterior walls**—107 (including 43 for window-frame area)

**Interior walls**—247 (193 for interior support walls, 54 for non-support walls)

**Floor area**—161 (see materials specifications)

**Roof**—86 (including 11 for garden sheds and staircases)

### COMPONENTS—(percentage of materials used)

**Window panels**—softwood (spruce and cedar) 85, hardwood 13, metal 2

**Awning, pivot and sliding windows in window panels**—one million units (approximately)

**Window panel inserts**—4.3 million square feet (basic materials: colored wire, figured netting, aluminum, asbestos cement, lumber, tiles, plastic)

**Interior doors**—1.35 million units of local manufacture (average area per door 17 square feet or 34 square feet hardboard)

**Interior door panels**—1.35 million units (basic materials—lumber 85, steel 14, others 1)

**Floors (on average)**—wooden joists 20, reinforced concrete 21, concrete panels 32, hollow bricks 18. Multiple dwellings are floored with reinforced concrete (62), concrete panels (33), and other materials (5). Approximately 161 million square feet of whitewood boards and 333,680 square feet of hardwood strips are used in other dwellings.

**Roof sheathing**—whitewood boards 48, flax fiber panels 33, have no roof sheathing 9, wood shaving cement 4, asbestos and cement panels 4, other panels and board 2.

**Glass for exterior walls**—25 million square feet (including 13 million square feet larger than 16 square feet and one million square feet double-faced glass, or thermopane).

EEC countries are duty-free) plus the freight on shipments, are serious handicaps to the Canadian suppliers. There is no duty on lumber, but on plywood it is 13.2 per cent, on hardboard 11.8 per cent, and on softboard 7.2 per cent. There is also a value-added tax (BTW) levied on the duty-paid c.i.f. value. All imports from EEC countries are duty-free, but are subject to the value-added tax, which on wood products is 14 per cent.

Some Dutch experts consider that the local industry has not kept pace with new construction techniques and believe that the Canadian building industry is technically more advanced than the Dutch. Building research here is considered insufficient and attempts are being made to obtain technical know-how on advanced building methods

from Canada and the United States. The use of prefabricated structures is increasing, but is believed to be slow compared with other conventional methods. New experiments, such as optional interiors with movable partitions, are being tried out. These are still in the early stages, however, and may not be the answer to present problems. Following the example set in other countries, an increasing number of large capital construction projects in the Netherlands are organized and managed on a team concept rather than by the traditional tender method of awarding contracts.

It is expected that the use of lumber and plywood will increase substantially, offering excellent prospects for Canadian suppliers. Prospects are also good for panels, partitions, prefabri-

## DUTCH IMPORTS OF WOOD PRODUCTS

Sources	Lumber		1969		1968		1969		1968		1969		Hardboard Panels		Softboard Panels				
	1968	\$'000	cu. m.	\$'000	cu. m.	\$'000	cu. m.	\$'000	cu. m.	\$'000	cu. m.	\$'000	1970, % of total	Standard	Further manufactured	1970, % of total	Standard	Further manufactured	
Austria	95,134	4,208	123,570	5,933	—	—	—	—	—	—	—	—	16.4	—	19.4	—	11.5	—	—
Benelux	46,489	3,581	48,171	4,638	3,613	457	2,671	368	—	—	—	—	—	—	—	—	—	—	—
Brazil	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Britain	—	—	—	—	398	53	183	28	—	—	—	—	—	—	—	—	—	—	—
Canada	40,875	3,363	32,870	3,255	21,581	2,158	16,000	1,821	—	—	—	—	—	—	—	—	—	—	—
Czechoslovakia	84,298	3,418	103,608	4,420	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
East Germany	26,304	1,114	26,787	1,204	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Finland	509,080	23,266	592,127	28,458	10,991	1,882	13,051	2,520	—	—	—	—	14.7	6.0	—	39.2	—	20.6	7.4
France	—	—	—	—	—	—	—	—	—	—	—	—	21	—	—	—	—	—	—
Italy	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Japan	—	—	—	—	3,304	1,199	4,886	1,668	—	—	—	—	—	—	—	—	—	—	—
Norway	12,492	563	16,382	776	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Poland	27,731	1,181	32,065	1,445	—	—	—	—	—	—	—	—	3.3	9.1	—	2.2	—	—	—
Sweden	1,256,301	61,140	1,276,528	64,669	104	16	237	40	—	—	—	—	33.1	21.0	—	47.6	—	43.4	—
Taiwan	—	—	—	—	—	—	1,569	3,346	—	—	—	—	—	—	—	—	—	—	—
United States	36,614	3,996	32,333	4,120	1,061	123	8,578	1,032	—	—	—	—	—	—	—	—	—	11.7	—
U.S.S.R.	256,865	11,223	255,620	11,733	11,996	1,357	13,419	1,630	—	—	—	—	3.7	4.0	—	—	—	—	—
West Germany	209,161	9,715	154,190	8,221	1,866	295	2,168	371	—	—	—	—	—	40.5	—	—	—	12.1	—
Other	33,418	1,765	37,073	2,199	305	64	347	82	—	—	—	—	7.8	9.1	—	4.5	—	4.8	—
Total	2,634,762	128,539	2,731,324	141,077	55,219	7,610	63,109	9,910	405.1 million square feet (1969: 417.3)	27.3 million square feet (1969: 30.3)	95.1 million square feet (1969: 30.3)	10.6 million square feet (1969: 22.8)							

Source: Figures derived from special survey carried out by Dutch Ministry of Housing.



*This prefab sanitary unit being hoisted will go into an old house along one of Amsterdam's famous canals that is being thoroughly renovated.*

cated structures and materials, louvred doors, folding partitions and, to a certain extent, sophisticated materials, which may also offer opportunities for Canadian industry.

Considering the great amount of interest in the Netherlands in Canadian timber frame construction and the relative lack of local technology, we believe that prospects for establishing joint ventures are promising.

The growing demand for a second home and for vacation homes or cottages may also offer interesting prospects for manufacturers of precut or prefabricated homes. Manufacturing under licence of aluminum windows and other special building materials also offers excellent potential.

The appointment of a local importer as exclusive agent for the Netherlands is recommended as a first step to a successful export business. If you think you have a product to fit Holland's building needs, contact the Commercial Division, Canadian Embassy, 7 Sophialaan, The Hague, providing us with six copies of descriptive literature and prices, preferably c.i.f. Netherlands port. We will then contact the trade to obtain its reaction to your product and introduce you to interested Dutch firms.



# Sao Paulo Battles Pollution.

JOSEPH E. BRANT  
Commercial Officer, Sao Paulo

Pollution control has been officially declared by the President of Brazil, Garrastazu Medici, to be one of the priority targets of his administration.

In the State of Sao Paulo, Brazil's richest and most industrialized, the newly created Superintendencia de Saneamento Ambiental, or SUSAM (Department of Environment Sanitation Control), will spend about \$1 million in the first year of its existence for specialized personnel, the acquisition of laboratory research equipment and for other preliminary expenses.

Flavio Dyonisio de Andrade Costa, superintendent of Sao Paulo's new Pollution Control Department, is certain that SUSAM does not intend to become just another bureaucratic organization, but really means business. It will be able to count on the assistance of a powerful financial ally, the recently formed Sao Paulo State Development Bank, or Banco de Desenvolvimento do Estado de Sao Paulo. It will finance the purchase and manufacture of air and water pollution control equipment, and possibly help to bring in foreign expertise. Most of the present pollution control equipment is manufactured locally.

SUSAM intends to start its activities in March or April this year, in the following priority areas:

1. The so-called Greater Sao Paulo, containing 37 municipalities with only 3.4 per cent of the state's area but housing 40 per cent of its population, with an annual growth rate of 6.2 per cent, and supplying 57 per cent of Brazil's industrial production.
2. The Santos lowland, containing the municipality of Cubatao, which is rich in oil refineries, petrochemical industries, and the huge COSIPA steel plant—all with an extremely high pollution potential.

SUSAM plans initially a widespread educational campaign to create an

anti-pollution conscience, rather than any enforcing action. Industries that are the heaviest contributors to pollution, such as chemical, metallurgical, steel, alcohol and sugar plants, will be tackled first within the initial four-year plan.

SUSAM's main activities during its first year, however, will be the hiring and training of specialized personnel. Several Sao Paulo universities have already offered their collaboration. SUSAM is also hopeful of getting aid through the UN Development Program.

Some of the larger companies have voluntarily taken the initiative by installing anti-pollution devices on their premises. One important steel mill near Santos has an electrostatic precipitator for the control of iron oxide particles. The system has eliminated the huge, characteristic reddish plume which was a landmark that could be spotted many miles away from the company's smokestacks.

But Sao Paulo's thriving automotive industry (nine of the existing 11 automobile factories are located in the Sao Paulo area) is probably not ready to adopt such far-reaching plans as the recent obligation assumed by United States automotive factories, at government request, to produce engines equipped with pollution control devices by 1975.

The contention that pollution control may hamper industrial development by imposing heavy expenses on certain industries is vigorously opposed by SUSAM's superintendent. He feels that it is pollution that is hampering industrial development. An important manufacturer of photographic equipment recently abandoned plans to set up a large factory in the Sao Paulo area because of the high level of pollution. An automobile manufacturer abandoned plans for a new plant in the region of Maua for the same reason.

Although pollution is becoming bad enough in Sao Paulo, it is still far



*Air pollution, a smothering blanket, is covering Sao Paulo. The situation still isn't as bad as in some other places, and the Brazilian city hopes to lead a national war on pollution by winning the first battle itself in its own area.*

from equalling conditions in Tokyo, New York, London and other cities, and one of the main reasons for the creation of SUSAM was to prevent the situation from ever getting to that point. Other Brazilian cities, such as Rio de Janeiro, Brasilia, Belo Horizonte and Porto Alegre, have also set up organizations to fight pollution, but none so far on the scale of SUSAM. Canadian firms with knowhow or equipment to offer in this field should contact the Consul and Trade Commissioner, Canadian Consulate, Caixa Postal 6034, Sao Paulo, Brazil.



# Foreign Trade Service Abroad

▶ The arrow beside an office address or territory listing indicates that there has been a change since the directory was last published.

## ARGENTINA

Commercial Counsellor  
Canadian Embassy  
Casilla de Correo 3898  
Suipacha 1111  
Buenos Aires, Argentina

L. D. Burke  
Commercial Counsellor

H. G. Fairfield  
Assistant Commercial Secretary  
(Agriculture)

P. J. Gibeau  
Assistant Commercial Secretary

*Cable:* CANADIAN  
*Phone:* 32-9081

*Telex:* 121383 (121383AR CANAD)

*Territory:*  
Paraguay, Uruguay, Falkland Islands

## AUSTRALIA

### SYDNEY

Commercial Counsellor for Canada  
P.O. Box 3952, G.P.O.  
A.M.P. Building, 21st Floor  
Circular Quay  
Sydney, Australia

H. J. Horne  
Commercial Counsellor for Canada

W. B. Zyla  
Commercial Secretary

R. J. McLeod  
Assistant Commercial Secretary

*Cable:* CANADIAN  
*Phone:* 27-7565  
*Telex:* 089 20600  
(CDN GOVT AA 20600)

*Territory:*  
States of New South Wales and Queensland,  
Capital Territory, Northern Territory,  
and Dependencies

## MELBOURNE

Commercial Counsellor for Canada  
Princes Gate East Tower, 17th Floor  
151 Flinders Street  
Melbourne 3000, Australia

K. F. Osmond  
Commercial Counsellor for Canada

R. J. McGavin  
Assistant Commercial Secretary

R. A. Groundwater  
Assistant Commercial Secretary

*Cable:* CANADIAN  
*Phone:* 63-8431  
*Telex:* 089 30501  
(CDN GOVT AA 30501)

*Territory:*  
States of Victoria, South Australia,  
Western Australia, Tasmania

## CANBERRA\*

Commercial Counsellor  
Canadian High Commission  
Commonwealth Avenue  
Yarralumla 2600  
Canberra\* ACT, Australia

F. P. Weiser  
Commercial Counsellor

W. E. Magee  
Assistant Commercial Secretary

*Cable:* DOMCAN  
*Phone:* 7-2541  
*Telex:* 089 62017 (DOMCAN AA 62017)

\*The Canberra office handles only those trade inquiries that require liaison with federal government departments and agencies.

## AUSTRIA

Commercial Counsellor  
Canadian Embassy  
P.O. Box 190  
1013 Vienna, Austria  
Street address:  
Dr. Karl Luegerring 10  
1010 Vienna, Austria

E. L. Bobinski  
Commercial Counsellor

R. R. M. Logie  
Assistant Commercial Secretary

P. A. Holton  
Assistant Commercial Secretary

*Cable:* CANADIAN  
*Phone:* 63-36-91  
*Telex:* 75320 (DOMCAN A)

*Territory:*  
Albania, Bulgaria, Hungary, Romania

## BELGIUM

Commercial Counsellor  
Canadian Embassy  
rue de la Science, 35  
B-1040 Brussels, Belgium

L. A. Campeau  
Commercial Counsellor

L. D. Lederman  
Assistant Commercial Secretary

R. W. Craig  
Assistant Commercial Secretary

*Cable:* CANADIAN  
*Phone:* 13.79.40  
*Telex:* 21613 (DOMCAN BRU)  
*Territory:*  
Luxembourg

## BRAZIL

### RIO DE JANEIRO

Commercial Secretary  
Canadian Embassy  
Caixa Postal 2164-ZC-00  
Edificio Metropol  
Avenida Presidente Wilson 165  
Rio de Janeiro, Brazil

G. D. Valentine  
Commercial Secretary

J. R. Brocklebank  
Assistant Commercial Secretary

*Cable:* CANADIAN  
*Phone:* 242-4140  
*Telex:* 031430 (DOMINION RIO)

### SAO PAULO

Consul and Trade Commissioner  
Canadian Consulate  
Caixa Postal 6034\*  
Edificio Scarpa\*  
Avenida Paulista, 1765, 9 andar\*  
São Paulo, Brazil

P. A. Théberge  
Consul and Trade Commissioner

J. H. Treleaven  
Vice Consul and  
Assistant Trade Commissioner

*Cable:* CANADIAN  
*Phone:* 287-2122  
*Telex:* 021269 (CANADIAN SPO)

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

## BRITAIN

### LONDON

Minister (Commercial)  
Canadian High Commission  
One Grosvenor Square  
London, W1X OAB, England

\*C. J. Van Tighem  
Minister (Commercial)

I. R. Smyth  
Commercial Counsellor

G. E. Blackstock  
Commercial Counsellor

\*K. D. Taylor  
Commercial Counsellor

T. D. McGee  
Commercial Counsellor

T. Charles  
Commercial Secretary (Timber)

J. C. Bradford  
Commercial Secretary

D. B. Browne  
Assistant Commercial Secretary

B. M. White  
Assistant Commercial Secretary

G. M. Deyell  
Assistant Commercial Secretary

H. G. Garland  
Attaché (Fisheries)

*Cable:* SLEIGHING London  
*Phone:* 629 9492 (Area Code 01)  
*Telex:* 22526 264428 (DOMINION LDN)  
*Territory:*  
England, Wales, (\*Gibraltar)

### GLASGOW

Canadian Government Trade Commissioner  
Cornhill House  
144 West George Street  
Glasgow C.2, Scotland

A. B. Brodie  
Trade Commissioner

*Cable:* CANTRACOM  
*Phone:* 332 6751 (Area Code 041)  
*Telex:* 778650 (CANTRACOM GLW)  
*Territory:*  
Northern Ireland, Scotland

## CEYLON

Commercial Division  
Canadian High Commission  
P.O. Box 1006  
6 Gregory's Road  
Cinnamon Gardens  
Colombo, Ceylon

*Cable:* CANADIAN  
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*Telex:* 106 (DOMCAN COLOMBO)

## CHILE

Commercial Secretary  
Canadian Embassy  
Casilla 771  
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Santiago, Chile

C. D. Miller  
Commercial Secretary

*Cable:* CANADIAN  
*Phone:* 64189  
*Telex:* 3520068 (3520068 DOMCAN)

## CHINA, PEOPLE'S REPUBLIC OF

Commercial Counsellor  
Canadian Embassy  
16 San Li Tun  
Peking, People's Republic of China

R. G. Godson  
Commercial Counsellor and Consul

R. F. Andrigo  
Second Secretary (Commercial)  
and Consul

*Phone:* 521-648

## COLOMBIA

Commercial Counsellor  
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Bogota, Colombia

J. A. Elliott  
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*Cable:* CANADIAN  
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Ecuador

## CONGO

Commercial Secretary  
Canadian Embassy  
P.O. Box 8341  
Kinshasa, Congo

T. G. Tait  
Commercial Secretary

*Cable:* DOMCAN KIN  
*Phone:* 22706  
*Telex:* 268 (DOMCAN KIN)

*Territory:*  
Cameroon, Chad, Central African Republic,  
Gabon, Congo (Brazzaville), Burundi,  
Rwanda

## CUBA

Commercial Division  
Canadian Embassy  
Gaveta 6125  
Calle 30 No. 518 esquina 7ª Avenida  
Miramar  
Havana, Cuba

J. H. Hill  
Second Secretary

Send all mail to this address:  
P.O. Box 1515  
Nassau, Bahamas

*Cable:* CANADIAN HAVANA  
*Phone:* 2-6421

## CZECHOSLOVAKIA

Commercial Secretary  
Canadian Embassy  
Chancery, Mickiewiczova 6  
Prague 6, Czechoslovakia

D. S. M. Baker  
Commercial Secretary

*Cable:* DOMCAN PRAGUE  
*Phone:* 32-71-24, 26, 31, 32  
*Telex:* 11061 (DOMCAN PHA)

## DENMARK

Commercial Counsellor  
Canadian Embassy  
Prinsesse Maries Allé 2  
Copenhagen V, Denmark

A. W. Evans  
Commercial Counsellor

*Cable:* CANADIAN  
*Phone:* 31 33 06  
*Telex:* 5036 (DOMCAN KH)

*Territory:*  
Greenland

## EUROPEAN COMMUNITIES\*

Mission of Canada to the European  
Communities  
rue de la Science, 35  
B-1040 Brussels, Belgium

A. R. A. Gherson  
Deputy Head

G. F. Mintenko  
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Miss V. F. Wightman  
First Secretary

F. L. N. Villeneuve  
Second Secretary

*Cable:* CANADIAN  
*Phone:* 13.38.50  
*Telex:* 21613 (DOMCAN BRU)

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

\*The Mission handles only those inquiries  
that require liaison with the Commission of  
the European Communities.

## FRANCE

Minister-Counsellor (Commercial)  
Canadian Embassy  
35 Avenue Montaigne  
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C. T. Charland  
Minister-Counsellor (Commercial)  
F. G. Beaudette  
Commercial Secretary (Agriculture)

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

D. P. Lindores  
Assistant Commercial Secretary

A. C. Perron  
Assistant Commercial Secretary

P. L. Duchastel  
Assistant Commercial Secretary

*Cable:* CANADIAN PARIS

*Phone:* 225-99-55

*Telex:* 28806 (DOMCAN A PARIS)

*Territory:*

Algeria, Andorra, Monaco

## GERMANY

### BONN

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

R. R. Parlour  
Commercial Counsellor

R. Frenette  
Assistant Commercial Secretary

M. E. M. Perreault  
Assistant Commercial Secretary

*Cable:* CANADIAN

*Phone:* 231061

*Telex:* 886421 (DOMCA D)

*Territory:*

States of Baden-Wuerttemberg, Bavaria,  
Hesse, Rhineland-Palatinate, Saar;  
West Berlin

### DUESSELDORF

Consul General and  
Senior Trade Commissioner  
Canadian Consulate General  
Koenigsallee 82  
4 Duesseldorf 1, West Germany

G. A. Browne  
Consul General and  
Senior Trade Commissioner

R. H. Dorrett  
Consul and  
Trade Commissioner

A. E. Grant  
Consul and  
Assistant Trade Commissioner

J. N. Ferland  
Consul and  
Assistant Trade Commissioner

*Cable:* CANADIAN

*Phone:* 320525

*Telex:* 8587144 (DMCN D)

*Territory:*

State of North Rhine-Westphalia

## HAMBURG

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

E. H. Maguire  
Consul General

D. S. Armour  
Consul and  
Trade Commissioner

*Cable:* CANADIAN

*Phone:* 351805

*Telex:* 215555 (DMCNH D)

*Territory:*

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

## GREECE

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Canadian Embassy  
31 Vassilissis Sophias Avenue  
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*Cable:* CANADIAN ATHENS

*Phone:* 714-041

*Telex:* 5584 (215584 DOM GR)

## GUATEMALA

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7a Avenida 12-19, Zone 9  
Guatemala City, Guatemala, C.A.

D. J. Browne  
Commercial Secretary

*Cable:* CANADIAN

*Phone:* 61560, 67227, 61005

*Telex:* 206 (DOMCAN GU 206)

*Territory:*

Costa Rica, El Salvador, Honduras,  
Nicaragua, Panama, and Canal Zone

## HONG KONG

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P & O Building, 11th Floor  
21-23, Des Voeux Road, Central  
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C. R. Gallow  
Senior Trade Commissioner

J. L. Swanson  
Trade Commissioner

D. P. McLennan  
Assistant Trade Commissioner

*Cable:* CANADIAN

*Phone:* 224087

*Telex:* HX 3391 (DOMCAN HX 3391)

*Territory:*

Cambodia, Macao, Vietnam

## INDIA

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D. G. Adam  
Assistant Commercial Secretary

Miss P. M. Marsden  
Assistant Commercial Secretary

*Cable:* CANADIAN

*Phone:* 61-8254

*Telex:* 346 (DOMCAN DLI)

*Territory:*

Bhutan, Nepal, Sikkim

## INDONESIA

Commercial Secretary  
Canadian Embassy  
Djalan Budi Kemuliaan No. 6  
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Y. C. Jauron  
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*Phone:* O.G. 47841

*Telex:* 011-4345 (DOMCAN DKT 4345)



## IRAN

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Canadian Embassy  
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Bezrouke Building  
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Forsat Street  
Tehran, Iran

D. H. M. Branion  
Commercial Secretary

D. F. Cooper  
Assistant Commercial Secretary

*Cable:* CANTRACOM  
*Phone:* 613560, 4-9291  
*Telex:* 2337 (DOMCAN TN)

## IRELAND

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66 Upper O'Connell Street  
Dublin, Ireland

R. A. Bull  
Commercial Counsellor

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

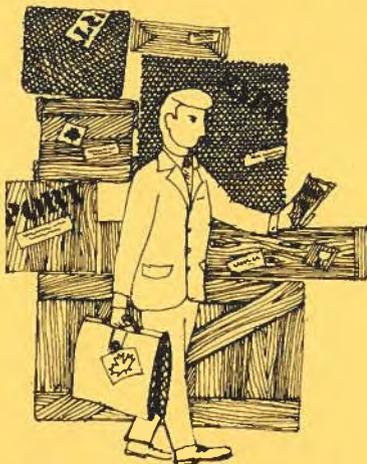
## ISRAEL

Commercial Secretary  
Canadian Embassy  
84 Hahashmonaim Street  
Tel Aviv, Israel

R. E. Pedersen  
Commercial Secretary

G. Bruneau  
Assistant Commercial Secretary

*Cable:* CANADIAN  
*Phone:* 267121  
*Territory:*  
Cyprus



## ITALY

### ROME

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00161 Rome, Italy

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

J. E. Montgomery  
Commercial Counsellor (Agriculture)

C. Renaud  
Commercial Secretary

D. S. Wright  
Assistant Commercial Secretary

*Cable:* CANADIAN  
*Phone:* 864-327  
*Telex:* 61056 (DOMCAN ROME)

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

### MILAN

Consul General and Trade Commissioner  
Canadian Consulate General  
Via Vittor Pisani 19  
20124 Milan, Italy

R. K. Thomson  
Consul General and  
Senior Trade Commissioner

V. G. Lotto  
Consul and Trade Commissioner

M. C. Spencer  
Consul and Assistant Trade Commissioner

F. Pillarella  
Consul and  
Assistant Trade Commissioner

*Cable:* CANTRACOM  
*Phone:* 652-485/652-600  
*Telex:* 31368 (CANTRACOM MILAN)

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

## IVORY COAST

Commercial Secretary  
Canadian Embassy  
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Cor. Avenue du Commerce et  
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Abidjan, Ivory Coast

J. P. Bell  
Commercial Secretary

J. Filion  
Assistant Commercial Secretary

*Cable:* DOMCAN ABIDJAN  
*Phone:* 32-20-09  
*Telex:* 593 (DOMCAN ABIDJAN 593)

*Territory:*  
Guinea, Liberia, Mali, Mauritania, Niger,  
Senegal, Upper Volta

## JAMAICA

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Canadian High Commission  
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Tobago Road  
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Kingston 10, Jamaica

A. Blum  
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J. H. Lang  
Assistant Commercial Secretary

W. D. Hutton  
Assistant Commercial Secretary

*Cable:* CANADIAN  
*Phone:* 65726  
*Telex:* KGN 30 (BEAVER KINGSTON)

*Territory:*  
Bahamas, British Honduras, Cayman  
Islands, Turks and Caicos Islands

## JAPAN

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Embassy of Canada  
Akasaka Post Office  
Tokyo 107, Japan

J. M. T. Thomas  
Minister (Commercial)

S. G. Harris  
Commercial Counsellor

C. D. Caldwell  
Assistant Commercial Secretary

F. M. Galbraith  
Assistant Commercial Secretary

P. G. Campbell  
Assistant Commercial Secretary

S. J. Kaufmann  
Assistant Commercial Secretary

*Cable:* CANADIAN  
*Phone:* 408-2101/8  
*Telex:* TK 2218 (DOMCAN TK 2218)  
*Territory:*  
Guam, Korea, Okinawa

## KENYA

Commercial Secretary  
Canadian High Commission  
P.O. Box 3778  
Industrial Promotion Services Building  
Kimathi Street  
Nairobi, Kenya

R. Archambault  
Commercial Secretary

M. W. McQuinn  
Assistant Commercial Secretary

*Cable:* DOMCAN NAIROBI  
*Phone:* 27426  
*Telex:* 22198 (DOMCAN NRB)

*Territory:*  
Ethiopia, Malawi, Somali Republic,  
Tanzania, Uganda, Zambia

## LEBANON

**Commercial Counsellor**  
**Canadian Embassy**  
**Boîte Postale 2300**  
**Alpha Building**  
**Rue Clemenceau**  
**Beirut, Lebanon**

F. I. Wood  
Commercial Counsellor

S. B. McDowall  
Commercial Secretary

J. J. Y. Trepanier  
Assistant Commercial Secretary

*Cable:* CANADIAN

*Phone:* 250955

*Telex:* 20652 (DOMCAN BERYT)

*Territory:*

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

## MALAYSIA

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**Canadian High Commission**  
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**Kuala Lumpur, Malaysia**

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Commercial Secretary

C. H. Cummer  
Assistant Commercial Secretary

*Cable:* DOMCAN

*Phone:* 89722/4

*Telex:* KL/TX279 (DOMCAN 8209 KN)

*Territory:*

Brunei, Burma

## MEXICO

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

T. F. Harris  
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*Cable:* CANADIAN

*Phone:* 533-14-00

*Telex:* 017-71-191 (DOMCAN MEX)

## NETHERLANDS

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D. D. H. Wright  
Assistant Commercial Secretary

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*Phone:* 61-41-11

*Telex:* 31270 (DOMCAN HAGUE)

## NEW ZEALAND

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**P.O. Box 12-049 Wellington North**  
**ICI Building, 3rd Floor**  
**Molesworth Street**  
**Wellington, New Zealand**

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M. J. Hladik  
Assistant Commercial Secretary

*Cable:* DOMCAN Wellington

*Phone:* 70-644

*Telex:* 065-3505 (DOMCAN NZ 3505)

*Territory:*

Cook Islands, French Oceania, Gilbert and Ellice Islands, Tahiti, Tonga, Western Samoa

## NIGERIA

**Commercial Secretary**  
**Canadian High Commission**  
**P.O. Box 851**  
**Niger House**  
**1/5 Odunlami Street**  
**Lagos, Nigeria**

J. D. Tennant  
Commercial Secretary

C. M. J. Courtemanche  
Assistant Commercial Secretary

*Cable:* CANADIAN

*Phone:* 53630

*Telex:* 21275 (DOMCAN LAGOS)

*Territory:*

Dahomey, Gambia, Ghana, Sierra Leone, Togo

## NORWAY

**Commercial Secretary**  
**Canadian Embassy**  
**Postuttak**  
**Oslo 1, Norway**

J. R. Caux  
Commercial Secretary

*Cable:* CANADIAN

*Phone:* 46.69.55

*Telex:* Oslo 11880 (11880 DOMCAN)

*Territory:*

Iceland

## PAKISTAN

**Commercial Secretary**  
**Canadian High Commission**  
**Hotel Shahrazed**  
**Islamabad, Pakistan**

A. D. McArthur  
Commercial Secretary

H. W. Guy  
Assistant Commercial Secretary

*Cable:* CANADIAN

*Phone:* 21101-04

*Telex:* 875 (DOMCAN IBA)

*Territory:*

Afghanistan

## PERU

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

M. R. Bell  
Commercial Secretary

J. D. Leach  
Assistant Commercial Secretary

*Cable:* CANADIAN

*Phone:* 287420

*Telex:* WLA 5323 (DOMCAN PX 5323)

*Territory:*

Bolivia

## PHILIPPINES

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

F. B. Clark  
Consul General and  
Senior Trade Commissioner

B. A. Gagosz  
Consul and Trade Commissioner

C. R. Mann  
Vice Consul and  
Assistant Trade Commissioner

*Cable:* CANADIAN

*Phone:* 50-20-76, 77, 78

*Telex:* 3252 (DOMCAN PN 3252)

## POLAND

**Commercial Secretary**  
**Canadian Embassy**  
**Matejki 1/5**  
**Srodmiescie**  
**Warsaw, Poland**

H. R. Wilson  
Commercial Secretary

*Cable:* DOMCAN WARSAW

*Phone:* 17-60-41

*Telex:* 813424 ("813424 CANAPL")

## PORTUGAL

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

P. A. Savard  
Commercial Counsellor

*Cable:* CANADIAN

*Phone:* 56-25-49

*Telex:* 377 (DOMCAN P)

*Territory:*

Azores, Cape Verde Islands, Madeira,  
Portuguese Guinea

## PUERTO RICO

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

D. I. Campbell  
Consul and Trade Commissioner

R. A. Fairweather  
Consul and  
Assistant Trade Commissioner

*Phone:* 764-2011 (Area code: 809)

*Telex:* 3450297 (CANADA 3450297)

*Territory:*

British Virgin Islands, Dominican Republic,  
Haiti, U.S. Virgin Islands

## SINGAPORE

Commercial Counsellor  
Canadian High Commission  
P.O. Box 845  
International Building, 11th Floor  
360 Orchard Road  
Singapore 1, Singapore

M. B. Blackwood  
Commercial Counsellor

W. L. Clarke  
Assistant Commercial Secretary

*Cable:* CANADIAN

*Phone:* 37-1322

*Telex:* 277 (DOMCAN SPORE)

## SOUTH AFRICA

### JOHANNESBURG

Canadian Government Trade Commissioner  
P.O. Box 61619 Marshalltown  
78 Fox Street  
Johannesburg, South Africa

Wm. Jones  
Trade Commissioner

M. A. Brault  
Assistant Trade Commissioner

G. P. Orban  
Assistant Trade Commissioner

*Cable:* CANADIAN

*Phone:* 834-6521

*Telex:* 7189 (43-7189 JH)

*Territory:*

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

## CAPE TOWN

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

W. D. Wallace  
Trade Commissioner

P. W. Belanger  
Assistant Trade Commissioner

*Cable:* CANADIAN

*Phone:* 2-5134/5

*Telex:* 7060 (5-7060 CT)

*Territory:*

Cape Province. Other countries:  
St. Helena

## SPAIN

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

H. E. Lemieux  
Commercial Counsellor

G. M. Wansbrough  
Assistant Commercial Secretary

*Cable:* CANADIAN

*Phone:* 247-54-00

*Telex:* 27347 (DOMCA E)

*Territory:*

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

## SWEDEN

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

M. B. Bursey  
Commercial Counsellor

E. C. H. Shelly  
Assistant Commercial Secretary

D. C. Butler  
Assistant Commercial Secretary

*Cable:* CANADIAN

*Phone:* 23-79-20

*Telex:* 10687 (10687 DOMCAN S)

*Territory:*

Finland

## SWITZERLAND

Commercial Counsellor  
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Kirchenfeldstrasse 88  
3000 Berne, Switzerland

H. E. Campbell  
Commercial Counsellor

R. D. Merner  
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*Cable:* CANADIAN

*Phone:* 44-63-81

*Telex:* 32489 (DMCNB CH)

*Territory:*

Liechtenstein, Tunisia

## THAILAND

Commercial Secretary and Consul  
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Thai Farmers Bank Building, 7th Floor  
142 Silom Road  
Bangkok, Thailand

C. E. Rufelds  
Commercial Secretary and Consul

D. G. Ryan  
Assistant Commercial Secretary  
and Vice Consul

*Phone:* 32956

*Telex:* 2277 (DOMCAN BKK)

*Territory:*

Laos

## TRINIDAD AND TOBAGO

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72 South Quay  
Port-of-Spain, Trinidad

G. H. Musgrove  
Commercial Secretary

P. S. Dingleline  
Assistant Commercial Secretary

*Cable:* CANADIAN

*Phone:* 37-254

*Telex:* 226 (DOMCAN WG 226)

*Territory:*

Barbados, French Guiana, Guadeloupe,  
Guyana, Leeward and Windward Islands,  
Martinique, Montserrat, St. Martin,  
Surinam

## TURKEY

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

D. J. S. Winfield  
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*Phone:* 12-24-48

*Telex:* 69 (DOMCAN ANKARA)

## UNION OF SOVIET SOCIALIST REPUBLICS

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Moscow, U.S.S.R.

R. H. Gayner  
Commercial Counsellor

J. D. Welsh  
Commercial Secretary

L. T. Dickenson  
Assistant Commercial Secretary

*Cable:* CANAD

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

*Telex:* 401 (DOMCAN MSK)

## UNITED ARAB REPUBLIC

Commercial Division  
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Kasr el Doubara Post Office  
6 Sharia Rouston Pasba  
Garden City  
Cairo, United Arab Republic

*Cable:* CANADIAN

*Phone:* 23110

*Territory:*

Sudan

## UNITED NATIONS

Permanent Mission of Canada to the United Nations  
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R. J. L. Berlet  
First Secretary

B. E. Baker  
Third Secretary

*Cable:* CANINUN NYK

*Phone:* 751-5600 (Area Code 212)

*Telex:* 00126228 (CANINUN NYK)

## UNITED STATES

### WASHINGTON

Commercial Counsellor  
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W. G. Pybus  
Commercial Counsellor

W. F. Hillhouse  
Commercial Counsellor (Agriculture)

B. F. Armishaw  
Commercial Counsellor

H. C. Armstrong  
Commercial Counsellor

J. D. Belisle  
Assistant Commercial Secretary

*Cable:* CANADIAN

*Phone:* 332-1011 (Area Code 202)

*Telex:* 0089664 (DOMCAN WSH)

*Territory:*

U.S. Government and agencies; international organizations with headquarters in Washington

## NEW YORK CITY

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Canadian Consulate General  
680 Fifth Avenue  
New York City, N.Y. 10019

D. S. Armstrong  
Deputy Consul General (Commercial)

D. H. Leavitt  
Consul and Trade Commissioner

D. T. Wismer  
Consul and Assistant Trade Commissioner

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

*Phone:* 586-2400 (Area Code 212)

*Night Line:* 586-2321

*Telex:* 00126242 (DOMCAN NYK)

*Territory:*

States of Connecticut, New Jersey (twelve northern counties), southern New York.  
Other countries: Bermuda

### BOSTON

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

W. R. Van  
Consul and Senior Trade Commissioner

K. R. Higham  
Consul and Trade Commissioner

S. Doyon  
Vice Consul and  
Assistant Trade Commissioner

*Phone:* 262-3760 (Area Code 617)

*Telex:* 0094567 (DOMCAN BSN)

*Territory:*

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

### BUFFALO

Consul and Trade Commissioner  
Canadian Consulate  
1400 Main Place  
396 Main Street  
Buffalo, New York 14201

J. H. Bailey  
Consul and Trade Commissioner

B. Dussault  
Consul and  
Assistant Trade Commissioner

*Phone:* 852-1247 (Area Code 716)

*Telex:* 9-1329 (DOMCAN-BUF)

*Territory:* Northern New York State

## CHICAGO

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

R. D. Sirrs  
Consul and Senior Trade Commissioner

Z. W. Buriandyk  
Consul and  
Trade Commissioner

K. G. DeWolf  
Consul and  
Assistant Trade Commissioner

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

*Phone:* 427-1031 (Area Code 312)

*Telex:* 00254171 (DOMCAN CGO)

*Territory:*

States of Illinois, Indiana, Iowa, Missouri, Nebraska, southern Wisconsin.

### CLEVELAND

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

D. A. B. Marshall  
Consul and Senior Trade Commissioner

F. M. Mulkern  
Consul and  
Trade Commissioner

C. R. Donley  
Consul and  
Assistant Trade Commissioner

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

*Phone:* 861-1660 (Area Code 216)

*Telex:* 00985364 (DOMCAN CLV)

*Territory:*

States of Ohio, Kentucky, West Virginia, western Pennsylvania

### DALLAS

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

C. M. Forsyth-Smith  
Consul and Trade Commissioner

J. A. Langley  
Consul and  
Assistant Trade Commissioner

R. C. Lee  
Consul and  
Assistant Trade Commissioner

*Phone:* 742-8031 (Area Code 214)

*Telex:* 00732637 (DOMCAN DAL)

*Territory:*

States of Texas, Arkansas, New Mexico, Oklahoma, Kansas

## UNITED STATES

### DETROIT

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Detroit, Michigan, 48226

J. D. Blackwood  
Consul and Trade Commissioner

J. A. Sotvedt  
Consul and  
Assistant Trade Commissioner

W. B. Schumacher  
Consul and  
Assistant Trade Commissioner

Phone: 965-2811 (Area Code 313)

Telex: 23-0715 (DOMCAN DET)

Territory:  
States of Michigan and Indiana

### LOS ANGELES

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

V. B. Chew  
Consul and Trade Commissioner

S. F. Pattee  
Consul and  
Assistant Trade Commissioner

D. M. Lawson  
Consul and  
Assistant Trade Commissioner

Phone: 627-9511 (Area Code 213)

Telex: 00674119 (DOMCAN LSA)

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

### MINNEAPOLIS

Consul and Trade Commissioner  
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Consul and Trade Commissioner

P. W. Aubin  
Consul and Assistant Trade Commissioner

Phone: 336-4641 (Area Code 612)

Telex: 29-0229 (DOMCAN MPS)

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

## NEW ORLEANS

Consul and Trade Commissioner  
Commercial Division  
Canadian Consulate General  
2110 International Trade Mart  
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# Bermuda Has Beaches — and Buyers

. . . and they bought over \$11 million worth of Canadian goods last year—everything from lobster and horses to wire and cable and prefabs.

Why not combine pleasure and the hard sell there?

D. S. ARMSTRONG, Deputy Consul General (Commercial), New York

The original Bermudians of 300 years ago were officially known as “adventurers”—a term that thinly disguised their particular form of piracy. False navigation lights were placed to lure ships onto coral reefs where they were duly plundered. Today Bermudians practise a more sophisticated form of the art; they have well-lit runways and channels to guide the aircraft and cruise ships into land safely. Then the tourists happily allow themselves to be “plundered” in the shops, hotels and recreational spots for which the colony is justly famous.

Obviously tourists take delight in Bermuda’s attractions since they come in ever-increasing numbers. Last year, despite tight money and recession in the United States and Canada, tourism was up by 7.75 per cent over 1969. Of the 388,914 visitors (who stayed an average of 5.8 nights and spent about \$160 each in addition to travel and accommodation costs) 32,822 were Canadians, and air passengers from Canada increased by a spectacular 57 per cent.

For Bermuda’s population of 52,000 tourism is the major industry, accounting directly and indirectly for 90 per cent of its economic activity and giving it one of the world’s highest per capita incomes. To cater to the increasing tourist trade there has been an almost continuous expansion in accommodation. In 1971 more than 800 beds will be added, notably the 600-bed *Holiday Inn* due to open this month. The next major hotel will be the 600-bed *Southampton Princess* scheduled to open in a year’s time.

After that, hotel-building will cease for a few years. In keeping with its policy of limiting hotel expansion, the Government will not consider further applications until mid-1971. Its hotel-phasing plan has been set



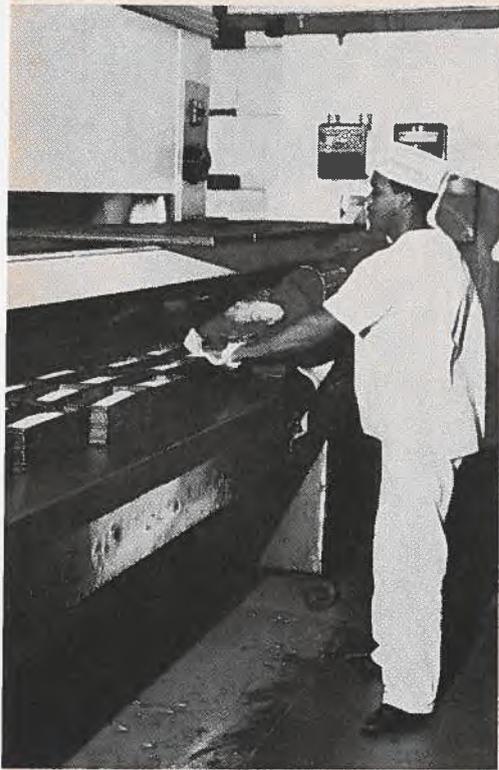
*Tourism is the heart of Bermuda’s economy, and Canadian equipment plays a part in easing the arrival of visitors flying into the Civil Air Terminal. Here, Canadian luggage just arriving on an Air Canada flight is moved along by a new Canadian-made conveyor-belt baggage system that also saves time for everyone.*

and approved through 1974 and any projects beyond ten-bed extensions will be sidelined.

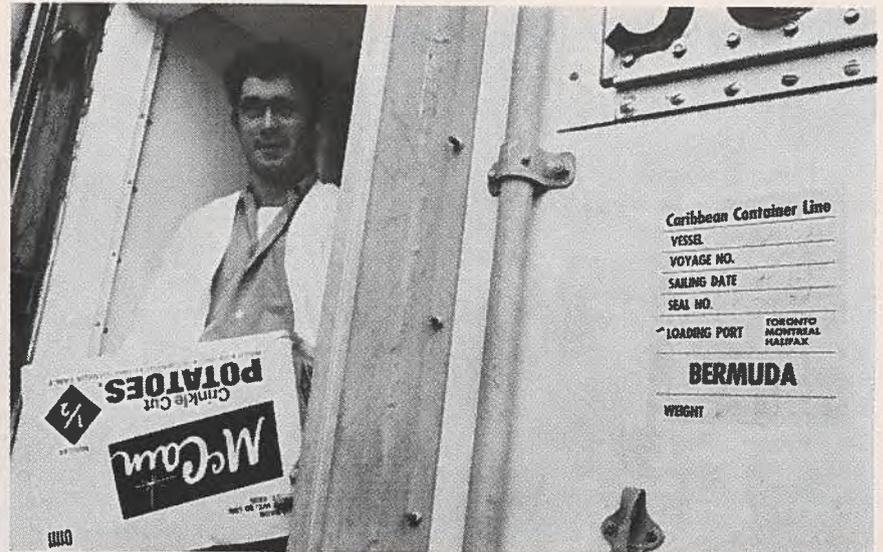
There is almost no manufacturing in Bermuda and agricultural production is sufficient for only about one

fifth of its food requirements. Hence the islands depend heavily on imports of food products, consumer goods, building materials, etc. Imports have been increasing in recent years, in line with growing prosperity. From total





*Canadian sales of wheat flour to Bermuda totalled \$329,000 in 1970, making it one of Canada's chief exports to the island country. At the Bermuda Bakery in Hamilton, bakers like this one use Canadian flour for all their breadmaking.*

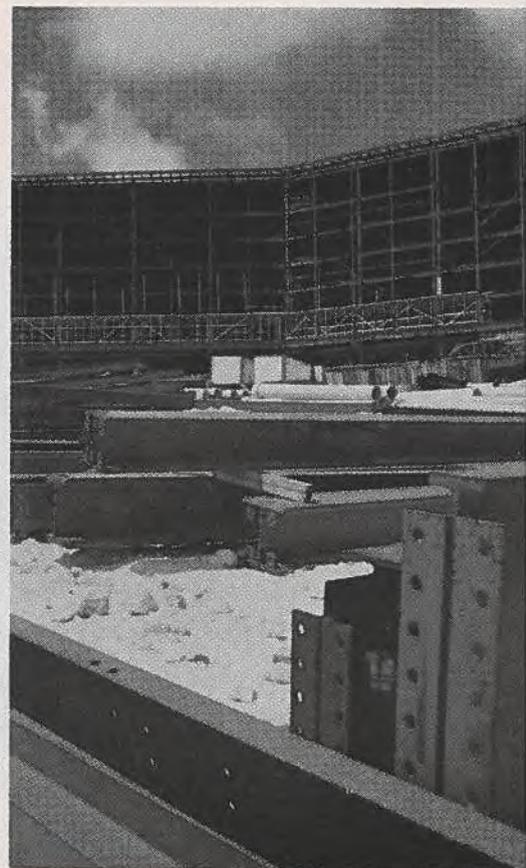


*All those holiday-makers who flock to Bermuda's hotels and beaches—nearly 400,000 tourists came last year—have to eat. Many are served Canadian foods, like these frozen french fried potatoes from New Brunswick, here being unloaded.*

*The center of import activity in Bermuda is the container port at Hamilton. Here, the Gwendolyn Isle, a vessel belonging to the Caribbean Container Line, discharges cargo from Canada on Hamilton's busy waterfront. Non-containerized shipments are unloaded at the port of St. George for transfer to customers.*



*Canadian manufacturers supplied much of the construction material for the new 600-bed Southampton Princess Hotel in Bermuda's Southampton Parish. Sheet metal for roofing, aluminum window frames, dry walls, metal studs, and door frames all came from Canada.*



imports of \$74 million in 1967, they rose in 1970 to an estimated \$87 million. In the same period, Canada's sales went up from \$7 million to \$11.1 million; the latter figure represents 12.7 per cent of Bermuda's total purchases.

Bermuda can be described as a "samples" market. Of some 550 items imported from Canada as given in the DBS export statistics, only a handful have a value of more than \$100,000. But the many small shipments, most of which come in by air, cover a wide range of products. This illustrates that the Bermudian merchants' knowledge of what Canada has to offer is surprisingly complete. As one businessman put it, "Anything new in Canada will be known in Bermuda in a matter of weeks".

Three events should have had a dampening effect on Canadian trade but in fact did not. In August 1970, the Government introduced a revised customs tariff which narrowed the tariff preferences enjoyed by Canada (and Britain) over the United States (and Europe). Items adversely affected include furniture, electrical wire and cable, refrigerators, stoves, washing machines, bulbs and lamps, batteries, electrical lighting devices, and switchgear. Second, the appreciated Canadian dollar has made prices of Canadian goods less competitive. Third, shipments of non-containerized goods are unloaded at St. George rather than the main center, Hamilton, and this means additional inland freight charges. The fact that trade with Canada has increased despite these disadvantages speaks well for Canadian products and their acceptance in Bermuda. But now more than ever, there is an incentive for importers on the island to look elsewhere (especially to the United States) for their requirements.

New construction is not limited to hotels. The Government's budget for capital projects in 1971 is up 7 per cent over 1970. The school program is largely completed for the time being but the Health Department has plans to extend some existing hospitals and build new facilities, such as a psychiatry unit, a geriatrics center, and a health clinic. The airport is "digesting" its recent extensions but will be undertaking further

projects in the future. The Corporation of Hamilton has called for suggestions from its consultants for developing more container facilities at the east end of the harbor. This will probably be a \$3 million project and may require outside financing.

There has been a small boom in the building of office blocks and apartments. In the sixties one new office block a year was normal; in 1970 four were built, in 1971 six will be finished, and for next year two are now foreseen. Three years ago there were no apartment buildings. Several have just been built and recently the authorities approved 12 luxury apartments; one will have 30 units costing \$130,000 each. Four medium-cost apartments (in the \$50,000 range) have also been approved. Finally an English contractor is building for the Department of Public Works 140 units of terraced housing and the Department is looking for offers of low-cost (\$16,000) houses. Many of these building projects are using Canadian materials—wiring, steel, appliances, timber.

To cultivate the market in Bermuda to the best effect, a Canadian firm needs to have a good agent or distributor. The Canadian Consulate General in New York, in whose territory Bermuda is included, has compiled a list of some 75 agents, representatives, distributors and importers of Canadian goods. The largest firm has about 40 different agencies for imported goods. Some of these firms sell on commission (this ranges from 5 to 10 per cent), others import for resale, and still others carry on both types of business. Although some of the agents or importers specialize in certain lines—alcoholic beverages or electrical contractors' supplies, for example—the majority handle a wide range of goods. Because the tourist industry is so well developed, several firms specialize in catering to the hotels.

One of the problems that a would-be exporter to Bermuda will inevitably encounter is that of finding a suitable agent who is not already representing a competitor, usually in the United States. The Consulate General in New York can help, as mentioned above, and so can the Chamber of Commerce in Hamilton, Bermuda,

## SELECTED CANADIAN EXPORTS TO BERMUDA

	\$'000 1969	1970
Beef, fresh or frozen	401	497
Sausage, fresh, cured, frozen	—	253
Cod, boneless, salted	110	146
Wheat flour, n.e.s.	244	329
Sugar, n.e.s.	138	228
Soups, except infant soups	124	201
Dog and cat feeds	102	165
Whisky	221	255
Non-alcoholic beverages	89	152
Lumber	277	309
Newsprint paper	104	122
Insulated wire and cable	206	339
Telephone apparatus, equipment and parts	135	124
Commercial communication equipment	—	103
Switchgear and protective equipment and parts	29	108
Furniture, wooden, household, not upholstered	123	239
Office furniture	135	234
Furniture, special purpose, n.e.s.	16	102
Furniture and fixtures, n.e.s.	147	109
Jewellery, jewellers' findings	275	307
Carpets, mats	73	137
Vitamins and preparations	584	373
<b>Total exports, including all others</b>	<b>9,060</b>	<b>11,140</b>

by sending inquirers the names of some likely agents. The best idea is to obtain information of this kind before visiting Bermuda. Then, in a few days' visit, the Canadian exporter can interview a number of potential representatives and also obtain a first-hand view of the market for his product. For some lines, it might even be possible to book orders on the spot.

Last year our imports into Bermuda totalled \$11.1 million and covered literally hundreds of DBS categories. The major commodities—those with sales of over \$100,000—are listed in the accompanying table. But if your product doesn't appear there, don't be discouraged. Do a bit of investigating and you may find that the holiday island can also be a good customer.



# How's Business in ...

## ... Lebanon

A young government is working to build up industry, diversify agriculture. Development plan includes new schools and hospitals, which could mean business for Canada.

YVES TREPANIER  
Assistant Commercial Secretary, Beirut

In the last part of 1970, Lebanon began to return to the kind of internal stability which once made it the trade headquarters of the Middle East. The settling of the political situation, including the August election of President Suleiman Frangieh to a six-year term, was a main reason for the improvement. Other factors were the general easing of Middle East tensions, better relations between Lebanon and neighboring Syria, and an improved investment climate. Most sectors of the economy became more active.

Lebanon's imports in 1970 were estimated at \$782 million, 70 per cent of which was spent on consumer goods. Despite comparatively low exports valued at some \$200 million, an unbalanced agriculture based largely on citrus fruit, and a budding industry still developing and so far aimed mainly at the domestic market, Lebanon has been able to maintain equilibrium. This was largely thanks to annual remittances from abroad of about \$280 million and earnings from the service sector of about \$310 million annually.

Economic activity in Lebanon is concentrated on the service sector (banks, tourism) and trade, because the 2.5 million Lebanese live in an area with negligible mineral resources, agriculture which yields just 12 per cent of the gross national product, and industry which contributes just 13 per cent. Competition in the market is keen, but the Lebanese admire products that are novel and are willing to search for the unusual.

Hope for Lebanon's future lies mainly in a cabinet of vigorous young technocrats who are aiming to improve economic conditions, double the gross



*Busy Beirut, Lebanon's capital and a city of 600,000, is in step with modernity, with bright new hotels and office buildings like these, flanking a street in the heart of the new city. Beirut also boasts four universities, with thousands of students.*

national product (\$1.4 billion in 1969) within ten years, and obtain a better balance among various sectors of the economy by a constant flow of foreign capital into Lebanon.

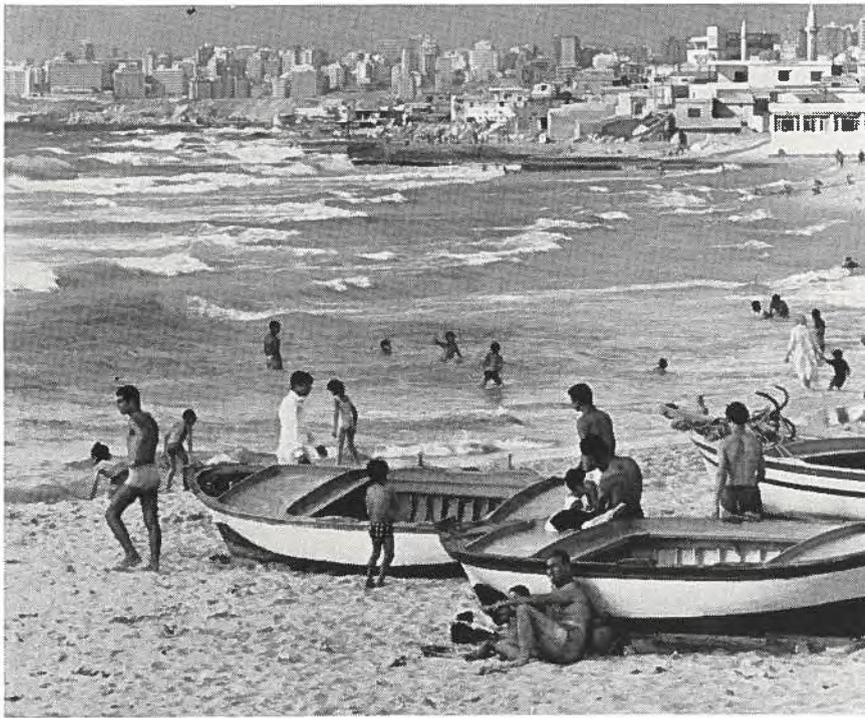
A project to create a company for the development of industry and tourism is being studied. Such a company would see participation both by government and the private sector and it would be oriented toward investment in all appropriate forms, such as equity shares and short- or long-term loans.

The trade picture in Lebanon improved somewhat in 1970 with exports increasing by about 20 per cent over 1969, largely because of products never before shipped abroad. These included animal products, foodstuffs, various plants, and some machinery. Much of Lebanon's export trade is with other

Arab nations, and the country boasts the highest per capita gross national product among the Arab states, some \$540 in 1969 and rising steadily.

The country will make great efforts toward internal development in the coming years. Development efforts will concentrate more on the lagging agricultural and industrial sectors in an attempt to reduce the relative importance of the service sector, which is vulnerable to regional and international influences from outside the country.

Agriculture in Lebanon is based solidly on apples and citrus fruit. Citrus fruit makes up 40 per cent of agricultural production and nearly half of total exports. Apples, oranges, lemons and grapes are shipped out of Lebanon, mostly to Arab neighbors and the U.S.S.R.



*Lebanon has 150 miles of Mediterranean coastline, some of the best in the world. Part of the city's skyline can be seen in this photograph.*

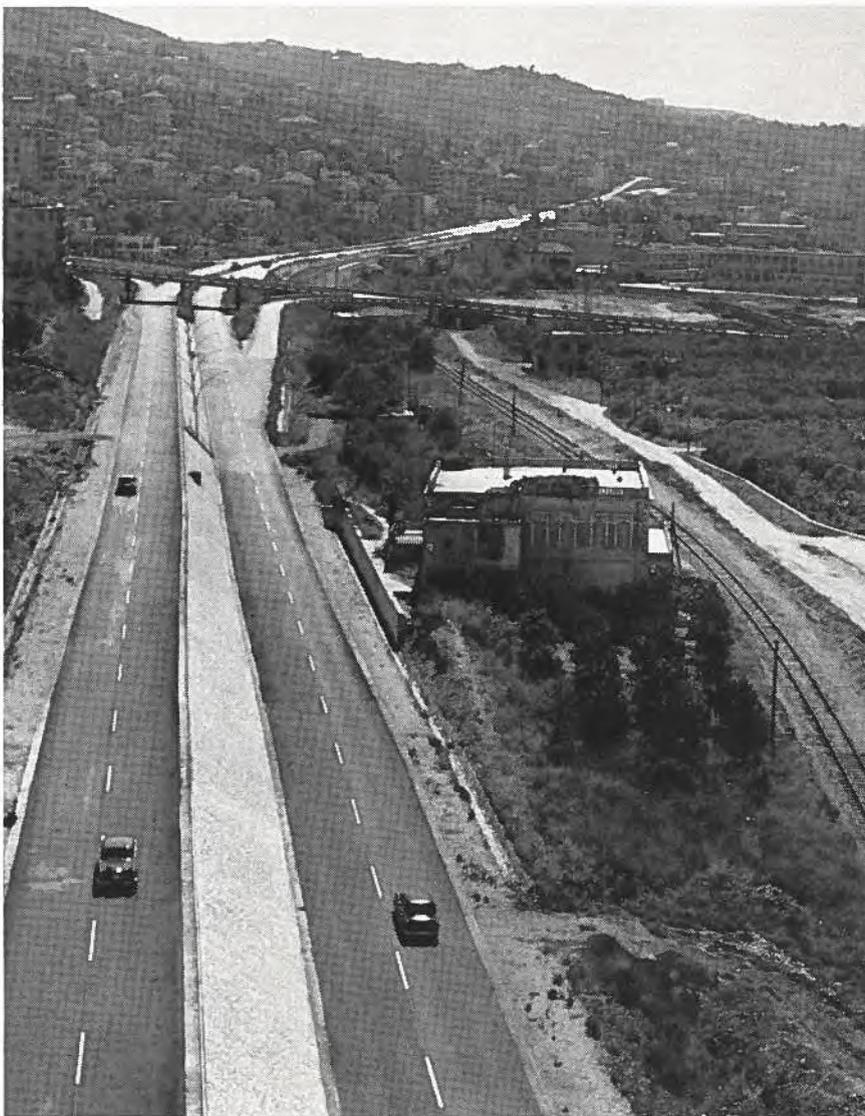
An annual wheat harvest of about 35,000 tons is far short of domestic needs, and the country must import some 360,000 tons from Europe, Australia, and the United States. Livestock too must be imported, since poultry breeding, valued at \$27 million in 1970, is the only flourishing sector. In 1970, Lebanon had 23 million chickens, of which 15.5 million were used for food and 2.7 million for egg production.

The supply of red meat is so small that nearly 80 per cent of consumption is from imports, either in the form of livestock from Syria or frozen meat from Argentina. Studies are under way on encouragement of mixed stock and expanded milking herds, estimated at 3,000 head, mostly Holstein Friesians. Such an expansion would reduce imports of powdered milk, estimated at 10,000 tons annually.

Industry in Lebanon is beginning to gather momentum and now is limited only by the availability of capital. The country has several attractive features for potential investors, including a strategic geographic position between Europe and the Middle East. The working force is literate, often trilingual (Arabic, French, English), easily trained and still quite cheap. Lebanon offers good possibilities for processing plants, not only meeting the needs of the country but also serving the entire region. Even Africa is a potential market for manufacturers in Lebanon because of contacts with Lebanese traders living on that continent.

Exports of finished Lebanese products have risen from \$23 million in 1965 to \$65 million in 1970. Chief among them are cement, metal, wood and paper products. The production of furniture, textiles, and pharmaceutical products is also important.

Despite the beginnings of industrial growth, the principal area of Lebanese



*This section of the new Beirut-Tripoli motorway, near the village of Jounieh, is part of Lebanon's highway system.*

activity is still the service sector—banks, tourism, and commerce. Banking is carried on by 70 private banks, a good number of which are branches of foreign banks, such as the Royal Bank of Canada and the Bank of Nova Scotia. Consolidated assets of the commercial banks totalled \$1,870 million as of December 31, 1970. Tourism stood up well during 1970, as a decrease in the number of non-Arab visitors was offset by an influx of Arab tourists, many of whom come to spend their holidays in the Lebanese mountains.

In the import market, competition is keen. In the heart of every Lebanese dwells a merchant who wants to import directly from the manufacturer. Of the import total of \$782 million in 1970, the largest portion came from Western Europe (\$460 million). Of this, \$95 million was from Switzerland, \$90 million from Britain, and \$74 million from France.

High on the import list, making up a total of \$150 million last year, were precious metal and metal products. These products were important as exports too, because many precious-metal products are sold to tourists and travellers at prices about one-third of those in Canada.

Canadian exports to Lebanon in 1970—some \$4.9 million—made up just a small slice of the total market. Prominent among them in 1970 were wheat flour, newsprint, aluminum in various forms, asbestos, electric washing machines, and household refrigerators and freezers. Wheat flour made up about one-quarter of the market, with shipments worth some \$1.2 million (See table.)

Other Canadian products could find a market in Lebanon, among them women's and children's clothing and winter sports clothes. Even with brisk competition from Italy, France and Germany, clothing from the United States manages to hold 8 per cent of a \$16 million market.

*The large Starco Urban Center in the business core of Beirut houses shops, offices and travel agencies, and also a movie theatre and a restaurant.*

Foodstuffs and electronic equipment are in great demand. In the paper industry, a great number of factories converting kraft and corrugated paper into cartons have been set up during the last five years and their needs are growing. Experience so far has shown that Canadian prices are competitive.

Why not study the requirements for government projects? The Government has just set out on a Five Year Development Plan amounting to \$235 million. The official attitude toward foreign investment and foreign participation is quite favorable. Among important government projects are the building of regional hospitals (600 beds), and a network of regional and primary schools, the cost of which could reach \$100 million.

To do business in Lebanon, it is usually preferable to have an agent or representative. The only state-owned industries are public utilities and a tobacco monopoly. Agencies operate under legislation and one must not be surprised, on retaining an agent, to find him handling many non-competitive products. Because the market is small, it is often necessary for him to handle many products to establish himself solidly.

#### CANADIAN EXPORTS TO LEBANON

	\$'000	
	1969	1970
Wheat flour	801	1,202
Newsprint paper	412	716
Aluminum pigs, ingots, shot, slabs	87	627
Asbestos milled fibers, group 4 and 5	437	536
Electric washing machines, domestic	244	246
Refrigerators and freezers, household	168	197
Aircraft engines and parts	181	156
Medicinal and pharmaceutical products	109	136
Copper pipe and tubing	46	104
Biological products for humans	64	90
Asbestos brake linings and facings	61	57
Solid bleached board and fold boxboard	---	53
<b>Total exports, including all others</b>	<b>3,524</b>	<b>4,882</b>

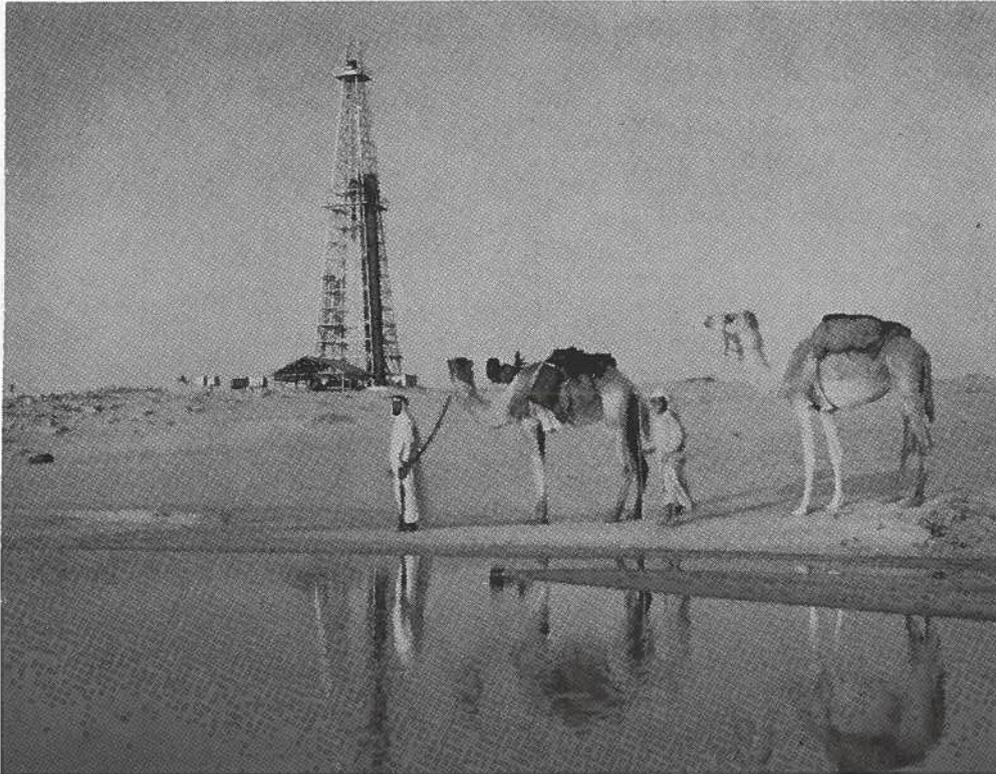
If Lebanon attracts you, and if you want a point of entry into the Middle East, come and discuss plans with the Trade Commissioner in Beirut. We would be glad to plan an itinerary for you and to arrange contacts. 



# ...Iraq

The Iraqi market offers good prospects to Canadian suppliers of grains, oilseeds, appliances, wire and cable, paper and paper products, lumber, metal products, drugs, etc., and for engineering services. Payment terms and conditions of sale are often exacting.

JOHN MARROW, Commercial Officer, Beirut



*Iraq's most important and best-developed mineral resource is petroleum. A Canadian consultant is working on proposals for a feasibility study dealing with the utilization of mineral gas reserves. Shown here is the Murban oil well No. 3.*

Iraq, with a population of nine million and an area of about 172,000 square miles, has an enviable economic potential. It is mobilizing its resources to catch up with the present, but much remains to be done. Fortunately, it is not altogether dependent on outside financing and rising oil revenues will play an increasingly important part in the successful implementation of an ambitious development program.

**Agriculture**—Agriculture is not being ignored; in fact, it shares top priority with industry in the 1971-72 Investment Program, which is in the final stages of gaining approval. The program calls for an annual growth rate of 7 per cent in agriculture and it will receive \$135

million out of total program expenditures estimated at \$480 million.

The historic twin river systems—the Tigris and the Euphrates—can provide large amounts of water for irrigation and much of the soil is inherently fertile. Several Canadian consultants have submitted formal requests to be considered when tenders are called on a country-wide water resources survey and development project. It is estimated that some 50 per cent of the land is potentially productive but only about 25 per cent is in use. Harvests vary considerably from year to year as they are at the mercy of the dry soil and temperamental rainfall. Severe droughts in the past five years have led to poor

## Interested in Iraq?

Contact the Commercial Office of the Canadian Embassy in Beirut. We'll place you in direct contact with government purchasing agencies, private agents or importers.

When you receive your first tender, note the terms and conditions. They may appear severe but the competition doesn't think so!

Sharpen your pencil before quoting, because price is the deciding factor in making awards.

Appreciate the size of the market and show interest in small- and medium-size deals.

Quote on portions of requirements if you can't supply the volume or all items requested.

Submit alternative offers where specifications appear odd or impossible. Remember they may not be built around a known item.

Investigate export credits insurance and long-term financing facilities provided by the Export Development Corporation.

grain crops and to initial sales of Canadian wheat and barley, which in 1971 will top \$40 million.

**Mineral Development**—Petroleum is Iraq's most important and highly developed mineral resource. Crude oil production, which in 1970 totalled 76 million tons, is rising. Oil revenues for 1971 are officially estimated at \$770 million compared with \$513.5 million in 1970. The exploitation of the North Rumaila oilfield should mean revenues of \$1.5 billion by 1980. A Canadian consultant is currently preparing a

proposal for a feasibility study covering utilization of mineral gas reserves. Sulphur is being mined, and unexploited deposits of phosphate, limestone, salt, clay, marble and gypsum are known to exist. A geophysical survey is under way and report has it that deposits of uranium, iron and copper have been located.

**Industrial Development**—Industry is expected to expand by 12 per cent during the 1971-72 Investment Program and \$120 million will be spent on this expansion, which is proceeding steadily. A survey conducted in 1968 disclosed 1,435 manufacturing establishments employing 98,554 workers. All large establishments are government-owned and operated. The principal industries other than petroleum refining are milling, spinning and weaving, cement, footwear, matches, beverages, vegetable oil, soap and detergents, dairy products, sugar, cigarettes, and others that produce construction materials or process agricultural products. The Government of Iraq is most anxious to establish heavy industry and during recent years contracts have been signed with the U.S.S.R., East Germany, Hungary, France, Spain and other European countries for the construction of plants to produce sulphur, paper and paperboard, fertilizers, pharmaceuticals and antibiotics, rayon yarns, textiles, agricultural implements, sugar, and electrical equipment and appliances.

Other sectors covered by the Investment Program are transportation and communications (\$78 million) and housing and services (\$60 million). Oil revenues will provide the bulk of funds for the Program, but foreign loans will of necessity play an important role in the development process. Total offshore credits or loans to Iraq at the end of April 1971 were expected to approach \$1 billion.

**Selling to Iraq**—Companies that wish to sell to Iraq will find that the Government is the major customer. Directly or through its agencies, it controls about 75 per cent of the country's import trade.

It appears, however, that most retail operations will remain largely with the private sector. It seems evident that a large number of government purchasing agencies will continue to depend on the technical expertise of private agents for the next few years at least. The Govern-

ment exercises a monopoly over the import of grains, tea, milk, sugar, poultry products, automotive vehicles and parts, tires and tubes, agricultural machinery and implements, pharmaceuticals, lumber, appliances and several kinds of textiles. In addition, all banks and insurance companies and the major industrial enterprises have been nationalized. Among them are all public transport services (airlines and railways) and the electric power and water utilities, telephone service, oil and gas distribution, and the information media.

**Purchasing Methods**—The Government normally buys through international calls for tender. To establish contact with the many state purchasing agencies and ensure receipt of bid documents, Canadian suppliers must appoint agents qualified to deal with both the Government and the private sector. With few exceptions, agencies will not mail notices of requirements abroad and it is essential to have a man on the spot to relay this information to supplying companies. Mail service to and from Iraq is erratic and often cables must be used. The Government places great stress on price and generally the lowest bid must be accepted if it meets the specifications.

Latest requirements for goods and services are reported regularly by the Commercial Office of the Canadian Embassy in Beirut to Ottawa, as well as to selected Canadian suppliers who have expressed interest in receiving tenders. Prices must be quoted in U.S. dollars or pounds sterling on the basis c. and f. Umm Qasr or c. and f. Baghdad, via Beirut or Lattakia. Offers should be sent directly. An offer must normally be accompanied by a refundable bank guarantee; it is up to the supplier to provide this unless the agent agrees to do it. The offer must be sent to the appropriate Iraqi purchasing agency even if the bidder has an agent in Iraq; a copy should be sent to the agent for follow-up. Cabled offers are considered, provided that they are confirmed in detail by airmail letter; so are fractional offers and alternative submissions. Payment is by irrevocable and confirmed letter of credit. Delays in payment (there is strict foreign exchange control) are not unusual, and should not cause concern. Certain government purchasing agencies prefer to buy on credit or barter.

#### WHAT IRAQ BUYS FROM CANADA

	\$ 1969	1970
Cheese	64,769	184,484
Milk	221,189	96,514
Wheat and wheat flour	354,969	1,804,837
Asbestos milled fibers	128,587	61,148
Copper wire and cable, excluding insulation	798,429	546,742
Textile rugs	37,547	71,311
Washing machines	209,606	455,919
Industrial chemical specialties and explosives	27,032	41,110
Peas, dried	6,396	199,977
Infant and junior foods	1,184	139,118
Newsprint	—	71,311
Linerboard	—	60,255
Other commodities	941,872	451,637
<b>Total exports</b>	<b>2,791,580</b>	<b>4,184,363</b>

**Licensing and Documentation**—All imports are subject to quota allocations and individual import licensing on the basis of essentiality and estimated market demand. The tariff policy effectively supplements the quota system by levying higher duties on non-essential goods. Imports of goods produced locally in sufficient quantity to meet domestic requirements are prohibited. Canadian suppliers should not ship anything to Iraq unless the importer holds a valid import licence and has opened an irrevocable letter of credit; otherwise the goods will be liable to confiscation by the Iraqi Customs. Prices must be quoted c. and f. because insurance on all imports must be purchased in Iraq.

Every shipment must be covered by a bill of lading (three copies), a detailed commercial invoice, and a packing list. The bill of lading must indicate the nationality of the vessel. Details on these documents can be obtained upon request from the Chief, Asia Division, Office of Area Relations, Department of Industry, Trade & Commerce, Ottawa, or the Commercial Office of the Canadian Embassy in Beirut.

The Nedlloyd and Hoegh Lines operate regular sailings to the Gulf, including Iraq. Several other lines—including Federal Commerce and Navigation Limited of Montreal, Sovereign Marine Lines Inc., and North Pacific Shipping Company—also operate to the Gulf, though not on a regular basis. A new tariff recently issued by the Basrah

Port Authorities should be studied carefully because certain charges can be eliminated by either using the alternative Iraqi port, Umm Qasr, or by shipping to Beirut or Lattakia and trucking to Baghdad. The present inland freight charge from Beirut to Baghdad is U.S.\$26 and from Lattakia U.S.\$24 per metric ton.

Canadian exports to Iraq in 1970 reached \$4.1 million, an increase of \$1.4 million over 1969. Main exports included wheat and wheat flour, copper wire and cable, washing machines and foodstuffs (see the accompanying table). Our imports from Iraq totalled something over \$14 million and consisted mainly of crude oil.

## ... Syria

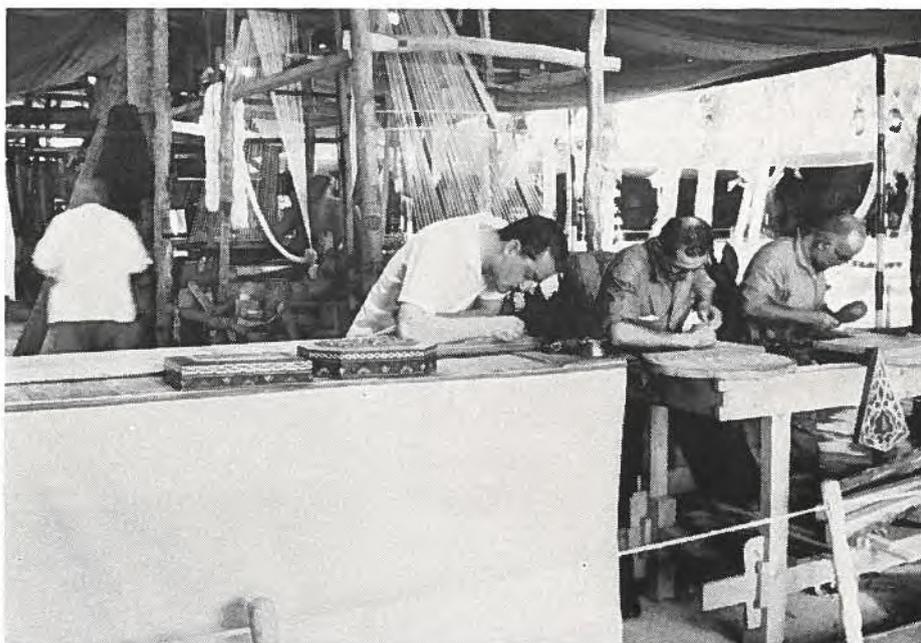
In 1971, the Government of Syria is beginning its third Five-Year Plan, expecting to spend nearly \$2 billion in an effort to brace the economy and lift living standards. There are some trade opportunities but competition from Eastern Europe is stiff.

**YVES TREPANIER**  
Assistant Commercial Secretary  
Beirut

Thanks to important shipments of cereals, Canadian exports to Syria rose to \$18.6 million during 1970, placing Canada among the country's ten principal suppliers. Nickel coins minted in Canada are now in use here and new contracts have been signed for 1971. Cancer treatment by cobalt beam therapy began in March, using a Canadian unit.

The development and improvement of agriculture and the expansion of industry are part of Syria's economic objectives, aimed at raising the standard of living and strengthening the economy. The private sector is encouraged to collaborate with the Central Government, which controls 75 per cent of the foreign trade and 70 per cent of industry in the country. In the area of foreign trade and supplies, priority is given to internal security, the basic needs of the people, economic development, the reduction of the trade deficit, conservation of foreign exchange, and encouragement of local industries.

The new Five Year Plan (1971-75) for economic and social development, the third, has just come out. It envisages capital outlays of \$1,885 million, of which \$300 million will have to come from foreign sources. The plan aims to establish a rate of agricultural and industrial growth of 8.2 per cent per



*The well-known inlaid wooden boxes and brassware of Syria are produced by artisans working in many small factories like this one. It is also equipped with ceiling-high looms on which weavers make Damascus silk brocade fabric.*

year. Waterpower resources, farm irrigation, the Euphrates program, industrialization, scientific and social progress are all to be influenced by this development plan.

Wheat, barley and cotton are the main sources of agricultural wealth, but because 80 per cent of the cultivated land depends on rainfall, production varies from year to year and Syria must import wheat and barley during the dry years. One of these was 1970,

when Canada sold 300,000 tons of wheat and 37,000 tons of barley to supplement the local harvest, the worst in nearly a decade. On the other hand, this year's heavy snowstorms promise a better cereal harvest in 1971, which would free foreign exchange to be used for development projects. Imports of cereals will still be needed in 1971, however, to improve the quality of local flour and to make up for certain shortfalls in local production.



The mineral resources of Syria are not great. Preliminary geological studies made by Soviet technicians have shown the existence of lignite, sulphur, chrome, uranium, lead, manganese and asbestos, but the commercial possibilities of these deposits remain to be proved. Deposits of salt and bitumen are being exploited. Installations for the exploitation of phosphates are nearing completion and at the first stage will produce 1.2 million tons of concentrate per year, with a potential output of 3 million tons.

Oil reserves are estimated at 250 million tons. Actual production is about 7.5 million tons per year and should reach 15 million by 1975. Oilfields are under the control of the General Petroleum Authority, which is responsible for the exploitation, refining, marketing and transport of crude oil throughout the country. The only refinery is located at Homs and was built by the Czech firm, Techno-Export. It has a capacity of 2.7 million tons.

Over two-thirds of secondary industry is under the control of the State. The textile industry is the most advanced and is still expanding. The Government is now trying to develop other areas, such as food processing (refining of sugar, flour mills, and plants turning out vegetable oils and beer) and other manufacturing industries (cement, plastics, washing machines, refrigerators, electric cables).

Among the projects included in the Third Five Year Plan (1971-75) for economic development, \$370 million is allotted to the Euphrates Dam, the most ambitious undertaking at the moment. Part of this will be used to complete construction of the dam by the end of 1971. During the first stage, electrical installations of 300,000 kw. will be made, thanks to an agreement signed with the U.S.S.R. in 1966 providing for financial (\$125 million), material and technical aid. A pilot project covering 17,600 hectares will be carried out to determine suitable farming methods for the Euphrates lands that will be irrigated. Another 38,700 hectares will be provided with the necessary irrigation and drainage systems.

In the oil sector, exploration activity will be intensified, with further geological, topographical and seismological

TABLE 1  
IMPORTS INTO SYRIA

	\$ million		
	1967	1968	1969
Livestock and animal products	7.0	9.7	11.5
Vegetable products	34.2	44.5	31.0
Beverages, liquors, tobacco	8.8	7.4	11.5
Mineral products	25.0	34.6	38.0
Chemical products	21.7	28.9	31.6
Plastics, rubber	8.4	9.6	11.9
Wood, charcoal	7.4	5.3	7.9
Pulp and paper	6.4	4.6	5.3
Textiles and textile products	22.4	27.8	37.4
Stones, cement, asbestos and glassware	3.0	4.0	3.5
Jewellery and precious metals	—	9.3	1.7
Basic metals	49.1	43.8	50.0
Electrical equipment and machinery	43.9	52.3	53.2
Transport equipment	10.9	10.6	26.5
Others	5.8	9.1	10.5
<b>Total Imports</b>	<b>254.0</b>	<b>301.5</b>	<b>331.5</b>

TABLE 2  
CANADA'S EXPORTS TO SYRIA

	\$'000				
	1966	1967	1968	1969	1970
Wheat	—	65	3,465	—	15,746
Barley	—	—	—	—	2,005
Oats	—	47	409	110	—
Nickel and alloys	—	—	135	398	248
Washing machines and parts	5	23	19	49	77
Asbestos cement and fibers	42	—	95	23	1
Cheese	—	171	46	13	194
Milk powder	6	12	85	—	—
Textile rags	85	16	20	15	4
Yarn and thread, synthetic	119	43	69	18	—
Metal end products	—	—	22	71	—
Paper (writing, reproduction, newsprint)	—	—	—	76	11
Nuts and bolts	28	2	14	6	—
Asbestos brake linings	16	12	8	11	7
Textile machinery	10	10	11	10	11
White pea beans	—	48	16	—	—
Narrow fabrics	—	—	30	24	—
Prefabricated buildings and structures	124	—	—	—	132
Others	119	61	235	86	200
<b>Total</b>	<b>554</b>	<b>510</b>	<b>4,679</b>	<b>910</b>	<b>18,636</b>

TABLE 3

## PROJECTS UNDER SYRIA'S THIRD FIVE-YEAR PLAN (1971-75)

	\$ million Sector		
	Public	Private	Total
Euphrates	375	—	375
Irrigation and land development	50	33	83
Agriculture	102	33	135
Industry	276	35	311
Energy and fuels	239	—	239
Transport and communications	184	24	208
Public companies and collective undertakings	138	214	352
Services	124	24	148
Domestic trade	29	5	34
<b>Total</b>	<b>1,517</b>	<b>368</b>	<b>1,885</b>

surveys. Several wells will be drilled, the capacity of the pipeline will be increased, and a new refinery with a capacity of two million tons will be built. To carry out these projects, the General Petroleum Authority will have a \$230 million budget during the next five years.

Other projects in the Five Year Plan are already under way and others not yet started. They include:

- Doubling cement production to 1.8 million tons by 1975.
- Increasing the production of electrical cables and turning out up to 30,000 refrigerators by 1975.
- Development of the food products, canning and flour milling industries and of brewing, plus processing of local farm products for export.
- Undertaking an important construction and equipment program in the educational field. It will start with the two universities in the Faculties of Engineering and Medicine. At the University of Damascus a medical complex will be built, including medical, pharmacy and dental schools, a school of nursing, a research center and a 1,000-bed hospital.
- Increasing the number of hospital beds from 6,150 in 1970 to 10,000 by

## National Organizations in Syria

## IMPORTING

## PHARMEX

Pharmaceutical Products Foreign Trade Organization  
P.O. Box 3053  
Damascus, Syria

*Pharmaceutical products, antibiotics, serums, vaccines, veterinary and laboratory products, dressings, baby food.*

## AFTOMACHINE

Foreign Trade Organization for Machinery and Equipment  
P.O. Box 3130  
Damascus, Syria

*Vehicles, automobiles, trucks, combines, tractors and farm machinery, all types of tires.*

## TAFCO

Foreign Trade Organization for Chemicals and Foodstuffs  
P.O. Box 893  
Damascus, Syria

*Newsprint, all types of paper, chemical fertilizers, canned food (fish, meat, etc.) raw hides.*

## AFTOMETAL

Foreign Trade Organization for Metals and Building Materials  
P.O. Box 3136  
Damascus, Syria

*All import needs in wood (Douglas fir, spruce, fir, etc.); all kinds of metal and steel products.*

## AFTOTEX

Textile Foreign Trade Organization  
P.O. Box 814  
Damascus, Syria

*Synthetic fibers (viscose, nylon, polyamide, polyester).*

## GOTA

General Organization for Trade and Artisan Products  
P.O. Box 15  
Damascus, Syria

*Spirits, canned food, cosmetics, typewriters, adding machines, watches and alarm clocks, photographic equipment, farm products, razors and blades, chemical products, etc.*

## INDUSTRIAL

Union of Foodstuffs Industries  
P.O. Box 105  
Damascus, Syria

Union of Textile Industries  
Alep, Syria

Union of Mechanical Industries  
P.O. Box 3120  
Damascus, Syria

Union of Chemical Industries  
P.O. Box 3120  
Damascus, Syria

1975. Many new hospitals will be built and others will be enlarged and modernized.

In spite of past efforts, Syria has not been able to reduce its trade deficit, which continues to increase. It reached \$146 million in 1969, partly because of the growing need for imported equipment and machinery for the various development projects. The Government is confident that new sources of revenue—exports of petroleum (\$100 million a year) and of phosphates (\$12.5 million a year)—will bring in more money but it will be used to step up development rather than to reduce the trade deficit.

Following numerous trade agreements concluded with Eastern European countries, more than a third of Syria's imports came from the U.S.S.R., Bulgaria, Czechoslovakia and East Germany. Apart from our sales of grain, Canadian penetration of the Syrian market is small. In general, our prices are high and the chances of increasing our exports are limited because of the competition from the Eastern European countries with their easy payment terms and their ability to undertake turnkey projects. Nevertheless, there seem to be possibilities worth exploring in the oil industry and in other industrial sectors.



# ... Jordan

Unsettled conditions in the past year have depressed agriculture and industry. Canadians might participate in development projects under foreign aid.

F. IAN WOOD, Commercial Counsellor, Beirut



*One of Jordan's greatest problems is a lack of natural resources. Most of the country is desert, where water is scarce. A recent loan from the World Bank is being used for exploration programs in search of underground water. Here, Jordanian workmen help lay pipe in an active drilling operation which has tapped subterranean water supplies in the southern desert area.*

Internal unrest in the Hashemite Kingdom of Jordan has greatly depressed economic activity. A widening gap between exports and imports without an appreciable increase in aid produced a balance-of-payments deficit in 1970 for the second consecutive year. The economically vital West Bank remains in Israeli hands. On the brighter side, gold and foreign exchange reserves continue to be steady, the dinar is firm, and the country is meeting its financial obligations.

Jordan covers an area of 37,000 square miles (including the West Bank), the greater part of which is desert. It has few natural assets, yet must cope with a population of something over two

million. More than one third of these are classified as Palestinian refugees and are largely maintained by the Government and international organizations, notably UNRWA. The 1967 war cost Jordan the agriculturally rich West Bank (which had provided 38 per cent of the GDP) and Jerusalem, the main tourist resort, not to mention a sizable proportion of its population.

In addition, internal conflict has crippled economic activity and will doubtless curtail development for some years to come. One prediction can be made with certainty—Jordan will become even more dependent on foreign aid in all forms.

Some idea of the calamitous effects of the civil war and continuing armed clashes is disclosed in figures released by the Government. These include a drop of about \$140 million in the GNP (about \$500 million); government compensation for personal and property damage to reach \$70 million; a budget deficit of \$25 million (triple the original estimate); a reduction in this year's development budget of \$12 million. Then there is the suspension of annual aid commitments by Libya (\$25 million) and Kuwait (\$38.5 million). These contributions represent 17 per cent of revenue this fiscal year.

Moreover, insecurity and strikes have led to absenteeism and declining pro-

duction—conditions hardly calculated to encourage business and investment, though recent weeks have witnessed stirrings in the commercial sector. What is remarkable is that, despite all this, the financial position of both the Central Bank and the commercial banks has remained steady, and the issue of foreign exchange permits fell only in September.

Agricultural and industrial production has been severely hit. Agriculture, which accounts for about 25 per cent of GDP and employs one-third of the native population, had a smaller output in all categories in 1970. The manufacturing sector is concentrated in cement, foodstuffs and clothing, with a lower priority on the production of marble, matches, soap, vehicle bodies, cigarettes, pharmaceuticals, and alcoholic drinks, and olive oil refining. Recent developments include a brewery, a tannery, and margarine and ceramic plants.

Until the 1967 war, tourism was the number one Jordanian industry and earner of foreign exchange. Since that time the number of tourists has fallen to a trickle and so have receipts. Faced with the loss of the West Bank, efforts have been concentrated on developing facilities at Jerash (ironically the scene of some of the worst clashes), Petra, and Aqaba, Jordan's only port.

Phosphates are the major resource and export, and reserves are said to exceed 400 million tons. Production in 1970 topped one million metric tons, representing 35 per cent of exports. Some 10,000 tons of salt are produced annually. There are large quantities of mineral salts in the Dead Sea, but a plan to produce potash in that area has been postponed. Modest quantities of copper, manganese and gypsum have been found.

Oil exploration has been resumed by a Yugoslav firm and "encouraging" signs are reported from the first two exploratory drillings.

Road transport, much of it along desert tracks, is the primary means of movement in Jordan, but good paved roads connect Amman, the capital, with major centers inside and outside the country. There are an estimated

## Developments under way or planned in Jordan

Amman-Zarka road, 10 miles  
Cost: unknown  
Financing: World Bank (IBRD)

Jordan-Saudi Arabia road, 10 miles  
Cost: \$2.8 million  
Financing: Saudi Arabia

Educational project (vocational training, new secondary and teacher training schools and printing works)  
Cost: \$15 million  
Financing: \$11 million from World Bank (IDA)

Zarka Dam project (Technoexport of Czechoslovakia)  
Cost: \$14 million  
Financing: Kuwait Fund

Tobacco production improvement program  
Cost \$1 million  
Financing: UNDP (Special Fund)

Underground water exploration program  
Cost: unknown  
Financing: World Bank

Zarka thermal power station  
Cost: unknown  
Financing: World Bank

Phosphate production improvement program  
Cost: \$500,000  
Financing: UNDP (Special Fund)

Coaxial cable or microwave link, Jordan-Iraq  
Cost: \$2.8 to \$5.7 million  
Financing: unknown



*Before the 1967 Middle East War, Jordan's chief industry was the tourist trade. The war had a disastrous effect on tourism, but today efforts are being made to develop more facilities like this attractive prewar Aqaba Hotel, shown here.*



30,000 registered vehicles in the country. The only stretch of railway is an old section of the Hedjaz Railway, and there are plans to extend the line as far as Medina. So far only the section to Aqaba is being built.

Defence, internal security and development expenditures are for the most part financed by offshore aid. Defence expenditure last year was officially estimated at nearly half the total outlay. Progress toward economic viability was interrupted in 1967, but the economy is recovering steadily despite the loss of the West Bank and heavy defence commitments.

Controls are strictly enforced for balance-of-payments and revenue purposes and to protect industry. Import control is exercised through a system of licences and exchange permits—prerequisites for obtaining foreign exchange and opening letters of credit. A few goods produced locally in sufficient quantity are prohibited entry, but essential raw materials and machinery come in duty-free. Use of the port of Aqaba is encouraged by levying a 5 per cent fee on shipments overland from Beirut via Syria. However, most imports have entered Jordan via Beirut since 1967. Various direct taxes also apply. There are no restrictions on capital inflow but, apart from profits accruing from government-

approved investments, the export of funds is restricted.

Jordan's imports naturally reflect the requirements of a developing country with a large indigent population. In 1969 merchandise imports reached \$182 million, compared with \$172 million the year before. In 1970 Canada's share dropped to \$382,000 from \$645,000 in 1969. Machinery, pharmaceuticals, foodstuffs, fuels, motor vehicles and parts, textiles and chemicals dominate imports. Canada's contribution was essentially as the major supplier of washing machines. The country's major exports are phosphates and agricultural products.

In the present unsettled conditions, it is difficult to forecast prospects for Canadian goods and services. Our total trade effort in past years has been exceptionally modest and this is unlikely to change. Recent project announcements, however, have attracted inquiries from foreign manufacturers and consulting engineers and there may still be opportunities for Canadian companies. These projects are listed, together with their cost and sources of financing where known, in the accompanying box.

After the 1967 events, the Government restricted priorities to five main areas, which again may hold oppor-

tunities for Canadians. These areas are: phosphate storage; cargo-handling facilities and a new berth at the port of Aqaba; a 70-mile rail link to Aqaba; continuation of the national electrification plan; a new airport at Aqaba, and continuing geological surveys.

If you want to try the Jordanian market, there are several points to remember. First of all, contact the Commercial Counsellor in Beirut, in whose territory Jordan lies, for information on the opportunities and for guidance. After all, he does know the market. If the prospects appear promising, visit the country—but not between June and September, it's hot. And appoint an agent. (We can advise you on the choice.) It's a small market, so give him exclusive rights and support him with advertising campaigns. But don't expect him to specialize; few agents here do. And don't expect an Israeli agent to do business in Jordan.

Make every effort to deal promptly with correspondence, requests for literature, prices and orders, and correspond in English. Prices should be quoted in United States funds, and letter of credit should be requested until the economic situation is clearer. You can expect to meet with requests for 90 to 120 days credit. Use air freight whenever possible, and register trademarks and patents in Jordan.

## Canadian Food Processors Feed Japanese Buyers

These Japanese guests at a buffet prepared by Japanese chefs in Japan are eating...Canadian foods. The occasion was a food promotion by six Canadian food processing companies. Their aim was to increase exports to the hotel, restaurant and institutional market in Japan by establishing agents and making new contacts with the trade. Canadian firms in this field are already doing \$6 million a year in business with Japanese buyers. Receptions held in Osaka and Tokyo featured Canadian fresh chilled beef products in particular, along with frozen vegetables and frozen, canned and processed meats. At each reception, Japanese chefs demonstrated the preparation of the Canadian foods and sampled them. This was followed by a presentation of Canadian products to Japanese supermarket buyers. The six companies, which were sponsored by the Department of Industry, Trade and Commerce, were encouraged by the turnout. Some 520 guests attended the two receptions, 95 per cent of those invited.



# Export Opportunities

The inquiries listed below come from several sources, including various Branches of the Department in Ottawa and the Trade Commissioner Service posts abroad. Exporters should correspond directly with the companies or agencies mentioned, using the addresses given. The Department of Industry, Trade and Commerce cannot assume any responsibility for trade negotiations that exporters may enter into with these firms, nor can it vouch for their commercial standing.

## **Children's wear, knitwear, fabrics**

**SWITZERLAND**—Lucerne firm seeks contact with Canadian makers of children's wear, knitwear and fabrics. Those interested may contact J. Herz Sons, 10 Neuweg, 6000 Lucerne, Switzerland.

## **Curtain and furnishing fabrics**

**SWITZERLAND**—Swiss firm is interested in Canadian-made curtain and furnishing fabrics. Veit and Co., 3 Konstanzerstrasse, 8280 Kreuzlingen, Switzerland.

## **Electrical household appliances**

**SWITZERLAND**—Company in Basel would like to contact manufacturers of electrical appliances for household use. Contact: Irema AG, 46 Hammerstrasse, 4000 Basel, Switzerland.

## **Fine jewellery**

**UNITED STATES**—A firm now importing jewellery from Thailand, Taiwan and Hong Kong for retail sale in the \$200 to \$300 price range would like to contact Canadian manufacturers of fine jewellery and stones set and unmounted. Inquiries should be directed to Mrs. Edith Pierce, President, Gem Fashion Imports, 52 Emerson Ave., Peabody, Mass. 01960, and copies sent to: Canadian Consul and Senior Trade Commissioner, Canadian Consulate General, 500 Boylston St., Boston, Mass., 02116.

## **Hydraulic equipment and accessories**

**SWEDEN**—A Swedish firm selling direct to industry and through wholesalers covering the whole of Sweden would like to locate Canadian suppliers of hydraulic equipment and accessories. These could include hoists and couplings for use on machines in the metalworking industry, earthmoving machinery, digging machines, cranes, trucks, and ships. Also sought is hydraulic equipment for medical use at hospitals or in dentistry. Canadian firms should write to Lars Svensson, President, AB Cinno, Box 51063, 400 78 Goteborg 51, Sweden, with a copy to: Commercial Counsellor, Canadian Embassy, P.O. Box 14042, Kungsgatan 24, S-104 40 Stockholm, Sweden.

## **Knitwear, women's wear, sportswear**

**SWITZERLAND**—Zurich firm, Socorex-Textil AG, seeks contact with Canadian

producers of knitwear, women's wear and sportswear, and can be contacted at: Socorex-Textil AG, 31 Zeughausstrasse 31, 8004 Zurich, Switzerland.

## **Lining fabrics for women's and men's wear**

**SWITZERLAND**—Canadian firms manufacturing lining fabrics for men's and women's wear are invited to contact an interested Zurich firm. Write to: Rein and Co., Seestrasse 69, 8027 Zurich, Switzerland.

## **Machine tools and measuring instruments**

**SWEDEN**—A large Swedish import firm selling direct to the engineering and electrical industry and steel mills would like to locate Canadian suppliers of machine tools, particularly boring mills and vertical turret lathes. Ulf Wikman, president and owner of Wikman and Malmkjell AB, is also interested in metrology instruments for workshops. Contact Wikman and Malmkjell AB, Hantverkargatan 8, Fack, 104 22, Stockholm, Sweden. For follow-up, send copies of correspondence to the Commercial Counsellor, Canadian Embassy, P.O. Box 14042, Kungsgatan 24, S-104 40, Stockholm, Sweden.

## **Novelties, gift articles**

**SWITZERLAND**—Swiss firm would like to contact Canadian makers of gift articles and novelties. Contact: Asimex, attn. Hans Jucker, 13 Felsnhofstrasse, 8134 Adliswil, Switzerland.

## **Packing materials**

**FINLAND**—Cortex Oy, a well-known and active Finnish firm, would like to locate Canadian suppliers of steel and plastic strapping for carton closing (plastic preferred) and shrink film for packaging use. Cortex Oy is an importer, distributor and agent in the field of packaging machines and materials. Interested firms can contact G. Ahman, General Manager, Cortex Oy, Kuortaneenkatu 14, Helsinki, Finland, with copies to: Commercial Counsellor, Canadian Embassy, P.O. Box 14042, Kungsgatan 24, S-104 40, Stockholm, Sweden.

## **Printed fabrics for women's outerwear**

**SWITZERLAND**—A Zurich firm seeks Canadian makers of printed fabrics for use in the production of women's outerwear.

Contact: Walter Wyler, Loewenstrasse 71, 8023 Zurich, Switzerland.

## **Semi-finished plastic products, packings and sealings, technical rubber, and tapes**

**FINLAND**—A Finnish firm which acts as importer and commission agent throughout Finland would like to contact Canadian manufacturers in the following fields: oil seals and mechanical oil seals and O-rings; semi-finished plastic products such as bars, tubes and sheets made of PVC, nylon, teflon or polyacetal (delrene); technical rubber sheetings and rubber hoses; technical tape, including masking tape and tape for electrical insulation purposes. Firms interested in supplying any of the above types of goods to Finland may contact J. Karaspuro, general manager, Kumi-Tuote Ky, Hitsajankatu 8, Herttoniemi, Finland. Copies of correspondence may be sent to the Commercial Counsellor, Canadian Embassy, P.O. Box 14042, Kungsgatan 24, S-104 40 Stockholm, Sweden.

## **Shoe findings, lining material for men's and women's wear, and raincoats**

**SWITZERLAND**—Canadian manufacturers of shoe findings, lining material for use in men's and women's wear, and men's and women's raincoats seeking a Swiss market should contact Crispin Service Ltd., 5702 Niederlenz, Switzerland.

## **Shoes**

**SWITZERLAND**—A Swiss firm wishes to contact Canadian suppliers of shoes of all kinds. Those interested contact: J. Leuthi and Co., Ilco Shoes, 3400 Burgdorf, Switzerland.

## **Silverware cutlery, gift articles**

**SWITZERLAND**—Lucerne firm would like to reach Canadian suppliers of silverware cutlery and gift articles. Contact: Pfalzer and Co. AG, 3 Falkengasse, 6000 Lucerne, Switzerland.

## **Synthetic yarns**

**SWITZERLAND**—Canadian-made synthetic yarns for the manufacture of stockings are sought by the Swiss firm L. Schulthess, 103 Albisstrasse, 8060 Zurich, Switzerland.

### **Textile piecegoods of all kinds**

SWITZERLAND—A Swiss firm is interested in Canadian-made textile piecegoods of all kinds. Contact: Erwin Sarbach, Meier-Bosshardstrasse 2, 8048 Zurich, Switzerland.

### **Textile piecegoods for apparel industry**

SWITZERLAND—Canadian suppliers of textile piecegoods for use in the apparel industry are invited to contact the Swiss firm Leon Levy, 1 Kreuzbuehlstrasse, 8008 Zurich, Switzerland.

### **Textile piecegoods suitable for women's and men's wear, deep pile fabrics, furnishing fabrics**

SWITZERLAND—Inviting contact from Canadian suppliers is a Swiss firm which requires all kinds of textile piecegoods suitable for women's and men's wear. The firm also makes use of deep pile fabrics and furnishing fabrics. Contact: Estlinbaum and Kraehenbuehl, Bruderholzstrasse 10, 4002 Basel, Switzerland.

### **Wallpaper; tools for papering**

SWITZERLAND—The firm W. Wirz-Wirz AG, located at 4 Auf Dem Wolf, 4002 Basel, Switzerland, invites inquiries from Canadian suppliers of wallpaper and papering tools.

### **Watchbands, articles for dogs**

SWITZERLAND—A Zurich firm is interested in contacting Canadian suppliers of watchbands and of articles for dogs. Contact: Leder-Locher AG, 18/19 Muensterhof, 8001 Zurich, Switzerland.

### **Watches, jewellery**

SWITZERLAND—A Swiss firm would like to contact Canadian suppliers of watches and jewellery. Interested parties may contact Franz Schrenk AG, 88 Hauptstrasse, P.O. Box 240, 8280 Kreuzlingen, Switzerland.

### **Woven fabrics and jersey fabrics**

SWITZERLAND—W. Hotz, a Zurich firm, would like to find Canadian sources of supply for woven and jersey fabrics. Contact: W. Hotz, 19 Freystrasse, 8004 Zurich, Switzerland.

## **Agencies Wanted**

The following entries have all been submitted by the Canadian Consulate General in New York City. Anyone contacting firms listed below should send a copy of correspondence to: Deputy Consul General (Commercial), Canadian Consulate General, 680 Fifth Avenue, New York City, N.Y. 10019, in case follow-up is needed.

### **Abrasives**

UNITED STATES—A firm specializing in selling outside of North America would like

to represent Canadian firms manufacturing abrasives. Those interested may contact A.H. Davis, President, Mundus Chemical Products Corp., 52 Broadway, New York, N.Y. 10014.

### **Automotive spares and off-the-road equipment**

UNITED STATES—A New York firm would like to act as representative for Canadian suppliers of spares for automobiles, heavy duty vehicles and off-the-road equipment. The firm involved are export agents specializing in sales to Central and South America, Belgium, Ethiopia, Thailand and Ceylon. Contact: T. H. Pfeiffer, Kahn-Pfeiffer Company, 50 Broad Street, New York, N.Y. 10014.

### **Auto parts, accessories and products**

UNITED STATES—A firm specializing in sales to South America would like to represent Canadian manufacturers of auto parts, accessories and products. Firms interested in this offer of representation may contact Harvey Bernes, president, Bernco International Inc., 12 John Street, New York, N.Y. 10038.

### **Auto parts**

UNITED STATES—Export agent specializing in sales to West Africa and Central and South America would like to represent Canadian suppliers of auto parts. Contact: A. Schapira, President, Chapron Inc., 15 Park Row, New York, N.Y. 10038.

### **Burlap and cotton bags**

UNITED STATES—The International Burlap Bag Co., of New York, a firm of import/export merchants specializing in sales to Europe, Central and South America, the Middle East, South and West Africa and Asia, wants to represent Canadian makers of burlap bags and cotton bags. If interested, contact R. Luewenstein, International Burlap Bag Co., 600-606 W. 110th St., New York, N.Y. 10025.

### **Confectionery, biscuits and snacks**

UNITED STATES—An American firm would like to represent Canadian manufacturers of confections, biscuits and snacks. The firm, which sells outside North America, is Brewster, Leeds and Co., Inc., 22 West 38th Street, New York, N.Y. Inquiries should be addressed to the president, J. B. Ducat, at the above address.

### **Costume jewellery, gift items, and novelties**

UNITED STATES—The New York City firm K. Chellaram and Sons is interested in representing Canadian manufacturers of costume jewellery, gift items, and novelties. The firm specializes in sales to Nigeria, Ghana, Sierra Leone, Gambia, Philippines, Canary Islands and Singapore. Firms interested in this offer of representation should write directly to J. Khubchand, manager, K. Chellaram and Sons, Inc., 368 Broadway, New York, N.Y. 10012.

### **Fish products**

UNITED STATES—An American import/export agent would like to represent Canadian producers of frozen seafood. Contact: A. H. Velleman, president, Ovimpex Inc., 11 Park Place, New York, N.Y. 10007.

### **Furniture**

UNITED STATES—Selling outside of North America, a New York firm would like to represent Canadian manufacturers of low-priced furniture, painted or unpainted, including dinettes, dining room sets, living room and bedroom furniture. Those interested should contact F. Berdach, president and treasurer, Manhattan Commercial Western Corp., 366 Broadway, New York, N.Y. 10013.

### **Giftwrap and other types of paper**

UNITED STATES—A New York export agent would like to represent Canadian manufacturers of giftwrap paper, mimeograph paper, bond paper and duplicating paper. The firm specializes in sales in Western Europe and Latin America. Contact: R. Prenselaer, president, Coles International Co., Inc., 302 Fifth Ave., New York, N.Y. 10001.

### **Hospital and education equipment**

UNITED STATES—A Port Washington, New York, firm wishes to represent Canadian manufacturers of laboratory and hospital supplies and educational products used in colleges, universities and schools. The firm acts as export agents in the Caribbean, the Middle East, India, Africa, Brazil, Argentina and Venezuela. Interested parties can contact W. Stern, president, Walter Stern, Inc. P.O. Box 571, Port Washington, N.Y. 11050.

### **Pharmaceutical chemicals, printing ink chemicals**

UNITED STATES—New Jersey firm seeks contact with Canadian firms producing chemicals for the pharmaceutical trade and for printing ink manufacturers. Sales are in the New York-New Jersey-Pennsylvania area. Contact: M & M Distributors, P.O. Box 173, Carlstadt, New Jersey, Telephone: 201-939-3206.

### **Sporting goods**

UNITED STATES—An American firm of export agents selling outside North America would like to contact Canadian companies in the sporting goods field. Contact G.J. Leeds, President, Dodge and Seymour Ltd., 53 Park Place, New York, N.Y. 10007.

### **Toys, novelties, and housewares**

UNITED STATES—A New York export agent firm specializing in sales to Latin America would like to represent Canadian companies producing toys, novelties and housewares. Contact R. Miranda, International Overseas Co., 225 Lafayette St., New York, N.Y. 10012.

# Wanted: Manufacturers

## Mobile residence

Belgian firm seeks Canadian licence to manufacture and market its mobile residence. Built of glass fiber-reinforced polyester, on the industrial principle of modular elements, its outstanding feature is the easy addition of three double bedrooms in only a few minutes. A modular section of the caravan wall is raised to form the roof, another one is lowered for the floor, support props are placed, and the sides installed. These sides are of either padded tent canvas which unfolds automatically with the roof and floor, or rigid polyester like the caravan. Literature available. **Item 2403**

## Hydraulic excavators, loaders and cranes

European firms, through their U.S. agent, are seeking licensing arrangements with Canadian firms to manufacture and market their lines of hydraulic excavators and loaders, mobile cranes and climbing cranes. The hydraulic excavators and loaders are of medium size, with engines ranging from 35 hp. to 164 hp. One unit, it is claimed, can easily handle gradients up to 100%. The climbing cranes have a folding two-piece boom which can be used as a conventional crane or as a trolley boom, adjustable under load to provide up to 66 feet additional lift height. The self-propelled mobile cranes have motors ranging to 49 hp. Literature available. **Item 2404**

## Drive axles, shovel loaders

Italian firm is seeking licensing arrangements with Canadian firms to manufacture and market its drive axles which are suitable for construction machinery, and also its all-wheel-drive articulated shovel loaders. The drive axles are equipped with planetary hub reduction and are suitable for mobile cranes, excavating machines, dumpers, shovel loaders, snowblowers, etc. Licensor will furnish design and technical knowhow. Literature available. **Item 2405**

## Trailer axle assembly

Dutch firm, through its U.S. agent, offers under licence the Canadian production rights and the North and South American marketing rights for its patented trailer axle assembly. The unique self-steering, tandem-bogie design ensures that the trailer wheels automatically follow the same curve as that of the tractor at all times. A device incorporated into the trailer coupling is claimed to make jack-knifing impossible and to prevent skidding. Literature available. **Item 2406**

## Pneumatic and hydraulic cylinders

American company offers under licence the Canadian manufacturing and marketing rights to its line of pneumatic and hydraulic cylinders and related fluid power products for automated machinery. This equipment, which is used in the tool, food, machine, chemical, rubber, auto and other major industries, is claimed to combine superior workmanship with highest quality materials. Licence should be a manufacturer with special technical knowledge in machining, welding, assembling, painting and mechanical engineering. Literature available. **Item 2407**

## Electroplated aluminum in continuous coils

American firm offers Canadian production and marketing rights for its new process for the continuous electroplating of aluminum strip or wire. The aluminum so plated is used as a substitute for copper and brass in electrical applications. The claimed advantages of using aluminum include its low comparative weight, its anti-corrosion properties and its greater stability at joinings. In addition, plated aluminum can easily be cold-welded to bare aluminum. Literature available. **Item 2408**

## Sporting and recreational device

Canadian inventor is seeking a licensing arrangement with a Canadian manufacturer to produce and market his skimmer for use on surf, snow, wet sand or grass. The board is made of fiberglass-reinforced plastic filled with foam. The unit is six feet long and weighs less than four lb. It is manoeuvred in the same manner as conventional surfboards and is claimed to attain speeds of up to 40 mph. A piece of frictional stripping along the flat top helps the rider maintain balance. Literature available. **Item 2409**

## Sawmill equipment

American company offers under licence the Canadian production and marketing rights to its line of sawmill equipment. Offer covers all equipment required for a complete sawmill, such as carriages, log conveyors, bar turners, log stops, edgers and trimmers, log-handling decks and auxiliary equipment. Literature available. **Item 2410**

## Chemical building preservatives

Austrian firm offers under licence the Canadian production and marketing rights for several of its chemical building preservatives. These products include concrete additives; sprayable form oils for heated form tables,

slide shutterings, etc.; a plastic one-part cartridge mastic and a thiokol-based two-part synthetic material. Concrete additives provide waterproofing, plasticizing, air-entraining, set-accelerating and retarding, etc. Literature available. **Item 2411**

## Sulphur—removal process

Czechoslovakian state licensing agency offers the Canadian production and marketing rights for a method of removing sulphur compounds from petroleum fractions that contain sulphur. The desulphurization is done by percolation through a column of an absorbent on which the desulphurizing liquid is retained. The process is applicable to light distillates up to and including jet fuels. It is claimed to be particularly advantageous for removing odours from specialty solvents. Literature available. **Item 2412**

## Knocked-down chair

Canadian inventor offers under licence the Canadian production and marketing rights for his knocked-down wooden chair. The chair is made of plywood, or wood and plywood, and string, and it can be assembled without fasteners. String, canvas or leather seat and back surfaces may be attached during manufacture or supplied by the manufacturer for assembly by the customer. In the knocked-down form the chair can be packaged in a 2' x 2' x 3" carton. Literature available. **Item 2413**

## Baby transporter

American company is seeking a licensing arrangement with a Canadian firm to manufacture and market its plastic baby transporter. This device is easily converted from stroller to car seat. The two-wheeled, stroller/car seat eliminates the task of moving the baby from stroller to car seat, folding and loading the stroller, and strapping and unstrapping the baby. Literature available. **Item 2414**

## Wet-strength waste paper recovery

Dutch firm offers under licence the Canadian production and marketing rights to its method for the regeneration of wet-strength waste paper, and also its method for the manufacture of paper from the material obtained. In the regeneration of waste water-resistant paper, the invention provides a method by which a favorable digestion of the water-resistant paper is accomplished with a minimum of corrosion of equipment and deterioration of fiber. This method involves the use of an acidic agent,

one acid-reacting group and at least one group with anti-corrosive properties. Literature available. **Item 2415**

#### **Metal detector**

Canadian inventor offers the Canadian production and marketing rights for his metal particle detection device. The purpose of this device is to supply a positive indication of component failure in any enclosed gear-case, differential or hydraulic system before permanent damage is caused to the rest of the system. The device can be applied to any enclosed component running in oil or grease. In operation, metal particles are attracted to a hollow magnet which is equipped with an insulated probe extending through its center. When metal particles bridge the gap between the magnet and probe, they complete a ground circuit to a warning light on the operating panel. Literature available. **Item 2416**

#### **Method of protecting lumber from termites**

Hawaiian inventor offers under licence the Canadian production and worldwide marketing rights to its method of protecting lumber from termites. Lumber is immersed in an aqueous sodium chloride solution containing one grain of sodium chloride per each 2.8 cc. of water for seven days. Licence will be provided with technical information and use of patent rights. Literature available. **Item 2417**

The following products and processes are offered for manufacture in Canada by Licensintorg, the Soviet state licensing organization. Interested Canadian manufacturers wishing to consider the production of any of these items should contact: V/O "LICENSINTORG", 31 Kakhovka Street, Moscow, M-461, U.S.S.R.

Apparatus for continuous crystallization purification of materials and growing monocrystals in vacuum

Automated production of precision investment castings

Buchholz float relay, type PT 43-66

Device for suppressing the noise of spinning and twisting frames

Edge-reading electrical switchboard meters with light index

Fast-hardening portland cement

Instrument for establishing lateral intestinal anastomosis in the newborn and infants

Machine-tools antivibration OV-31 supports

Method for automatic hardsurfacing of valves for internal combustion engines. Automatic machine for realization of this method.

Nabla-type metal stay for 220 to 750 kv. power lines

New method of fabricating hollow metal-ware with external polyhedral projection

Plastic composition AT for type

Plug-and-socket connector with forced contact pressing after joining

X-20. pointer instruments with universal measuring mechanisms

Pulse water throwers

Sabirov roller for bending sheet metal

Short-circuit protective device for D.C. transmission lines

Solder for brazing and braze welding of cast iron

Straightway valves of improved leak tightness

Welding wire

#### **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, Ottawa, K1A 0H5 Canada

## **International Loans**

### **ADB helps Samoan power project**

The Asian Development Bank will provide technical assistance to Western Samoa for the preparation of a feasibility study for the development of the power sector. The Bank's technical assistance program, which is expected to start early in the second quarter of 1971, includes, among other things, carrying out a survey of the existing power generation capacity and transmission and distribution installations in the Apia area; preparing a power demand study for the next 10 years and a long-term program for the development of additional generating plants based on a comparative study of possible alternative schemes; preparing a master plan for power transmission and distribution, and a feasibility study on creating a new power authority.

The project will require the services of electrical and civil engineers, an engineering geologist and an economist. The counterpart services will be the responsibility of the Government of Western Samoa.

### **Seoul to update water system**

The Asian Development Bank has granted a U.S.\$8 million loan to the Republic of

Korea to finance the foreign exchange costs of expanding and improving the water supply system in Seoul, the capital.

Seventeen per cent of the country's population live in Seoul, which produces about 37 per cent of Korean manufacturing output and accounts for about 40 per cent of exports. The city's water supply is inadequate—some areas receive water for only six hours a day and others for only 12. Because of insufficient pressure, many areas get no water at all during peak hours and water loss in the distribution system is high.

The project, estimated to cost the equivalent of U.S.\$27.05 million (including foreign exchange costs of \$8.8 million) aims to expand the supply, to improve the distribution system to get water to newly developed areas in the eastern part of the city, and to extend and improve the rest of the system.

### **India receives \$40 million CIDA loan**

A \$40 million commodity loan to India from the Canadian International Development Agency will be used for the purchase of Canadian fertilizers and industrial pro-

ducts to help India raise living standards. Among the 14 categories of goods to be supplied from Canada, potash (\$5 million) and other fertilizers (DAP and NPK valued at \$8 million) have high priority, reflecting India's growing need for support of the "green revolution".

Since the introduction of the new "miracle" strains of wheat in 1965, India's total output of foodgrains has increased from approximately 89 million metric tons to an estimated 105 million in 1970. But to achieve the full potential of the new seeds, substantial amounts of fertilizer are necessary. India has no domestic supplies of potash, but it does have substantial deposits of nitrogen and phosphate. Demand will continue to outstrip production for many years to come.

Copper, aluminum, asbestos, newsprint and wood pulp are among the industrial commodities to be supplied by CIDA during the next 15 months, plus rubber, zinc, lead, nickel, sulphur and ferro-alloys.

Since the mid-1950's the Canadian development program for India has provided over \$210 million worth of industrial products and fertilizers.

# Foreign Tariffs and Trade Regulations

## Guyana

The External Trade Bureau, an agency of the Government of Guyana, with exclusive rights for importing into Guyana a wide range of foodstuffs, chemicals, pharmaceuticals and building materials, invites interested suppliers to submit c.i.f. quotations direct to: General Manager, External Trade Bureau, P.O. Box 67, Georgetown, Guyana, South America.

The External Trade Bureau deals in the following products (indicated with tariff item number):

012-02.1	Pickled beef	552-02.4	Soap (toilet)
013-02.2	Sausage (pork)	552-03.3	Floor polishes
013-02.3	Corned beef	552-03.1	Solid leather polishes of dark brown and black
022-01.1/2	Evaporated and powdered milk	561-01.7	Lime
022-01.3/4	Condensed milk	642-09	Toilet tissue
023-01.1	Butter	699-05.29	Wire netting and wire mesh
024-01	Cheese	699-07.1	Steel nails
029-09.2	Baby foods	699-29.5	Mild steel welding electrodes, sizes 6, 8 and 10 of classes E6012 and E6013
029-09.9	Canned food beverages with a basis of milk and egg	721-11	Electric apparatus for medical purposes and radiological apparatus
031-02.1	Salt fish	961-03	Surgical instruments and appliances (except electric)
032-01.2	Sardines		
032-01.3	Herrings		
046-01	Wheat flour		
048-01.3	Rolled oats		
053-04.01/05	Fruit juices		
053-03.2	Tomato paste		
054-02.1	Split peas		
054-01	Potatoes		
054-02.9	Chick peas		
054-09.1	Garlic		
054-09.2	Onions		
055-02.1	Canned soups		
055-02.3	Canned peas		
061-02.1	Icing sugar		
062-01.1	Sugar confectionery		
071-02.2	Instant coffee		
072-02	Cocoa powder		
073-01.1	Chocolate confectionery		
075-02.6	Curry powder		
091-02.1	Pure lard		
099-09.4	Tomato ketchup		
099-09.13	Monosodium glutamate, jelly crystals, peanut butter		
511	Inorganic chemicals		
512	Organic chemicals		
541	Medicinal and pharmaceutical products		

## Nigeria

The recent Nigerian Budget announced that, effective April 1, 1971, the country's import licensing system was to be virtually abandoned. Only 12 items continue to require a specific import licence; among them are rice, wheat, tobacco, beer and liquors. Imports of stockfish, meat, fresh fruits and vegetables are still prohibited. All products not requiring a specific licence and not under prohibition may be imported under Open General Licence.

The new Budget also contained certain changes in import duty rates. These changes include increases on such items as flour, coffee, waste yarns, unbleached fabrics, and insulated electric wire and cable. Substantial duty reductions, however, were also brought into effect for certain industrial machinery and parts, and fishing vessels.

The Nigerian Central Bank will now release foreign exchange in payment for imports of certain essential consumer goods and industrial raw materials—such as day-old chicks, milk, salt, cement, sugar, baby foods, drugs and pharmaceuticals, fertilizers and chemicals for agricultural purposes, and essential raw materials for industries—90 days after the date of their arrival in Nigeria. All other items remain subject to the present 180-day payment terms.

Special minimum credit terms have been established for imported plant and machinery valued at over N£25,000 viz: 5 per cent on signing of the contract, 15 per cent on delivery, and the balance payable over one

to seven years, depending on the value of the order. Payments for imported capital equipment, machinery and plant valued at less than N£25,000 are to be subject to 90-day payment terms.

The World Bank has recently announced that it will lend U.S.\$80 million to help finance postwar economic rehabilitation in Nigeria. This loan will assist in financing Nigerian imports of essential capital and intermediate goods which are urgently required over the next 12 to 18 months. The goods include machinery and transport equipment, as well as intermediate products used in agriculture, manufacturing and construction.

Further information is available from the Africa Division, Office of Area Relations, Department of Industry, Trade and Commerce, Ottawa.

## Trade Lines

### **Pakistan grows more coconuts**

Coconut production in East Pakistan during 1969-70 is estimated at 81,710 tons, an increase of 3.4 per cent over the previous year. The area under coconut plantations was 63,705 acres, an increase of 1.8 per cent. Coconut is not grown in West Pakistan—Islamabad

### **Pakistan produces more wheat**

Wheat production in Pakistan during 1969-70 is estimated at 7.78 million tons, an increase of 10.2 per cent over the previous year. The area under wheat cultivation is estimated at 15.5 million acres, an increase of 1.1 per cent. Favorable weather and a larger acreage under high-yielding Mexican varieties of wheat contributed to the increased production—Islamabad

### **France increases rapeseed planting**

This year's rapeseed plantings in France are estimated at 260,000 hectares, a 2.7 per cent increase over 1970. The crop survived the early January cold spell because of an abundant snow cover. Farm marketings of the 1970 crop of rapeseed at the end of January this year amounted to 568,000 metric tons, leaving 248,000 tons still in stock—Paris

### **Dutch coal mines to run down**

The Dutch coal mining industry is expected to cease production completely in 1975. By that year the industry, in existence for 100 years, will have produced about 570 million metric tons. At the end of January this year only five coal mines were still operating, all in

## Uruguay

We have been informed that, effective May 8, the Uruguayan authorities have suspended for a period of three months all imports of capital goods. However, imports will be permitted of certain specialized categories of equipment, including the following: machinery for sugar mills, packing houses, industrial plants that have been established under special industrial incentive programs, agricultural machinery, machinery originating from LAFTA sources, and equipment for industries engaged principally in exporting. The three-month prohibition period on imports of capital goods in general is designed apparently to permit the Uruguayan authorities to draw up new exchange regulations and to determine how much foreign exchange will be allocated to different categories of capital goods.

the Province of Limburg, employing 13,000 workers and with a total annual production of under five million tons. In 1964 Holland had 12 mines and two coke plants producing 12 million tons a year and employing more than 45,000 workers. Coal production in Europe generally is down and Canada last year sent two shipments of 100,000 tons each of thermal coal to Europe from Vancouver—The Hague

### **Norwegian firm produces plastic window frame**

The Norwegian firm of Belton A/S has introduced a plastic window of a completely new type. The frame and sill are cast in one piece in a new type of injection-moulded polyurethane foam, with a supporting steel core. The manufacturer claims the window requires no maintenance, and is completely resistant to moisture and air pollution. It is specially constructed for climates with a good deal of rain, wind and cold weather—Oslo

### **GM buys Japanese steel**

Nippon Kokkan Co. of Japan has contracted with General Motors to deliver 20,000 tons of cold rolled steel to it in July and August this year. United States steel contracts expire August 1, and a steel strike here is considered a possibility—New York

### **Consortium plans atomic power plant**

A consortium of Swiss and French companies, including Brown, Boveri & Co. Ltd., Baden and Sogerca, a subsidiary of Alsthom-Compagnie Generale de'Elec-

tricité, will build an atomic power plant at Kaiseraugst on the Rhine, near Basel, once government permission is granted. General Electric will supply a boiling light water reactor with an output of 840 megawatts. The total cost of the plant will be about U.S.\$125 million, 40 per cent of which will go to French companies for

the supply of equipment. The plant's electric power output will be shared between Electricité de France (20 per cent), the German power companies Badenwerk and Rheinisch-Westfälische Elektrizitätswerke (15 per cent), and seven or eight Swiss power companies (65 per cent)—Berne

## Trade Commissioners on Tour

### Temporary Duty in Ottawa

Trade Commissioners on temporary duty in Ottawa may be contacted through the Trade Commissioner Service, phone 996-3080 (area code 613).

#### D. S. Armour

Consul and  
Trade Commissioner  
Hamburg, Germany  
September 20-October 8

#### M. B. Blackwood

Commercial Counsellor  
Singapore  
June 14-18

#### A. J. G. Dallaire

Vice Consul and  
Assistant Trade Commissioner  
Chicago, Ill.  
June 14-20

#### D. M. Lawson

Consul and  
Assistant Trade Commissioner  
Los Angeles, Calif.  
June 14-18

#### M. C. J. Lemieux

Assistant Trade Commissioner  
Hong Kong  
June 12-23

#### R. M. Logie

Assistant Commercial Secretary  
Vienna, Austria  
July 18-24

#### W. M. Maybee

Consul and  
Assistant Trade Commissioner  
New Orleans, La.  
July 18-24

#### R. E. Pedersen

Commercial Secretary  
Tel Aviv, Israel  
June 14-18

#### W. B. Schumacher

Vice Consul and  
Assistant Trade Commissioner  
Detroit, Mich.  
mid-June

#### J. J. Y. Trepanier

Assistant Commercial Secretary  
Beirut, Lebanon  
August 11-20

### In Territory

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

#### Bolivia

Trade Commissioners from the Lima, Peru, office visit Bolivia approximately every two months. Canadian businessmen who would like the officers to undertake assignments for them in that country are invited to write to the Commercial Division, Canadian Embassy, Casilla 1212, Lima, Peru.

#### Bulgaria, Hungary, Romania

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

#### Cyprus

An officer from the Tel Aviv, Israel, office visits Cyprus approximately every two months.

#### Dominican Republic, Haiti, Virgin Islands

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 Consulate in San Juan.

#### Finland

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

#### Iceland

J. R. Caux, Commercial Secretary in Oslo, Norway, will visit Iceland June 13-19.

#### South Korea

Trade Commissioners from the Tokyo, Japan, office visit the Republic of Korea (South Korea) approximately every two months for a week.

#### 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.

# 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 .99.

To convert column two, *divide* by .99.

Country and Currency	Value of		Country and Currency	Value of	
	foreign currency unit in Canadian dollars at May 20	Canadian dollar in foreign currency units		foreign currency unit in Canadian dollars at May 20	Canadian dollar in foreign currency units
Algeria Dinar	.2053	4.87	Dominican Republic Peso	1.0091	.99
Argentina Peso (free)	.2449	4.08	Ecuador Sucre (official)	.0404	24.75
Australia Dollar	1.1393	.88	El Salvador Colon	.4036	2.48
Austria Schilling	.0404	24.75	Fiji Dollar	1.1649	.86
Bahamas Dollar	1.0091	.99	Finland Markka	.2403	4.16
Belgium and Luxembourg Franc	.0203	49.26	France, Monaco, etc. <sup>2</sup> Franc	.1827	5.47
Bermuda Dollar	1.0091	.99	Franco-African Republics <sup>3</sup> Franc	.0036	277.78
Bolivia Peso	.0848	11.79	French Pacific <sup>4</sup> Franc	.0100	100.0
Brazil Cruzeiro (official free)	.1949	5.13	Germany D Mark	.2879	3.47
Britain Pound	2.4415	.41	Ghana New Cedi	.9889	1.01
British Honduras Dollar	.6078	1.64	Greece Drachma	.0336	29.76
Burma Kyat	.2119	4.72	Guatemala Quetzal	1.0091	.99
Ceylon Rupee	.1695	5.90	Guyana Dollar	.5884	1.69
Chile Escudo (bank rate) (free)	.0854 .0704	11.71 14.20	Haiti Gourde	.2018	4.96
China, People's Republic of Renminbi	.4125	2.42	Honduras Lempira	.5045	1.98
Colombia Peso (fixed)	.0512	19.53	Hong Kong Dollar	.1665	6.01
Congo (Kinshasa) Zaire	2.144	.46	Hungary Forint (official)	.0921	10.85
Costa Rica Colon	.1523	6.57	Iceland Krona (official)	.0115	86.96
Cuba <sup>1</sup> Peso	.....	.....	India Rupee	.1350	7.41
Czechoslovakia Koruna	.1401	7.14	Indonesia <sup>5</sup> Rupiah	.0027	374.22
Denmark Krone	.1346	7.43	Iran Rial	.0131	76.41

Country and Currency	Value of		Country and Currency	Value of	
	foreign currency unit in Canadian dollars at May 20	Canadian dollar in foreign currency units		foreign currency unit in Canadian dollars at May 20	Canadian dollar in foreign currency units
<b>Iraq</b> Dinar	2.8254	.35	<b>Peru</b> Sol (free)	.0232	43.08
<b>Ireland</b> Pound	2.4415	.41	<b>Philippines<sup>6</sup></b> Peso (free)	.1572	6.36
<b>Israel</b> Pound	.2883	3.47	<b>Poland</b> Zloty (fixed basic rate)	.2537	4.01
<b>Italy</b> Lira	.0016	617.66	<b>Portugal &amp; Colonies<sup>7</sup></b> Escudo	.0351	28.49
<b>Jamaica</b> Dollar	1.2208	.82	<b>Saudi Arabia</b> Riyal	.2272	4.40
<b>Japan</b> Yen	.0028	354.73	<b>Sierra Leone</b> Leone	1.508	.66
<b>Kenya</b> Shilling	.1412	7.08	<b>Singapore</b> Dollar	.3273	3.05
<b>Korea, Republic of</b> Won	.0032	317.08	<b>South Africa</b> Rand	1.4261	.70
<b>Lebanon</b> Pound (free)	.3128	3.20	<b>Spain &amp; Dependencies</b> Peseta	.0145	68.97
<b>Malaysia</b> Dollar	.3296	3.03	<b>Sweden</b> Krona	.1954	5.12
<b>Mexico</b> Peso	.0807	12.39	<b>Switzerland</b> Franc	.2470	4.05
<b>Morocco</b> Dirham	.2027	4.93	<b>Syria</b> Pound (free)	.2173	4.60
<b>Netherlands</b> Florin	.2859	3.50	<b>Thailand</b> Baht (free)	.0489	20.45
<b>Netherlands Antilles</b> Florin	.5351	1.87	<b>Trinidad &amp; Tobago<sup>8</sup></b> Dollar	.5045	1.98
<b>New Zealand</b> Dollar	1.1426	.88	<b>Tunisia</b> Dinar	1.9221	.52
<b>Nicaragua</b> Cordoba	.1442	6.93	<b>Turkey</b> Lira	.0673	14.86
<b>Nigeria</b> Pound	2.8376	.35	<b>United Arab Republic</b> Pound (official)	2.3208	.43
<b>Norway</b> Krone	.1420	7.04	<b>United States</b> Dollar	1.0091	.99
<b>Pakistan</b> Rupee	.2119	4.72	<b>Uruguay</b> Peso (free)	.0040	248.13
<b>Panama</b> Balboa	1.0091	.99	<b>Venezuela</b> Bolivar (official free)	.2248	4.45
<b>Paraguay</b> Guarani (free)	.0081	123.46	<b>Yugoslavia</b> Dinar (official)	.0673	14.86

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, Cameroon, Togoland, and Malagasy. Also Reunion, Comoro Islands, St. Pierre and Miquelon.

4. New Caledonia, New Hebrides, French Polynesia.

5. Exchange rate at December 9, 1970.

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.

# Show of the Month

Attracted by competitive products and recorded "computer music", many of the 40,000 visitors to the Institute of Electrical and Electronic Engineers' conference and exhibition in New York City March 22-25 showed enthusiastic interest in displays by twelve firms from the growing Canadian electronics industry.

Though few of these firms made immediate estimates of possible sales resulting from the exhibition, they reported numerous serious inquiries and greatly increased contacts with potential buyers from Europe, Asia, and South America, as well as the eastern United States. Representatives of firms from the area surrounding New York City were among those most interested in the Canadian products.

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## Canadian firms at the show were:

- Bowmar Canada Ltd., Ottawa
- Computer Metal Reg'd., Montreal
- Electronic Craftsmen, Waterloo, Ontario
- Epitek Electronics Ltd., Ottawa
- General Precision Industries Ltd., Montreal
- Ingraphics Ltd., Steinbach, Manitoba
- Micro-Com Electronics Ltd., Winnipeg
- Microsystems International Ltd., Ottawa
- Mid Canadian Investment Castings Ltd., Georgetown, Ontario
- Nautical Electronic Laboratories Ltd., Hackett's Cove, Nova Scotia
- Sandtron Electronics Industries Ltd., Oakville, Ontario
- Simtec Industries, Montreal

The Canadian participants at the IEEE show all had their own staff members manning the stands and officials from the Department of Industry, Trade and Commerce also were present to answer questions and handle inquiries.

Canadian personnel distributed folders containing information on all twelve

Canadian firms, plus a "flexi-disc" plastic recording of "computer music". The music, produced at the National Research Council in Ottawa, was titled "The Headless Musician". It was played over a sound system located near the row of Canadian displays and helped draw visitors, numerous comments, and more than 600 requests for copies of the booklet.



*Some of the more than 40,000 visitors to New York's four-day IEEE exhibition of electrical equipment move past the display of Bowmar Canada Ltd. of Ottawa. The company showed, among other equipment, its newest product, a solid-state numeric adjustable or "optostick" display. It reported that its exhibit produced numerous sales inquiries from the United States, Europe, and Asia.*

*Lucien Blais (first facing camera from left) meets interested visitors to the Institute of Electrical and Electronic Engineers conference and exhibition at the Coliseum in New York March 22-25. Blais represented General Precision Industries Ltd. of Montreal and his firm later reported making excellent contacts with visitors from Britain, Israel, and Venezuela, in response to a display including radio direction finders and radio receivers.*



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The three Canadian Military Colleges are: The Royal Military College of Canada at Kingston, Ontario; Royal Roads Military College in Victoria, B.C.; and College militaire royal de Saint-Jean in Saint-Jean, Quebec.

## COULD YOU TAKE CHARGE?

For further information, at no obligation to you, contact the local Canadian Forces Recruiting and Selection Unit or mail this coupon postage-free to: Director of Recruiting and Selection, Canadian Forces Headquarters, Ottawa 4, Ontario.

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# Are you late for a very important date?



**JUNE  
1**

Did you forget Census Day was June 1? Well, better late than never.

Even if you forgot, we didn't. We still need you. Because, without your census information, our statistics would be incomplete.

That's why it's the law that *everyone* must be counted in a national census.

Today, please? But make sure you fill in your census form so that all your answers apply to the way things were on June 1. That's the census reference date and it's very important.

If you received a pre-paid return envelope with the census form, complete the form and mail it back at once. If there was no return envelope attached, keep the census form. The census representative will pick it up.



## June 1 was Census Day. Count yourself in.



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