foreign trade

Department of Industry, Trade and Commerce, Canada

February 13/71

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In This Issue

For several years, the Department of Industry, Trade and Commerce has posted a Trade Commissioner to the Permanent Mission of Canada to the United Nations in New York. Because much of his time is spent on liaison with one particular agency, the United Nations Development Program, and the projects it finances for developing countries, the man chosen for this assignment often has an engineering background. This is true of the present occupant, Ronald J. Berlet, who had a B.A. Sc. degree from the University of Toronto and several years' experience as a sales engineer behind him when he joined the Trade Commissioner Service in 1964. He keeps in close touch with the Department and especially those branches that deal with consulting engineers and equipment suppliers in Canada who are looking for opportunities in the developing world.

Twice a year, in January and in June, the 37-member Governing Council of the UNDP (on which Canada currently has a representative) meets to give formal approval to the projects that the organization will finance in the current year. These projects cover many continents and countries; up to now, Africa has benefited from the largest number of these, followed by Asia and the Far East and then the Americas. In 1969 alone, the UNDP, in co-operation with participating governments and other UN agencies, was busy carrying out close to 3,000 technical co-operation projects in the developing world. The money for these projects is provided in annual contributions by members of the United Nations and of its specialized agencies. Canada gave $16.2 million in 1970 and usually provides about 5 to 6 per cent of the total UNDP resources.

In November, Mr. Berlet got in touch with *Foreign Trade* and asked whether we would be interested in listing many of the 1971 projects after they received final approval. We were interested—and a selective list appears on pages 2 to 13. Because twelve other participating UN agencies often carry out the programs that the UNDP finances, their names and addresses are also given.

Like most of the UN agencies, the UNDP also provides developing countries with the services of experts in many fields, and many Canadians have been selected for these technical assistance assignments. For those who would like to be included in the UN's list of experts, an article on page 13, "The UN Needs Experts", points out how this can be done.

Last month brought the formal opening of Canada's Embassy in Peking. To mark the occasion, we have a special feature on pages 19 to 23, including pictures of the city of Peking and of Chinese agriculture and industry, taken by our Commercial Counsellor in the Chinese capital, Robert G. Godson.

Coming soon is a revised Head Office Directory of the Department of Industry, Trade and Commerce, last published in our issue of July 18, 1970. Keep an eye out for it.

foreign trade

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The Hon. Jean-Luc Pepin, Minister
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UNDP Approves New Projects

Late last month, the Governing Council of the United Nations Development Program approved for financing 154 projects. These are listed below, for the benefit of Canadian engineers and equipment suppliers who might find opportunities to participate.

R. J. L. BERLET
First Secretary, Permanent Mission of Canada to the UN, New York

The United Nations Development Program (UNDP) has become the world's largest source of finance for multilateral technical and pre-investment assistance to developing countries. Member governments of the UN contributed to it over $240 million in 1970. In response to specific requests of governments of developing countries, the UNDP is engaged in helping over 150 countries and territories in their efforts to raise the living standards of their populations, UNDP-assisted projects range from the provision of expert services (see accompanying article on recruitment on page 13) and fellowship grants to assistance in executing major pre-investment undertakings that often include sizable equipment components and contractual services. These equipment purchases and contractual services provide a wide range of opportunities for Canadian manufacturers and consulting engineering firms.

Although the UNDP finances these projects, the execution of them is entrusted to one of the several specialized agencies comprising the UN family. These participating and executing agencies (see accompanying box) take on the prime responsibility for implementing the project and, in so doing, purchase the required machinery and equipment and frequently and increasingly subcontract portions of the project out on global tender.

To be considered as a supplier of either goods or services, it is necessary to have your company registered with the appropriate executing agencies. Registration forms can be obtained by writing these agencies directly. It is sound advice to inform the Trade Commissioner's office responsible for the area in which the agency is located, because he can provide excellent assistance and advice on registration procedures and on the progress of the project.

Over the years Canadian companies have been very successful in getting business financed by the UNDP. Subcontracts totalling over $14 million have been awarded to Canadian consulting firms up to the end of 1969. This places Canada third in that category, behind the United States and France. During 1969 Canadian firms were awarded eight subcontracts totalling $2.8 million. Canadian machinery and equipment suppliers, however, have to date been less successful. During 1969, $316,000 worth of equipment was purchased in Canada, ranking us tenth in this category.

Just a few weeks ago, in mid-January, the Governing Council of the UNDP approved the largest program to date, totalling 154 different projects. These recently approved projects offer opportunities for sales of equipment worth over $12.5 million and subcontracts in various engineering disciplines totalling over $15 million. Following is a synopsis of those projects that offer either substantial equipment purchases or subcontract possibilities. If you wish to receive a full description of any of these projects, please contact R. J. L. Berlet, Permanent Mission of Canada to the United Nations, 866 United Nations Plaza, Suite 250, New York, N.Y. 10017.

George Kent, a Canadian exploration geologist working in Ethiopia with the UNDP, takes rock samples from an outcrop near the Maghi River. Through the UNDP, Ethiopia is conducting a program of selective and detailed mineral exploration.

Country	Project Description and Number	Value and Opportunities	Participating and Executing Agency
Afghanistan	Integrated development of the Kumar Province, Rural Public Works Project (AFG21) *No: DP/SF/R.11/Add. 1*	$325,000—equipment, comprising engineering survey equipment, maintenance tools, office supplies and equipment, vehicles, electrical generating and transmission equipment, roadbuilding equipment, two-way radios.	UN, New York
Afghanistan	Water supply, sewerage and drainage for Greater Kabul (AFG 28) *No: DP/SF/R.11/Add. 2*	$512,000—subcontracts for preparation of master plans, feasibility studies and final designs for water supplies, sewerage and drainage, etc.	WHO, Geneva
Algeria	National Water Supply Authority (AFG 27) *No: DP/SF/R.11/Add. 3*	$1,124,000—subcontracts to prepare regional pre-investment studies and country-wide outline of program, technical and administrative specialists.	WHO, Geneva
Algeria	Improvement and development of vegetable production (ALG 29) *No: DP/SF/R.11/Add. 4*	$413,000—equipment, comprising vehicles, production equipment for nursery stations, lab equipment, including germination chamber.	FAO, Rome
Argentina	Vocational training for industrial development (ARG 38) *No: DP/SF/R.11/Add. 5*	$200,000—equipment, comprising workshop machinery, tools and instruments, teaching materials, audio-visual aids.	ILO, Geneva
Brazil	Forestry development and research—Brazil (BRA 45) *No: DP/SF/R.11/Add. 9*	$345,000—equipment, comprising laboratory and other equipment and supplies.	FAO, Rome
Brazil	Livestock development in Northeast (BRA 52) *No: DP/SF/R.11/Add. 10*	$182,000—equipment and supplies, including agricultural equipment, vehicles, livestock and livestock feeds.	FAO, Rome
Brazil	Training of Merchant Marine personnel (BRA 54) *No: DP/SF/R.11/Add. 11*	$313,000—equipment, including radar simulator, automatic control simulator, workshop machinery, lab instruments, teaching materials, audio-visual aids.	IMCO, London
Burma	National Vocational Training Program (BUR 17) *No: DP/SF/R.11/Add. 13*	$145,000—equipment, comprising workshop machinery, workshop tools, visual aids.	ILO, Geneva
Cameroon	Groundwater investigation and pilot development (CMR 16) *No: DP/SF/R.11/Add. 14*	$100,000—subcontract—aerial photography $220,000—equipment: drilling and pumping equipment, well-building and casing supplies, geophysical and geological prospection equipment, vehicles.	UN, New York

Projects Approved by the UNDP

Country	Project Description and Number	Value and Opportunities	Participating and Executing Agency
Central African Republic	Development of Haut M'Bomou (CAF 18) *No: DP/SF/R.11/Add. 16*	$222,000—subcontract for preliminary field activities to consolidate settlement of refugees, advise on improved crop and animal production methods and marketing, assist in planning construction and maintenance of roads and buildings.	FAO, Rome
Ceylon	Telecommunication Training School, Colombo (CEY 27) *No: DP/SF/R.11/Add. 17*	$145,600—equipment, selected items in the fields of switching, transmission and radio.	ITU, Geneva
Chad	Supplementary assistance for rural development of the Ouaddai (CHD 4) *No: DP/SF/R.11/Add. 18*	$120,800—equipment, including vehicles, agricultural equipment, radio communications equipment, housing for experts.	ILO, Geneva
Chile	Offshore exploration for petroleum (CHI 41) *No: DP/SF/R.11/Add. 19*	$735,000—subcontract for marine seismic survey, airborne magnetometer survey and economic feasibility study.	UN, New York
Cuba	Fishery development (CUB 4) *No: DP/SF/R.11/Add. 24*	$220,000—equipment, comprising equipment for chartered vessels, specialized fishing gear, training equipment, nets, finding gear.	FAO, Rome
Cuba	Strengthening the National Institute of Hygiene, Epidemiology & Microbiology (CUB 8) *No: DP/SF/R.11/Add. 25*	$251,800—equipment, consisting of multi-purpose equipment and apparatus for production of and research on biological reactives; control laboratory equipment, sterilization equipment, audio-visual aids.	WHO, Geneva
Cyprus	Supplementary assistance to Higher Technical Institute, Nicosia (CYP 5) *No: DP/SF/R.11/Add. 26*	$175,000 equipment: shop machines, tools and instruction equipment in civil, mechanical and electrical engineering; science labs; audio-visual equipment.	UNESCO, Paris
Ecuador	Strengthening the National Extension Service and increasing agricultural production in the irrigation districts (ECU 22) *No: DP/SF/R.11/Add. 29*	$237,000—equipment: vehicles, field and training center equipment, agricultural and livestock supplies, audio-visual and communications equipment, lab equipment.	FAO, Rome
El Salvador	Watershed protection and agro-forest development in the Northern Zone (ELS 6) *No: DP/SF/R.11/Add. 30*	$30,000 subcontract for a survey of the agro-forest resources of the Northern Zone.	FAO, Rome
Ethiopia	Institute of Agricultural Research (Phase II) (ETH 33) *No: DP/SF/R.11/Add. 32*	$247,000—equipment, comprising vehicles, tractors, field pumps, laboratory equipment.	FAO, Rome

Projects Approved by the UNDP

Country	Project Description and Number	Value and Opportunities	Participating and Executing Agency
Greece	Supplementary assistance for study of water resources and their exploitation for irrigation in eastern Crete (Phase II) (GRE 31) *No: DP/SF/R.11/Add. 34*	$145,000—subcontracts covering feasibility and engineering studies, preparation of computer and analogue models, isotope tracers and geophysics.	FAO, Rome
Honduras	Agrarian reform training and development program (HON 9) *No: DP/SF/R.11/Add. 36*	$197,000—equipment, comprising vehicles, agricultural machinery, machine shops, audio-visual equipment.	FAO, Rome
Hungary	Irrigated agriculture in the Tisza River Valley (Phase II) (HUN 7) *No: DP/SF/R.11/Add. 37*	$399,800—equipment, comprising vehicles, irrigation accessories and specialized drainage equipment, field and seed-processing equipment, greenhouse environmental control equipment, automated milking parlor equipment.	FAO, Rome
India	Mineral surveys—Uttar Pradesh (IND 94) *No: DP/SF/R.11/Add. 39*	$125,000—subcontract for economic feasibility studies of industrial mineral deposits, to include industrial, financial, geological, mining, mineral dressing and utilization investigations. $132,700—equipment, comprising vehicles, geophysical equipment including EM gun, induced polarization unit, magnetometer, scintillometer, diamond-drilling equipment, including wireline modification units.	UN, New York
India	Coastal Engineering Research Center and development of hydraulic instrumentation (IND 101) *No: DP/SF/R.11/Add. 40*	$467,000—equipment comprising wave, tide and current generators, wave recorders, current meters, echo sounders and related hydraulic instrumentation and equipment.	UN, New York
India	National Metallurgical Laboratory Jamshedpur (IND 111) *No: DP/SF/R.11/Add. 41*	$450,000—equipment, comprising creep-testing machines, stress-relaxation creep-testing machines, thermocouple and extensometer calibration equipment, 60 kw. voltage stabilizers, 25-ton capacity tensile tester–high temperature.	UNIDO, Vienna
India	Groundwater surveys in Rajasthan and Gujarat (IND 114) *No: DP/SF/R.11/Add. 42*	$200,000—equipment, consisting of compressor, electric logger, conductivity meters, steel tapes, bits, coring equipment, hole openers, vehicles.	UN, New York
Indonesia	Fisheries development and training (INS 26) *No: DP/SF/R.11/Add. 44*	$210,000—equipment, comprising shipboard engines, winches, nets, lights, vehicles.	FAO, Rome

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Country	Project Description and Number	Value and Opportunities	Participating and Executing Agency
Indonesia	Textile industry rehabilitation and development program, Bandung (INS 31) *No: DP/SF/R.11/Add. 45*	$120,000—subcontract for a textile industry planning and policy study.	UNIDO, Vienna
Iraq	Rural water supply program (IRQ 27) *No: DP/SF/R.11/Add. 50*	$444,000—subcontract for consulting services to prepare master plan and management and organization studies.	WHO, Geneva
Iraq	Pilot project in soil reclamation and irrigated farming development in the Greater Mussayib area (Phase II) (IRQ 30) *No: DP/SF/R.11/Add. 51*	$440,000—equipment: transport vehicles, heavy earthmoving machinery, agricultural machinery, audio-visual equipment.	FAO, Rome
Ivory Coast	Lake Kassau fishery (IVC 26) *No: DP/SF/R.11/Add. 52*	$175,000—subcontract for training fishermen and instructors; marketing studies of inland fishery products. $137,000—equipment for fishing gear, boats, vehicles, fish smokers, woodworking machinery, ice machines, etc.	FAO, Rome
Jamaica	National youth service program (JAM 17) *No: DP/SF/R.11/Add. 54*	$257,000—equipment, comprising workshop machinery, vehicles, tractors, audio-visual equipment.	ILO, Geneva
Jordan	Development and use of the groundwater resources of east Jordan (Phase II) (JOR 25) *No: DP/SF/R.11/Add. 55*	$20,000—subcontract for computer services, aerial photography and mapping. $125,500—equipment, comprising vehicles, lab and research equipment, farm machinery, small irrigation equipment.	FAO, Rome
Kenya	Sewerage and groundwater survey Nairobi (KEN 23) *No.: DP/SF/R.11/Add. 56*	$453,000—subcontract for preparation of a master plan and feasibility studies for sewerage and storm drainage, groundwater study, organization and management studies, leakage, survey, solid waste study.	WHO, Geneva
Lebanon	Teacher training in mathematics and science, Beirut (LEB 18) *No: DP/SF/R.11/Add. 57*	$100,000—equipment, consisting of physics, chemistry and natural science equipment, audio-visual equipment.	UNESCO, Paris

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Country	Project Description and Number	Value and Opportunities	Participating and Executing Agency
Lesotho	Exploration for diamonds (LES 3) *No: DP/SF/R.11/Add. 59*	$110,000—subcontract covering color and false-color aerial photography of a 2,500-square-kilometer area; aerial thermal infrared imagery of this area; special chemical, mineralogical and physical analyses. $125,500—equipment, comprising vehicles, rotary pans, pumps and spares, miscellaneous geological equipment.	UN, New York
Madagascar	Supplementary assistance for agricultural development of Morondava Plain (MAG 14) *No: DP/SF/R.11/Add. 61*	$303,900—subcontract for damsite investigations, hydrogeological prospection, soil surveys and mapping.	FAO, Rome
Madagascar	Survey and development of selected forest areas (Phase II) (MAG 29) *No: DP/SF/R.11/Add. 62*	$30,000—subcontract for a study on alternative uses of raw materials from the "Haut Matsiatra" plantations.	FAO, Rome
Malaysia	Supplementary assistance for forest industries development (MAL 16) *No: DP/SF/R.11/Add. 63*	$190,300—subcontract covering aircraft charter for Sarawak and West Malaysia.	FAO, Rome
Mali	Study of drainage system for Bamako and water supply for selected provincial towns (MLI 12) *No: DP/SF/R.11/Add. 65*	$180,000—subcontract for studies for improvement of drainage and sewerage of Bamako and Badalabougou; legal administration, economic and financial studies.	WHO, Geneva
Mongolia	Establishment of a computer center (MON 7) *No: DP/SF/R.11/Add. 68*	$600,000—subcontract covering general purpose high-speed computer, appropriate peripheral equipment, and services.	UN, New York
Morocco	Mineral survey in the anti-Atlas (MOR 35) *No: DP/SF/R.11/Add. 70*	$300,000—subcontract covering airborne geophysical survey utilizing electromagnetic, magnetic and radiometric equipment. $128,000—equipment, comprising vehicles, geophysical equipment including magnetics, electromagnetic, radiometric, resistivity, induced polarization and spectrometry instruments, geological field equipment.	UN, New York
Nepal	Supplementary assistance to the feasibility study of irrigation development in the Terai Plain (Phase II) (NEP 7) *No: DP/SF/R.11/Add. 72*	$328,000—subcontract for consulting engineering services related to geophysical survey, feasibility studies, etc.	FAO, Rome

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Country	Project Description and Number	Value and Opportunities	Participating and Executing Agency
Nepal	Telecommunication and Civil Aviation Training Center, Amand Niketan (NEP 21) *No: DP/SF/R.11/Add. 74*	$300,000—equipment comprising demonstration telecommunications and civil aviation equipment.	ITU, Geneva
Niger	Mineral exploration in two areas (Phase II) (NER 22) *No: DP/SF/R.11/Add. 78*	$35,000—subcontract for geophysical services and chemical tests. $224,700—equipment, covering vehicles, heavy core-drilling equipment, prospecting equipment.	UN, New York
Nigeria	Fishery Training School, Lagos (NIR 41) *No: DP/SF/R.11/Add. 80*	$335,000—equipment, comprising training vessel, fishing gear, vehicles.	FAO, Rome
Nigeria	Investigation and feasibility study of an irrigation project south of Lake Chad (NIR 43) *No: DP/SF/R.11/Add. 81*	$500,000—subcontracts covering topographical and soil surveys, foundation and sub-soil engineering studies, hydrogeology, hydrology, hydrometerology, climatology, agronomy, feasibility report. $159,000—equipment, comprising vehicles, scientific equipment, prefab housing.	FAO, Rome
Nigeria	Wastes disposal and drainage in Ibadan (Phase II) (NIR 51) *No: DP/SF/R.11/Add. 82*	$288,500—subcontracts for final design drawings, specifications and contract documents for first phase and portions of second phase of Ibadan sewerage scheme; management assistance.	WHO, Geneva
Panama	Central American Institute of Educational Administration and Supervision (ICASE) (PAN 19) *No: DP/SF/R.11/Add. 85*	$107,000—equipment, comprising vehicles, audio-visual and demonstration equipment.	UNESCO, Paris
Paraguay	Integrated transport survey (PAR 21) *No: DP/SF/R.11/Add. 87*	$265,200—subcontracts, covering compilation available transport studies, preparation of recommendations for an integrated transport system, related studies and recommendations.	IBRD, Washington
People's Republic of Congo	Assistance to state enterprises (COB 16) *No: DP/SF/R.11/Add. 89*	$50,000—subcontract for related consulting services.	ILO, Geneva
Peru	Strengthening of transport planning (PER 48) *No: DP/SF/R.11/Add. 93*	$625,000—subcontract for consulting services in the fields of general economics, highway planning engineering, traffic engineering, air transport, maritime transport, etc.; experts.	IBRD, Washington

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Country	Project Description and Number	Value and Opportunities	Participating and Executing Agency
Southern Yemen	Soil and water utilization and conservation in the Wadi-Tuban watershed area (SOY 8) *No: DP/SF/R.11/Add. 103*	$916,500—subcontract covering hydrological studies, hdyrogeological studies, groundwater mapping, soil survey, design and construction of pilot irrigation systems, feasibility reports. $178,000—equipment, consisting of vehicles, instruments for above studies, production pumps and engines, farm equipment.	FAO, Rome
Southern Yemen	Road construction and maintenance training (SOY 10) *No: DP/SF/R.11/Add. 104*	$613,400—equipment comprising tractors, motor graders, traxcavator, excavating equipment, compressor and pumps.	UN, New York
Sudan	Land and water resources survey of Southern Kordofan (SUD 25) *No: DP/SF/R.11/Add. 107*	$150,000—subcontract covering air photography survey and geophysical survey and ground control of selected areas. $167,500—equipment, comprising vehicles, radio equipment, land-clearing equipment, etc.	FAO, Rome
Tunisia	Strengthening of the National Meteorological Service (TUN 36) *No: DP/SF/R.11/Add. 115*	$625,000—equipment, comprising meteorological equipment including climatological stations, hydrometeorological equipment, radiotelephonic equipment, salinity measuring equipment, seismological equipment, vehicles.	WMO, Geneva
United Arab Republic	Meteorological Institute for Research and Training, Cairo (Phase II) (UAR 80) *No: DP/SF/R.11/Add. 120*	$775,000—equipment, comprising electronic computer, agro-meteorological and radiation instruments.	WMO, Geneva
United Arab Republic	Virus research, training and production center, Agouza, (UAR 86) *No: DP/SF/R.11/Add. 121*	$400,000—equipment consisting of sterilization, lab, freeze-drying, medical, audio-visual; drugs and chemicals.	WHO, Geneva
United Arab Republic	Livestock and crop production in the Northwestern coastal region (UAR 88) *No: DP/SF/R.11/Add. 122*	$138,000—equipment, imported stock, hydrological and soil surveying equipment, earthmoving equipment, vehicles.	FAO, Rome
Upper Volta	Mineral exploration in the north (UPV 16) *No: DP/SF/R.11/Add. 126*	$222,000—subcontract for photogeologic study of existing aerial photography, ground geophysical studies, chemical control tests, and ore beneficiation studies.	UN, New York
Uruguay	Experimental station in the Merim Lagoon Basin (URU 14) *No: DP/SF/R.11/Add. 127*	$180,000—equipment comprising vehicles, seed cleaning and drying equipment, irrigation equipment, meteorological, lab, greenhouse equipment.	FAO, Rome

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Country	Project Description and Number	Value and Opportunities	Participating and Executing Agency
Venezuela	Expansion and strengthening of technician (Tecnologo) training (VEN 30) *No: DP/SF/R.11/Add. 128*	$140,000—subcontract for services of consultants/advisers in organization and methods/systems operations, personnel management, materials management.	UNESCO, Paris
Yemen	Food and nutrition program (YEM 13) *No: DP/SF/R.11/Add. 131*	$434,000—equipment, comprising kitchen distribution equipment, vehicles, workshops, fisheries equipment including fishing boat and fish-processing equipment, slaughterhouse equipment, bakery furnace equipment.	FAO, Rome
Regional	Supplementary assistance for improvement of Caribbean Meteorological Services (REG 46) *No: DP/SF/R.11/Add. 134*	$181,000—equipment for British Honduras, including one weather radar and equipment for two new agro-meteorological stations.	WMO, Geneva
Regional	Supplementary assistance for survey of groundwater resources in northern Sahara (REG 100) *No: DP/SF/R.11/Add. 137*	$81,400 subcontract in isotopic studies, establishment of mathematical and analogue models, well inspection, corrosion encrustation.	UNESCO, Paris
Regional (Central Africa)	Supplementary assistance to research on African migratory locusts (REG 146) *No: DP/SF/R.11/Add. 138*	$140,000—for mapping, including some aerial photography.	FAO, Rome
Regional (Burundi, Rwanda, Tanzania)	Planning the development of the Kagera River Basin (REG 147) *No: DP/SF/R.11/Add. 139*	$290,000—subcontract services in the field of surveying and mapping; $105,000—equipment, including vehicles, radio equipment, surveying equipment.	UN, New York
Regional (Yemen and S. Yemen)	Sana'a-Taiz-Aden pilot telecommunication link (REG 197) *No: DP/SF/R.11/Add. 144*	$572,000—subcontracts for the manufacture, installation, testing and commissioning of the radio link, complete with multiplexing equipment, power generating plant, test equipment, etc.	ITU, Geneva
Regional (Greece, Yugoslavia)	Integrated development of the Vardar/Axios River Basin (REG 203) *No: DP/SF/R.11/Add. 147*	$640,000—subcontract for mathematical models and master plan; geophysical studies. $190,900—for hydrogeological pedological equipment.	UN, New York
Global	Research on social and economic implications of large-scale introduction of new varieties of foodgrains (GLO 2) *No: DP/SF/R.11/Add. 152*	$130,000—subcontract for social research through UNRISD and national or international research institutes or universities.	UN, through UN Research Institute for Social Development.

Participating and Executing Agencies for UNDP Projects

United Nations Agencies	Trade Office Responsible
UN/United Nations Secretariat Director United Nations Technical Co-operation Office Department of Economic and Social Affairs United Nations New York, N.Y. 10017	R. J. L. Berlet, First Secretary, Permanent Mission of Canada to the UN 866 United Nations Plaza, Suite 250 New York, N.Y. 10017
UNESCO/United Nations Educational, Scientific and Cultural Organization Director Bureau of Relations with International Organizations and Programs United Nations Educational, Scientific and Cultural Organization Place de Fontenoy Paris 7e, France	Minister-Counsellor (Commercial) Canadian Embassy 35 Avenue Montaigne Paris 8e, France
UNIDO/United Nations Industrial Development Organization Director Technical Co-operation Division United Nations Industrial Development Organization Felderhaus, Rathausplatz 2 A-1010 Vienna, Austria	Commercial Counsellor Canadian Embassy P.O. Box 190 1013 Vienna, Austria Street address: Dr. Karl Luegerring 10 1010 Vienna, Austria
IAEA/International Atomic Energy Agency Deputy Director-General for Technical Assistance International Atomic Energy Agency Kaerntnerring 11 1010 Vienna, Austria	Commercial Counsellor Canadian Embassy P.O. Box 190 1013 Vienna, Austria Street address: Dr. Karl Luegerring 10 1010 Vienna , Austria
FAO/Food and Agriculture Organization Assistant Director-General Program and Budget Food and Agriculture Organization Viale delle Terme di Caracalla Rome, Italy	Minister-Counsellor (Commercial) Canadian Embassy Via G. B. de Rossi 27 00161 Rome, Italy
ILO/International Labour Organization Chief Field Department International Labour Organization 154 rue de Lausanne CH-1211 Geneva 22, Switzerland	Commercial Counsellor Canadian Embassy Kirchenfeldstrasse 88 3000 Berne, Switzerland

Participating and Executing Agencies for UNDP Projects

United Nations Agencies	Trade Office Responsible
ITU/International Telecommunications Union Chief Technical Co-operation Department International Telecommunications Union Place des Nations Geneva, Switzerland	Commercial Counsellor Canadian Embassy Kirchenfeldstrasse 88 3000 Berne, Switzerland
WMO/World Meteorological Organization Chief Technical Co-operation Division World Meteorological Organization 41 avenue Guiseppe Motta Geneva, Switzerland	Commercial Counsellor Canadian Embassy Kirchenfeldstrasse 88 3000 Berne, Switzerland
WHO/World Health Organization Deputy Director-General World Health Organization Avenue Appia 1211 Geneva, Switzerland	Commercial Counsellor Canadian Embassy Kirchenfeldstrasse 88 3000 Berne, Switzerland
ICAO/International Civil Aviation Organization Director Technical Assistance Bureau International Civil Aviation Organization International Aviation Building 1080 University Street Montreal 101, P.Q.	
ADB/African Development Bank The President African Development Bank Boîte Postale 1387 Abidjan, Ivory Coast	Commercial Secretary Canadian Embassy P.O. Box 21194 Abidjan, Ivory Coast
IBRD/International Bank for Reconstruction and Development Projects Department International Bank for Reconstruction and Development 1818 H Street, N.W. Washington, D.C. 20453 U.S.A.	Commercial Counsellor Canadian Embassy 1746 Massachusetts Avenue N.W. Washington, D.C. 20036 U.S.A.
IADB/Inter-American Development Bank The President Inter-American Development Bank 808 17th Street, N.W. Washington, D.C. 20577 U.S.A.	Commercial Counsellor Canadian Embassy 1746 Massachusetts Avenue N.W. Washington, D.C. 20036 U.S.A.
IMCO/Inter-Governmental Maritime Consultative Organization 22 Berners Street London W.1, England	Minister (Commercial) Office of the High Commissioner for Canada One Grosvenor Square London WIX OAB, England

The UN Needs Experts

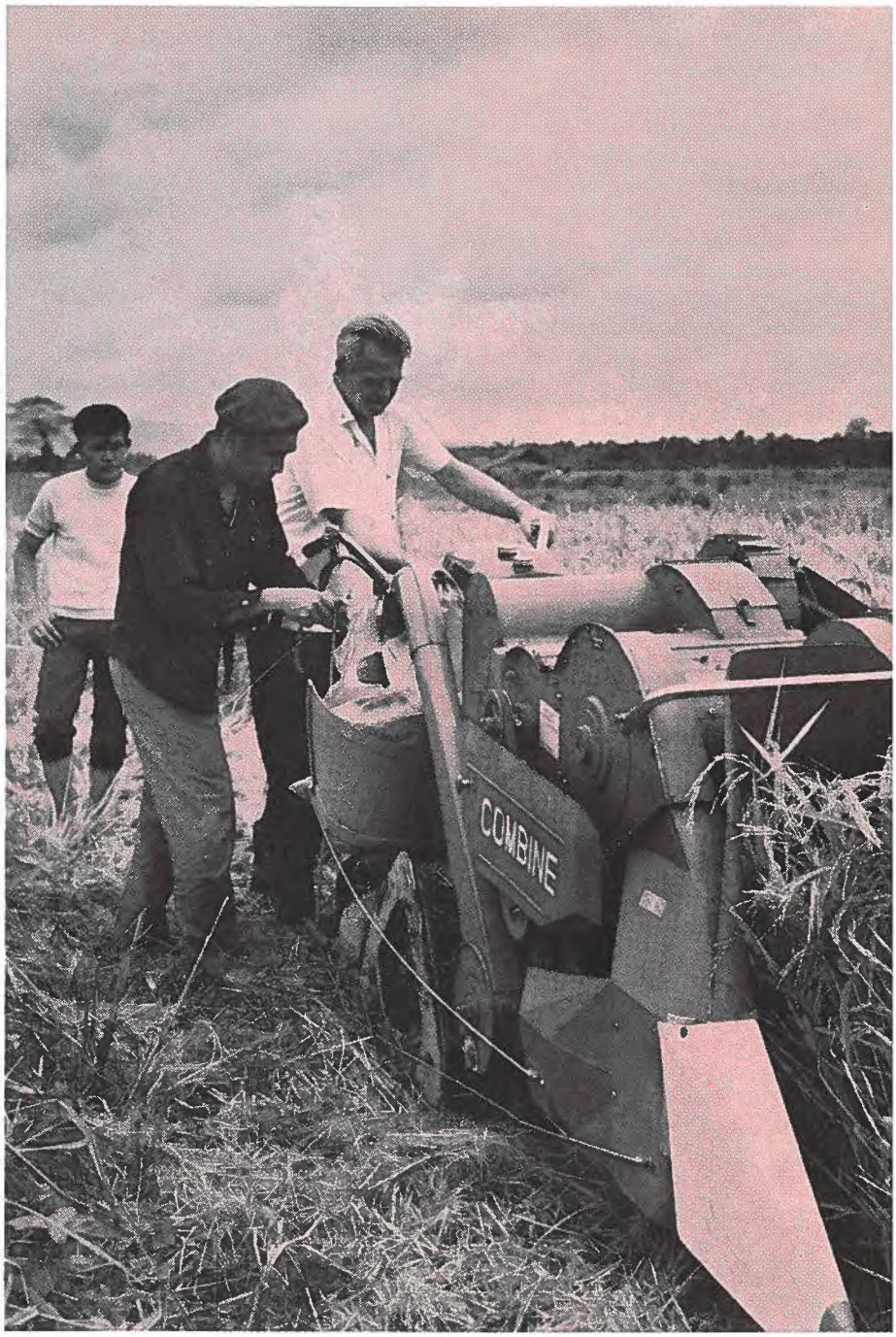
To assist its work in developing countries, the UN is always looking for experts in diverse fields to undertake short-term assignments.

P. A. GAGNON, Third Secretary, Permanent Mission of Canada to the UN, New York

Every year, the United Nations technical co-operation programs enroll several hundred experts representing a large number of specialties. The candidates must be willing to take on assignments for a limited period —one year, for example—with the possibility of extending the commitment for three or four years. However, some 20 per cent of the assignments are generally for less than six months and another 20 per cent for six months to one year.

Undoubtedly a professional, whatever his specialty, can gain worthwhile experience on one of these assignments, even the shorter ones. Moreover, a firm that has personnel with UN experience of this type finds it easier to obtain international contracts, and especially subcontracts, for aid projects carried out by the various UN agencies. Indeed, after spending some time in the host country, the expert returns ready to carry out more efficiently or to understand better the working schedules drawn up at the UN. He has a fuller knowledge of the special ways of dealing with international officials and is in a better position to grasp the structure of these organizations and their decision-making processes.

The UN Development Program is responsible for the evaluation of applications for technical assistance and for co-ordinating the activities of the UN and its specialized institutions. Each of these specialized nstitutions recruits the experts it requires and interested parties must approach them directly. The UN is also itself an executing agency. Indeed, it provides developing countries with technical aid, the cost of which is charged to its regular budget. The Special Fund of the UNDP is another major source of financing. This fund makes it possible for interested countries to finance part of the preinvestment studies, particu-



Dr. Rand Young, a Canadian UNESCO expert in agricultural engineering, demonstrates a new rice harvester to students of the Mindanao Institute of Technology. Thanks to UNDP financing, the institute expects to train sufficient people to administer the Government's land reform and rural development program.

larly inquiries into the use of natural resources, applied research projects, and training projects.

It is the UN that assumes the task of recruiting experts in the following fields: economic planning and surveys, statistics, research using computers, natural resources, transportation, public finance, social security, housing and public administration. It also recruits experts for industrial development projects carried out by UNIDO and for UNCTAD projects concerned with trade development.

The UN generally does not handle the agricultural aspects of the development of water resources because this is the concern of FAO, the Food and Agriculture Organization. This agency, with headquarters in Rome, also deals, among other things, with forest conservation, agricultural credit and cooperatives, the livestock industry, fisheries and problems of nutrition.

The other major specialized institutions are WHO (World Health Organization), UNESCO (United Nations Educational, Scientific and Cultural Organization), and ILO (International Labor Organization). The table gives an idea of the relative importance of some UN agencies in terms of experts employed in 1969 in UNDP projects under the Special Fund and regular programs.

Besides a high degree of professional competence, the UN expert must have the desire to participate in a program aimed at raising the standards of living of the world's population. It is an asset if he has already acquired experience in developing countries, but not an absolute prerequisite to an assignment. There is no age limit but usually the expert has had more than ten years' experience in his own specialty. Exceptions to this rule are always possible, especially in the new fields of activity such as econometry, computers, etc. As for language, English is necessary in many countries, French in some countries of the Far East, the Middle East and Africa, and Spanish in most of South and Central America, with the exception of Brazil.

Because UN recruiting is world-wide, applicants must be willing to accept delays, uncertainties and sometimes disappointments. The recruiting service for UN technical aid maintains a list of experts. Inclusion in this list does not commit the UN to offer assignments but does allow it to locate qualified candidates even after the names have been listed for a few years. This list obviously facilitates recruiting in many cases.

The assessment and selection of candidates generally takes six weeks. The names of selected applicants are then submitted to the requesting government, which makes the final decision. A candidate must almost invariably allow two to four months from the time his application is considered and the time when the UN informs him of the final decision. If he is chosen, he must be ready to take up his duties as quickly as possible.

The basic salaries paid by the UN are generally satisfactory and compare favorably with those experts would receive in other posts. Moreover, there are a number of allowances, proportional to the duration of the assignment. For those in some professions, however, it can happen that the remuneration is not as high as the expert would expect to receive outside the Organization. In such instances, it must not be forgotten that the experience will increase the expert's value and will be to his advantage as well as that of his regular employer.

For each expert to be recruited, a job description is generally prepared by the requesting government with the help of the UNDP representative in that country. These job descriptions are then classified and distributed to the national agencies. The Manpower Resources Division of the Canadian International Development Agency, 122 Bank Street, Ottawa 4, Ontario, receives this information and tries to locate qualified Canadians who may be interested in such assignments. Consultants who wish to consider this program are also invited to get in touch with M. M. W. Smith, of the Industry Machines and Engineering Services Division, Department of Industry, Trade and Commerce, 112 Kent Street, Ottawa.

Our contact with the recruiting service of the United Nations yielded a few examples of Canadians who are now working on UN assignments. A manager with a large Canadian public utility company obtained a year's leave from his employer to counsel the Government of Ceylon on the implementation of training courses. A consulting engineer with several years of experience with major Canadian companies has just finished a three-year assignment with the Government of Argentina, supervising the construction of tunnels for hydraulic works. An expert geologist is now employed on a UN mining exploration project in Chile.

Number of Experts Working for UNDP Projects by Major Agency in 1969

Agency	Total	Standing
FAO	2,550	1
UN	2,118	2
WHO	1,706	3
UNESCO	1,335	4
ILO	1,026	5
UNIDO	348	6

It should be remembered that experts recruited by the United Nations may come from many different working levels and fields of activity, and are of all nationalities. They can be divided into two almost equal groups, according to whether they were working in the university field or in the private sector. Some wish to broaden their professional experience; others may have reached retirement. Still others obtain leave from their employers for the duration of their assignment.

Canada's Permanent Mission to the UN is very well placed to obtain any additional information on the post descriptions or on any applications submitted. Those interested should get in touch with the representative of the Department of Industry, Trade and Commerce with the Mission:

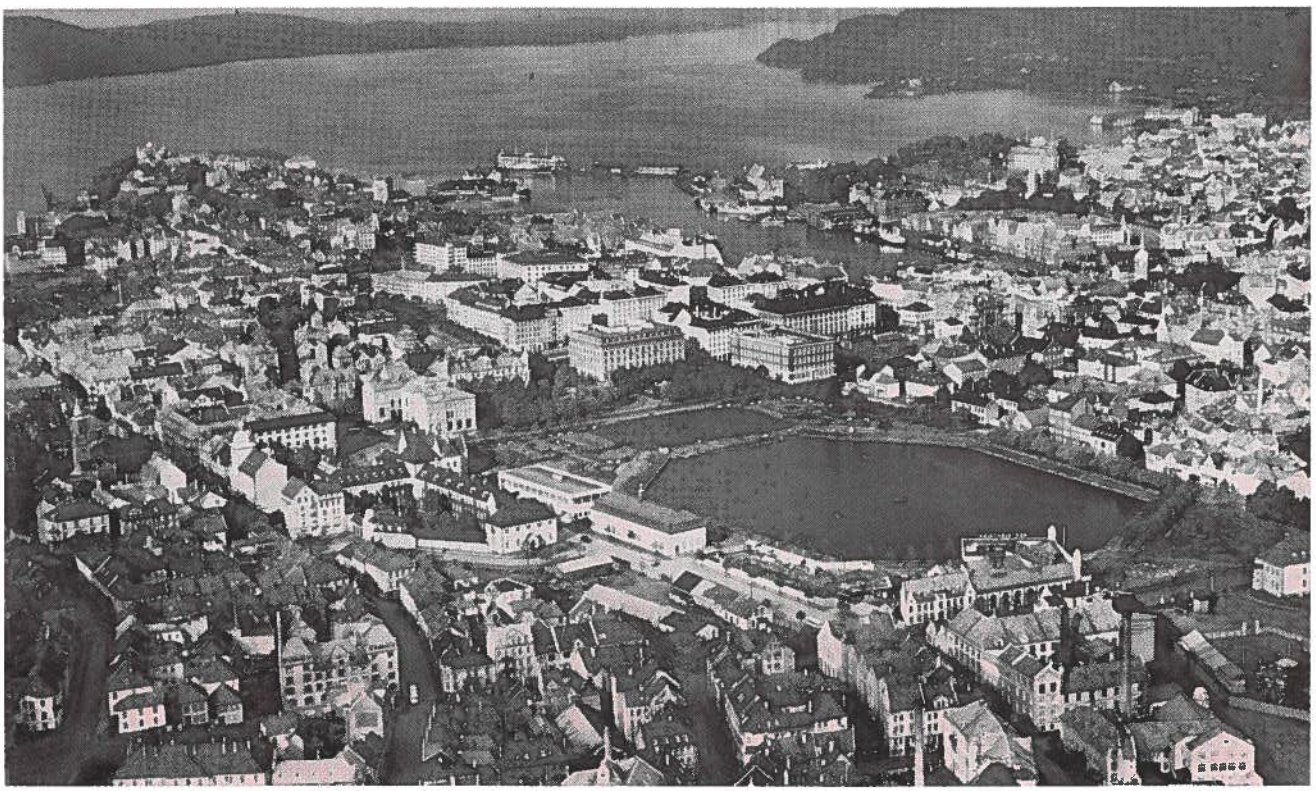
R. J. Berlet, First Secretary
Permanent Mission of Canada to the United Nations
866 United Nations Plaza, Suite 250
New York, N.Y. 10017

Applicants who wish to approach the UN Recruiting Services directly should write to:

North American Recruitment Office
Technical Assistance Recruitment Service
Office of Personnel
Secretariat Building
United Nations
New York, N.Y. 10017

Your Business Visit to Norway

Plan it early, with the help of the Oslo office;
center it on Oslo; find a good agent—and await results.



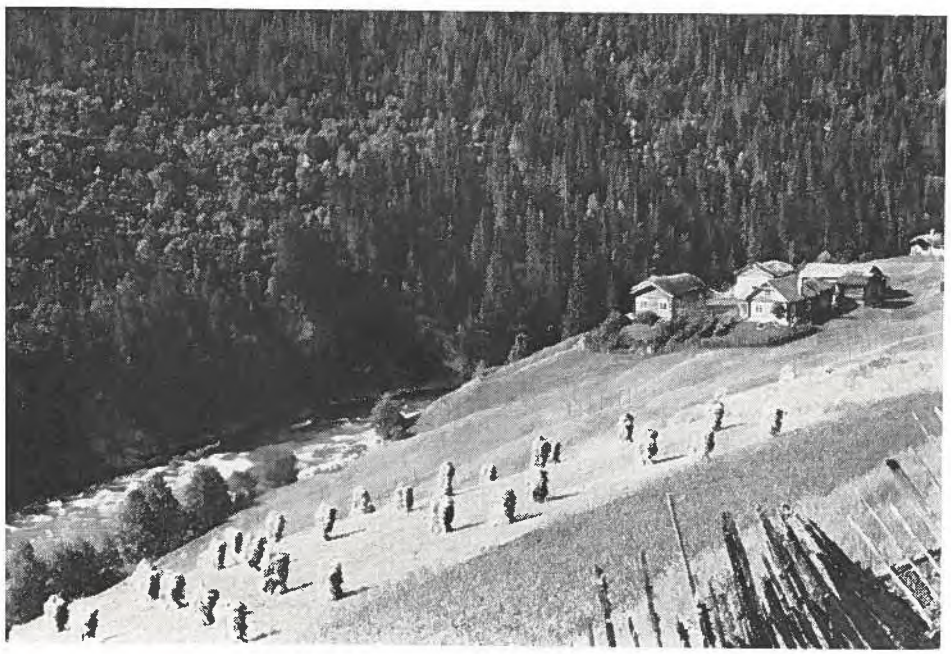
Part of the beautiful city of Bergen, trading center for western Norway, terminal port for many of the coastal shipping lines and worth putting on any itinerary. It is the second largest city in Norway, with a population of around 200,000.

B. G. R. BARTON, Commercial Officer, Oslo

Modern Norwegians, it has been said, live mainly on or from the water. Those who live *on* the water man one of the world's largest and most modern shipping fleets. Or they may be employed in the fishing industry, which in 1969 had a total income of Cdn.$169 million. Those who live *from* the water are employed in the industries that are heavy consumers of the waterpower that the country so abundantly supplies—such as the non-ferrous metals industry that furnishes nearly 20 per cent of Norwegian exports.

Oslo, the capital of the country, has just short of half a million people and is the largest commercial center. The other two major cities are Bergen, on the west coast, with a population of 200,000, and Trondheim with 121,000. Oslo is almost on the 60th parallel and is thus as far north as Churchill, Manitoba, but because of the Gulf Stream and the North Atlantic Drift, it has a mean annual temperature of about 40 degrees Fahrenheit. In winter the temperature can hover around zero, and in July and August can reach the 80's. On the west coast there is a good deal of rain—about 80 inches a year in Bergen, for example.

The first step to take if you are planning a business trip to Norway is to write to the Trade Commissioner's office in Oslo well in advance. This means at least a month before you plan to leave Canada, especially if you wish the office to make hotel reservations for you. Sometimes we have to approach at least ten Oslo hotels before finding suitable accommodation for the visitor. This is particularly



Like a troop of soldiers, these tripods of drying hay march up the hillside on a Norwegian farm. For the business visitor with a few days to spare, a trip to the clear air of the countryside is a tonic, whatever the season of the year.

true during the tourist season, from mid-June to September.

In writing to us, tell us what products you are interested in selling and send us either samples or illustrated catalogues or sales literature. Prices should be quoted c.i.f. a Norwegian port, because duty on most manufactured goods is assessed on the c.i.f. value. They can be either in Canadian or U.S. dollars or in Norwegian kroner, but be sure to state plainly the currency in which you are quoting.

What is the best time to plan a Norwegian visit? If you want to fit in a bit of weekend skiing, come any time from December to April, but remember that at Easter the whole country takes a five-day holiday. Bypass July and early August because it is the most popular holiday time and many offices and plants close down for three weeks. If you are a keen golfer, choose June, when you can play golf until midnight. The attached list of holidays will also help you in selecting the best possible time to come.

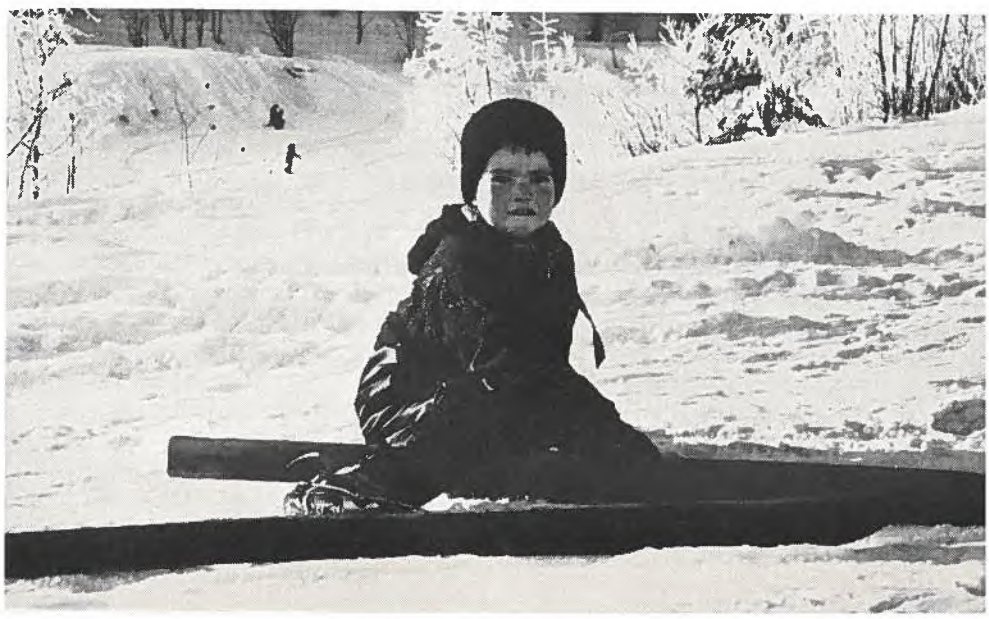
There are no regular direct flights between Canada and Norway, so the visitor is routed through London, Copenhagen, Amsterdam, or Paris; your choice will probably depend on what other cities are on your itinerary. Last year from April to October one flight a week was arranged between Montreal and Bergen by SAS, but after November passengers were routed via Copenhagen. The normal return air fare, economy, between Montreal and Oslo is Cdn.$490; the reduced 14-to-28-day fare is Cdn.$350 and the 29-to-45-day rate is Cdn.$280. During the peak season (May 22 to August 3 eastbound and July 17 to September 28 westbound) the economy class return is Cdn.$580.

What about living costs during a Norwegian visit? For a single room with bath in Oslo, a visitor should be prepared to pay about $16 per night, and meal costs will average about $12 to $15 per day. Taxi fares in and around the city will take another $5 per day. Service charges of up to 15 per cent are included in hotel and restaurant bills; bellboys and hotel porters usually are tipped and waiters are given a few cents extra. Cloakrooms make a fixed charge of up to Kr. 1. (One krone is currently worth about 14.2 cents Canadian.)

If this is a first visit, it may be sufficient to come to Oslo only, but you may wish to go to Bergen, a city of about 200,000, the trading center for western Norway and the terminal port for many of the shipping lines that ply up and down the coast, reaching the most northerly villages and towns. Trondheim (121,000) is also a major center.

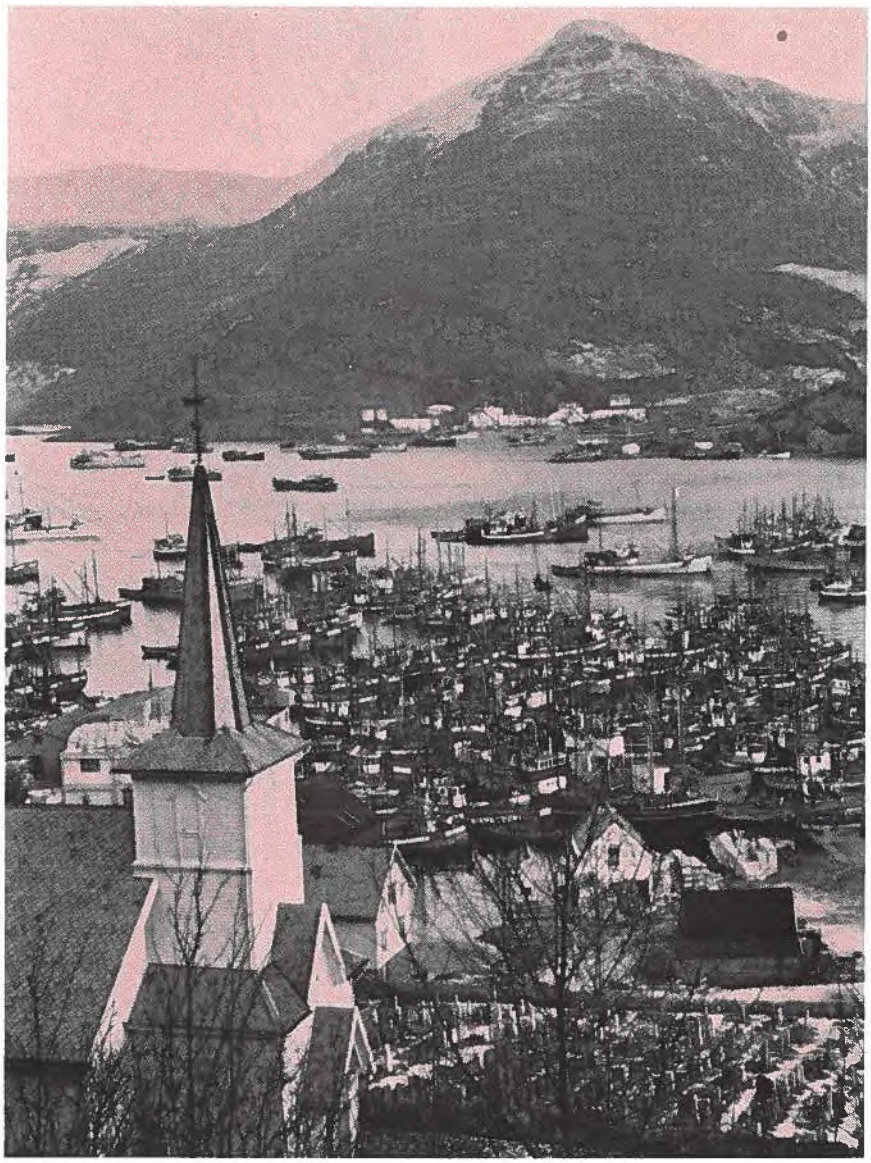
Before you begin to pack, we suggest that you find time to obtain and read *New Norway*, an excellent introduction to Norwegian industry published by the Export Council of Norway in conjunction with the publishers, Grondahl & Son. It costs about $12.

The only document you will need to enter Norway is a valid passport; not even a vaccination certification is required. You may also bring in, duty-free, one bottle of spirits, one bottle of wine, and 200 cigarettes. Samples of no commercial value are admitted duty-free, as are small quantities of sales literature. Other samples are subject to a deposit covering temporary import, and this deposit is returned when the articles are taken out of the country. Travellers can



Skiing is a national pastime in Norway, and, as this photo shows, they start doing it early. The sport was developed mainly in this country.

Part of the fishing fleet at anchor in the harbor at Maloy, a town on the West coast between Bergen and Trondheim. The sea has always played a large part in the lives of Norwegians.



enter Norway with any amount of foreign currency and up to 1,000 Norwegian kroner.

The right place in which to begin your Norwegian visit is Oslo and your first port of call should be the Trade Commissioner's office. Afterwards, you may decide to spend a day in Bergen or perhaps Trondheim. These cities lie about 300 to 400 miles away and the quickest way to reach them is by air. Service to them and to all the major cities is frequent and good. If you want a change from flying or yearn to see more of the country, try the railway. It links Norway with Sweden in the east, with Stavanger in the south, with Bergen in the west, and with Bodo in the north, via Trondheim, and the scenery is often spectacular. There are also regular ocean ferry services to Copenhagen and other Danish ports. The main roads are usually well surfaced but some mountain roads are closed during the winter months. Taxis are relatively inexpensive but may be difficult to get during rush hours in the cities.

Usually the business visitor can handle capably three appointments a day without too much rushing from place to place. In general, office hours in Oslo are from 8:30 or 9 a.m. to 4 or 4:30 p.m. Some offices close on Saturdays; others are open from 9 a.m. to 1 p.m. It is best not to ask for appointments after 3 or 3:30 p.m. Lunchtime normally means a half-hour break in the company canteen or sandwiches eaten at one's desk. The main meal of the day comes between four and five o'clock, after the offices are closed. Retail stores are usually open from 8:30 a.m. to 5 p.m. and banks from 9 a.m. to 3 p.m. and to 6:30 p.m. on Thursday. Both stores and banks are open for a half-day on Saturdays.

Businessmen should note that they cannot buy liquor in hotels or restaurants on Saturday, Sunday, or on public holidays. All off-premises buying of liquor must be done at state liquor stores, which have a monopoly; only beer can be purchased in grocery stores.

Nearly all Norwegian businessmen can speak and write English but the use of French is much less common. In comparison with some other countries, they are a bit formal in their manners but they are also hospitable. You may wish to try entertaining either at lunch or dinner; if you, in turn, are invited to a Norwegian home for dinner, be sure to take flowers to your hostess.

Norwegian business practices are established either by law or by long tradition, and are jealously guarded and maintained by the various business associations. There are a number of good agents and agents/distributors ready to act for Canadian businessmen, but in all discussions, both with potential agents and potential customers, the visitor must be prepared to talk about prices and to demonstrate the quality of the products that he has to offer. Agents' commissions vary, but normally they are at least 5 per cent. The Norwegians import a large part of their needs from other EFTA members, such as Britain, Sweden and Denmark, whose products enter duty-free, and from other near-by continental countries such as West Germany.

Both in summer and in winter, Oslo and the surrounding countryside offer a number of attractions to the businessman who wants to relax when the day is over or during the weekend. One obvious leisure pastime is a good meal in a first class restaurant—the Blom, Frascati, or Fregatten, or those belonging to the Bristol, the Grand, or the Continental hotels. There are others equally worth trying and the visitor will find them listed in the *Oslo Guide* which he can obtain at his hotel.

Fountains front the city hall in Norway's capital city, Oslo, providing a romantic setting for lovers. It is also the main business center for the country.

Among the interesting things to see in Oslo are the Viking Ships' Museum, with its ships and other relics from the 10th century or earlier; the Kon-Tiki Museum, with the famous raft on which Thor Heyerdal and his companions crossed the Pacific, and the Folk Museum with its many old wooden houses brought in from all over Norway and rebuilt in a setting as close as possible to the original. There is also the National Art Gallery, the Munch Museum, and the Henie-Onstad Centre of Modern Art. In summer or winter it is possible to go up to Frognerseter, from which one gets a beautiful view over the whole city and the Oslo Fjord; at certain seasons one can take a trip by motor boat on the Fjord itself. If you have a few days to spare, why not arrange to stay at some of the first class hotels in the mountains and amuse yourself by skiing or, in other seasons, by walking in the clear air of the heather-covered moors.

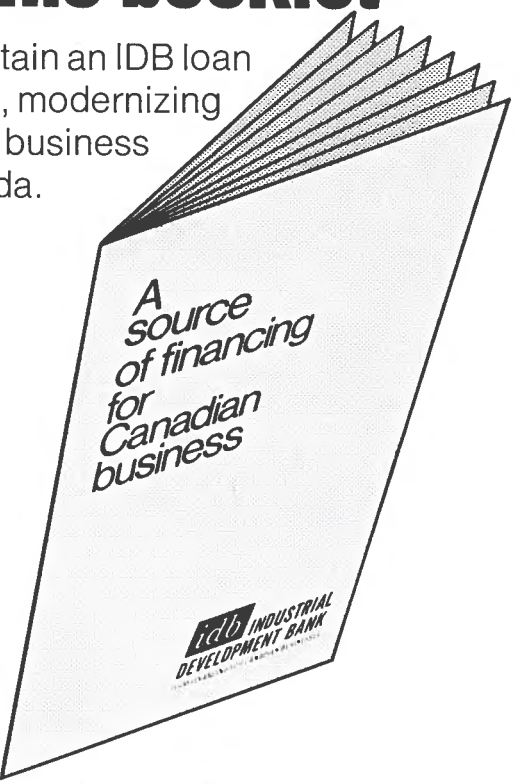
The Commercial Division of the Canadian Embassy in Oslo will do everything possible to make your business visit to Norway pleasant and productive. The one thing we ask is that you let us know in plenty of time so that we can plan properly for you. In the first nine months of last year, Canada sold products worth Cdn.$123 million to Norway. Yours could be among them next year.

Official Holidays, 1971

New Year's Day
Maundy Thursday (April 8)
Good Friday (April 9)
Easter Monday (April 12)
Labor Day (May 1)
Independence Day (May 17)
Ascension Day (May 20)
White Monday (May 31)
Christmas Day
Boxing Day

Ask for this booklet

To learn how to obtain an IDB loan to assist in starting, modernizing or expanding your business anywhere in Canada.



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Peking Office Opens

On January 9 our Commercial Counsellor, Robert G. Godson, arrived in Peking to establish the newest of our posts abroad. During the past three years, when he was stationed in Hong Kong, his primary responsibility was the improvement of our economic and commercial relations with the People's Republic of China. With the opening of the office in Peking, he will be able to meet regularly with officials in the head offices of China's seven foreign trade corporations. These corporations are responsible for carrying on all of China's foreign trade; they are listed below, together with the products that each handles.

Although we now have an office in Peking, this does not change the procedures for Canadian businessmen who wish to visit China. All business travel into the country must still be undertaken on the invitation of one of the trading corporations. These invitations are normally issued only for attendance at the Chinese Export Commodities Fair, which is held twice a year—from April 15 to May 15 and from October 15 to November 15—in the South China city of Canton. (Canton is now officially known as Kwangchow.) At the fairs, delegations from all the foreign trade corporations are present to conduct both import and export business and, in fact, to conclude contracts representing over 30 per cent of the country's foreign trade.

Invitations to visit other centers in China, such as Peking and Shanghai, are more difficult to obtain and are issued only when the Chinese authorities have a specific interest in conducting direct negotiations. These invitations are thus normally limited to companies with which the Chinese have long had contact and extensive business dealings, or to firms which have products or materials for which the corporations have an immediate need.

The procedures for doing business in the People's Republic of China are outlined in detail in the special "Canada and China" supplement to *Foreign Trade* that was distributed in November 1970. Anyone who would like to have a copy of this supplement should write to the Editor, *Foreign Trade*, Publicity Branch, Department of Industry, Trade and Commerce, 112 Kent Street, Ottawa, Canada. Any Canadian firm interested in establishing business contacts with the Chinese should approach the foreign trade corporation which handles that type of product directly, giving information, as detailed as possible, on the product or products it has to offer. Copies of all such correspondence, including the replies to all letters, should be sent to our office in Peking. This will enable our Commercial Counsellor to carry on personal discussions on behalf of the particular firm with representatives of the trading corporation in Peking.

All inquiries about the development of Canadian exports to China may be directed to:

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

or to

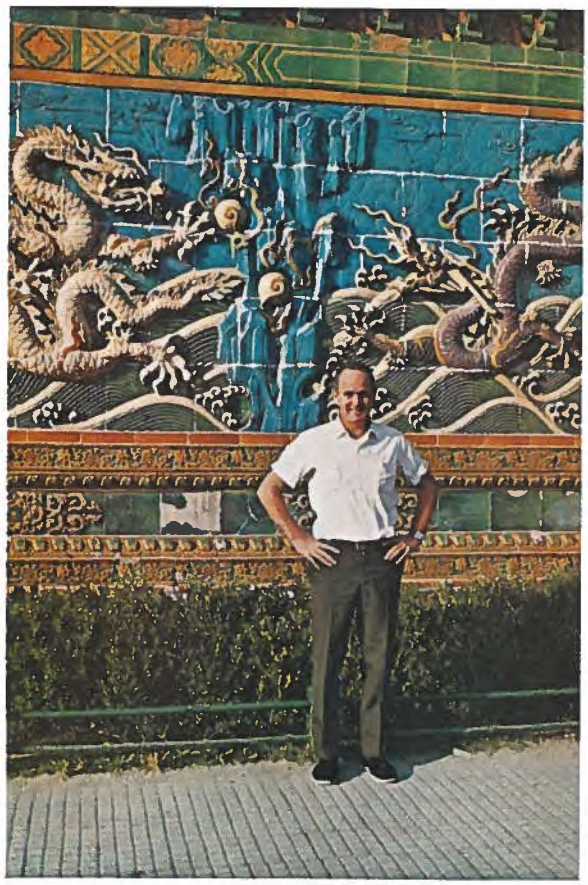
Asia and Oceania Division
Office of Area Relations
Department of Industry, Trade and Commerce
Ottawa, Canada

These women workers on a commune near Canton are harvesting the rice crop.

92475—3

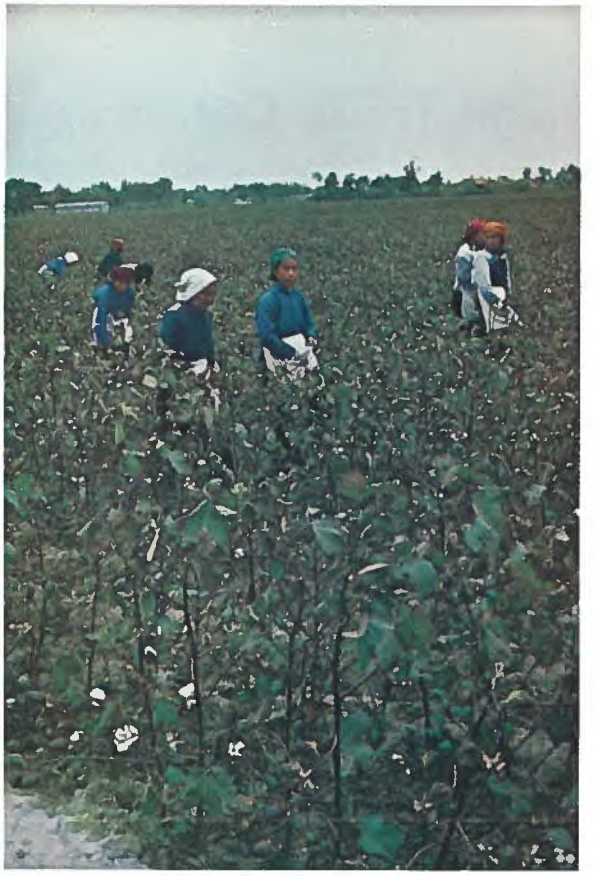
Peking is a beautiful city, with many historic sites of interest to the visitor. In the center is Tien An Men, the largest square in the world. Shown above is the Gate of Heaven, which is the entrance to the Forbidden City. The latter encloses the various imperial palaces, now known as the Palace Museum.

Over 75 per cent of China's huge population still works in agriculture, growing a variety of crops. On a commune near Peking, this woman is threshing rice by hand in the time-honored way. Rice continues to be the principal cereal raised and most of it is consumed directly by the Chinese themselves. Rice paddies are particularly common in the area lying south of the Yangtze River.



←Near the Forbidden City in the heart of Peking is the famous Dragon Wall. Standing in front of it is the author of this report, who also took the pictures to illustrate it—R. G. Godson, the Commercial Counsellor at the Canadian Embassy, Peking. Mr. Godson was previously stationed in Hong Kong, when China was included in the territory of the Hong Kong office.

These Chinese women are picking cotton in a field just ready for harvesting. For several years running, the production of cotton has increased. Most of it goes to the domestic mills, such as Peking No. 3, which has stepped up production steadily and at the same time improved the quality of the cotton yarns produced. →



Nearly every visitor to Peking seeks out a restaurant that serves the renowned Peking duck. This picture appears to be a scene of rural beauty and tranquillity, but the large flock of ducks being raised for the table probably adds plenty of noise, especially when it is feeding time.

This picture, taken in the principal iron and steel works on the outskirts of Peking, symbolizes the industrial progress within the country and the expansion of its industrial base. Today it turns out a range of both consumer goods and industrial products for domestic and export markets.

China's Foreign Trade Corporations

Their principal exports and imports

China National Chemicals Import and Export Corporation
Erh Li Kou, Hsi Chiao, Peking
Cable: SINOCHEM PEKING

Rubber, rubber tires and other rubber products, petroleum and petroleum products, chemical fertilizers, insecticides and fungicides, pharmaceuticals, medical apparatus, chemical raw materials, dyestuffs, pigments, etc.

China National Native Produce and Animal By-Products Import and Export Corporation
82 Tung An Men Street, Peking
Cable: CHINATUHSU PEKING

Tea, coffee, cocoa, tobacco, bast fiber, rosin, feedingstuffs, timber, forest products, spices, essential oils, patent medicines and medicinal herbs, as well as other native produce, bristles, horse tails, feathers, down, feathers for decorative use, rabbit hair, wool, cashmere, camel hair, casings, hides, leathers, fur mattress, fur products, carpets, down products, living animals, etc.

China National Light Industrial Products Import and Export Corporation
82 Tung An Men Street, Peking
Cable: INDUSTRY PEKING

Paper, general merchandise, stationery, musical instruments, sporting goods, toys, building materials and electrical appliances, fish nets, net yarns, leather shoes, leather products, pottery and porcelain, human hair, pearls, precious stones and jewellery, ivory and jade carvings, lacquer ware, plaited articles, furniture, artistic handicrafts and other handicrafts for daily use, etc.

China National Textiles Import and Export Corporation
82 Tung An Men Street, Peking
Cable: CHINATEX PEKING

Cotton, cotton yarns, raw silk, steam filature, wool tops, rayon fibers, synthetic and man-made fibers, cotton piecegoods, woollen piecegoods, linen, garments and wearing apparel, knitted goods, cotton and woollen manufactured goods, ready-made silk articles, drawn works, etc.

China National Cereals, Oils and Foodstuffs Import and Export Corporation
82 Tung An Men Street, Peking
Cable: CEROILFOOD PEKING

Cereals, edible vegetable and animal oils and fats, vegetable and animal oils and fats for industrial use, oil seeds, seeds, oil cakes, feedingstuffs, salt, edible livestock and poultry, meat and meat products, eggs and egg products, fresh fruits and fruit products, aquatic and marine products, canned goods of various kinds, sugar and sweets, wines, liquors, spirits of various kinds, dairy products, vegetables and condiments, bean flour noodles, grain products, canned goods, nuts and dried vegetables, etc.

China-National Machinery Import and Export Corporation
Erh Li Kou, Hsi Chiao, Peking
Cable: MACHIMPEX PEKING

Machine tools, presses, hammers, shears, forging machines, diesel engines, gasoline engines, steam turbines, boilers, mining machinery, metallurgical machinery, compressors and pumps, hoists, winches and cranes, transport machinery (motor vehicles) and parts thereof, vessels, etc., agricultural machinery and implements, printing machines, knitting machines, building machinery, machinery for other light industries, ball and roller bearings, tungsten carbide, electric machinery and equipment, telecommunication equipment, electric and electronic measuring instruments, scientific instruments, complete industrial plants, technical knowhow, etc.

China National Metals and Minerals Import and Export Corporation
Erh Li Kou, Hsi Chiao, Peking
Cable: MINMETALS PEKING

Steel plates, sheets and pipes, steel sections, steel tubes, special steel, railway materials, metallic products, pig iron, ferro-alloys, non-ferrous metals, precious rare metals, ferrous mineral ores, non-ferrous mineral ores, non-metallic minerals and products thereof, coal, cement, hardware, etc.

Panama: Import-Oriented and Expanding Economy

Canadian exports to this country are rising but in certain sectors we could do better, as this article points out.

ALAN L. LYONS
Assistant Commercial Secretary
Guatemala City

The Republic of Panama, which forms an isthmus linking North and Central America with South America, has an area of 29,200 square miles, excluding the Panama Canal Zone, and a population of only 1.5 million. Nevertheless, it provides excellent opportunities for Canadian exporters and investors. It imports most of the commodities it needs and maintains a high standard of living, largely as a result of revenue from the Panama Canal Zone. Per capita income is approximately U.S. $550 a year, higher than that of any of the Central American Republics.

Panama does not consider itself a Central American country, nor is it so considered by the five Republics which are members of CACOM, the Central American Common Market. Businessmen should visit Panama when touring Central America, but it should be treated as a totally separate market. There are also limited opportunities for sales to the Panama Canal Company which operates the Canal Zone and these could be explored at the same time. (The United States and Panama will probably commence early in 1971 the renegotiation of the 1903 Panama Canal Treaty and may also discuss the possibility of building a new canal.)

Not agriculture, but a mineral survey. J. Larocque, a Canadian photogeologist with the UN, uses a pocket stereoscope to check on porphyry copper finds in the Azuero area of Colon Province. Several Canadian groups are in the running for development rights in the province.

The Colon Free Zone was created in 1948 by the Republic for the purpose of using Panama's position on the Canal for developing a re-export trade to neighboring countries. The Free Zone, which comprises 120 acres at the Atlantic terminus of the Canal, is attracting a growing number of foreign companies. More than 500 are represented there already. Further information may be obtained through the Canadian Embassy in Guatemala or by writing direct to the Manager, Colon Free Zone, P.O. Box 1118, Colon, Republic of Panama.

The Panamanian economy is primarily agricultural, with approximately 30 per cent of the area under cultivation. Agriculture accounts for almost three quarters of all exports. In recent years, however, a manufacturing industry has emerged with the establishment of food processing plants and facilities for the manufacture of clothing, cigarettes, soap, cement and other products. In addition, an oil refinery has been brought into operation in Colon. Panama, however, will probably continue for some time to import most of its requirements.

The 1960's were characterized by a buoyant, expanding economy which experienced a sudden slow-down in 1968 when the newly-elected Government was deposed. In 1969, however, the economy resumed its upward progress, with a rise in real gross national product of 7 per cent, compared with 5.5 per cent the previous year. Among the factors contributing to this recovery were greater public expenditures, increased banana exports, and added revenue from the Canal Zone and the Colon Free Zone.

The major strength now lies in the public rather than the private sector, with the Government spending large sums on infrastructure development and other programs. The 1970 budget totalled a record $162 million and it is hoped that public expenditures will stimulate investment to bolster the private sector. The Government has recently drafted a decree, now awaiting cabinet approval, to offer special tax incentives for industries to establish in the interior of the country, particularly industries whose products could be exported.

Notable development projects in the public sector include the $42 million 150-megawatt Bayano hydroelectric project financed by the World Bank (proposals were recently called for the construction of the civil works, including the main and secondary dams, power plant and substation), further development of the thermal power facilities at Las Minas, and a proposed $27 million expansion of the facilities at Tocumen Airport. The Government will also start construction of the "Darien Gap" portion of the Inter-American Highway linking Panama with Colombia, a $45 million rural road development program, and an extensive educational expansion program.

Highlights in the private sector include the impending award by the Government of development rights for the major copper deposits found by UN experts in the Cerro Petaquila area of Colon province (several Canadian groups are in the running), the possible construction of an $80-million oil pipeline across the isthmus by a European consortium, and several hotel and resort projects to build up the excellent tourist potential in Panama.

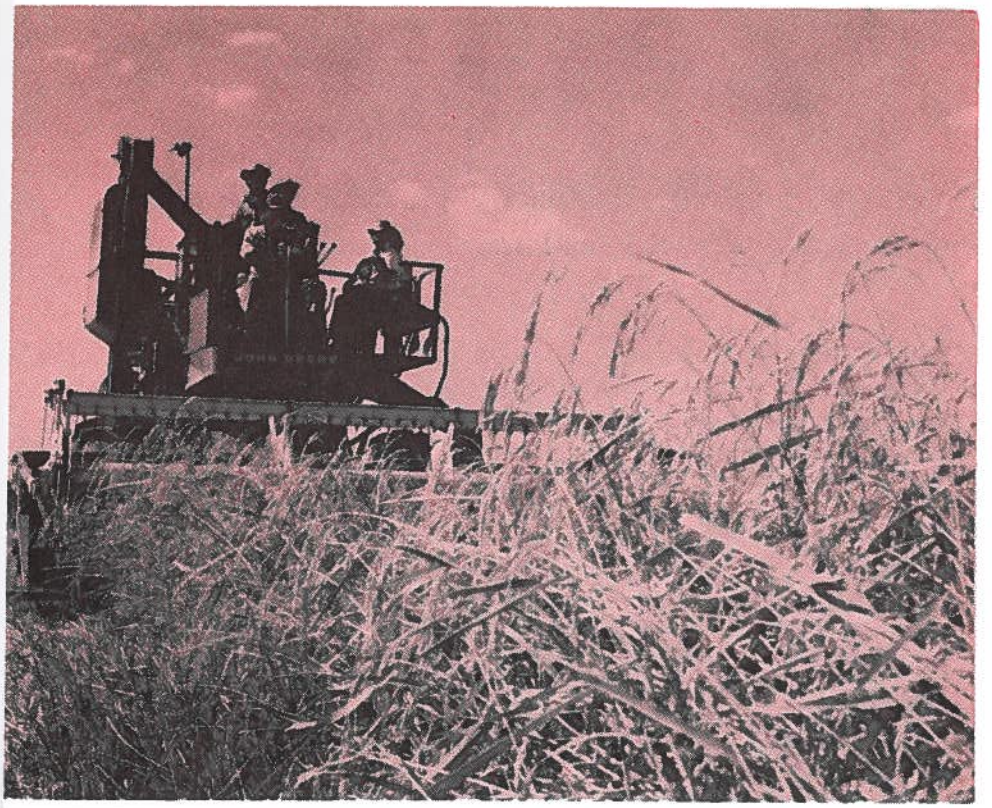
The total f.o.b. value of imports into Panama (excluding the Free Zone and Canal Zone) rose from U.S.$250 million in 1967 to U.S.$266 million in 1968, and the 1969 figure probably increased by a further 10 per cent. The United States is the chief supplier, providing almost $110 million worth of exports, followed by Venezuela with over $50 million (primarily petroleum), and Japan with nearly $15 million. The chief imports are machinery and transportation equipment, combustibles and lubricants, chemicals, food products, and textiles, yarns and fibers.

Commodity export earnings rose to approximately U.S.$108 million in 1969, an increase of about 15 per cent over 1968. (The Canal Zone and Colon Free Zone are again not included in these figures.) This increase was largely accounted for by more banana exports.

TABLE 1

CANADIAN EXPORTS TO PANAMA

	Cdn.$'000 (f.o.b.)				Cdn.$'000 (f.o.b.)		
	1968	1969	1970 (8 mos.)		1968	1969	1970 (8 mos.)
Canned sardines & other fish products	81	145	118	Aircraft complete with engines	274	—	483
Oats	113	89	68	Aircraft engines, assemblies, equipment, & parts	55	25	56
Wheat & wheat flour	35	3	83	Tires & tubes	224	239	262
Malt	109	218	89	Telecommunications equipment	500	58	46
Whisky	127	242	132	Electrical equipment (industrial, commercial & domestic)	71	123	124
Newsprint, paper, other forest products	629	924	655	Electricity-measuring & testing equipment & parts	63	46	72
Steel and steel products	367	840	213	X-ray & related equipment & parts	—	—	38
Aluminum semifabricated & fabricated materials	412	637	327	Business & office machines	164	106	283
Copper pipe & tubing, non-insulated wire & cable	188	223	233	Medicines & pharmaceuticals	827	878	455
Insulated wire & cable	286	553	651	Hosiery	59	24	112
Industrial machinery & equipment	45	29	30	**Total**	**5,521**	**6,499**	**5,206**
Agricultural equipment	50	31	24				



Using a combine harvester, workers gather up the rice crop as part of a nationwide effort to expand and diversify agricultural output. Agriculture accounts for nearly three quarters of the country's exports, although there is a growing manufacturing industry that may be given incentives to further expand

After bananas come petroleum products, shrimps, sugar and coffee.

Panama enjoys a large favorable trade balance with Canada. The f.o.b. value of exports to Canada in 1969 was Cdn. $13.6 million, a substantial increase over the 1968 figure of $12.3 million. Main exports to Canada in 1969 were bananas and plantains ($7.8 million), motor gasoline and oil products ($4.6 million) and biological products such as hormones ($600,000).

The accompanying table shows Canadian exports to Panama in 1968, 1969 and the first eight months of 1970. The f.o.b. value of Canadian exports rose from more than $5.5 million in 1968 to $6.5 million in 1969, and exports will probably reach the $7 million mark for 1970. (The corresponding eight-month figures for 1967, 1968 and 1969 respectively were $3.1 million, $4.0 million, and $4.6 million). Canada supplies mainly newsprint, paper, and other wood products; steel and steel products; medicines and pharmaceuticals; semi-fabricated and fabricated aluminum materials; insulated wire and cable; and tires and tubes for motor vehicles. Occasional sales of aircraft and aircraft engines have also been made.

Products with the best potential which Canada has not yet supplied in significant quantities appear to be mining equipment, agricultural machinery and equipment, highway and general construction equipment. (There is a minor building boom with the construction of office buildings, hotels, an international trade center and shopping centers.) Also needed are power-generating equipment, food-processing machinery, hotel and school equipment and supplies, and a large range of consumer goods.

Foreign suppliers can use one of three methods to sell: either direct to Panamanian merchants who buy on their own account; through commission agents who either sell on behalf of their principals or import and sell on a commission basis from stocks; or by setting up a branch operation. The latter method is least popular because business expenses in Panama are high.

Great care should be taken in appointing or terminating an agency because of a government decree passed in October 1969 regulating the rights and responsibilities under representational agreements. The decree imposes heavy penalties on principals who dismiss their agents without major justification. Personal visits by suppliers are essential, both in the initial appointment and afterwards to maintain contacts. In selling machinery and equipment, it is important to establish good installation and maintenance services but many exporters place too much reliance on local representatives who generally lack adequate technical staff.

The size of individual orders received is often small, but Japanese and European exporters have achieved significant total sales volumes through their willingness to handle small orders.

Exporters wishing to investigate the market in Panama for their products, or who wish to find suitable representatives, should write to the Commercial Counsellor, Canadian Embassy, P.O. Box 3-A, Guatemala City, Guatemala, C.A. Make the Embassy the first stop on your tour through Central America and Panama, and discuss your needs with us in further detail.

Writing to Cambodia?

Exporters who are transacting business with Cambodia should know that the country has changed its name to Khmer Republic and that the town of Sihanoukville is now known as Kompong Som.

Or Muscat and Oman?

Muscat and Oman has also changed its name; it is now the Sultanate of Oman.

All mail to these places should carry the new names. Postage rates to these countries are still as follows: letters by air, 25 cents for each half ounce; letters by surface mail, 12 cents for the first ounce and seven cents for each additional ounce; parcel post, $1.20 for the first pound and 35 cents for each additional pound to a maximum of 22 pounds.

New Zealand's Gas Boom

Canadian firms are playing their part in helping to develop natural gas fields in this part of the world, and there is a growing market for domestic and industrial equipment.

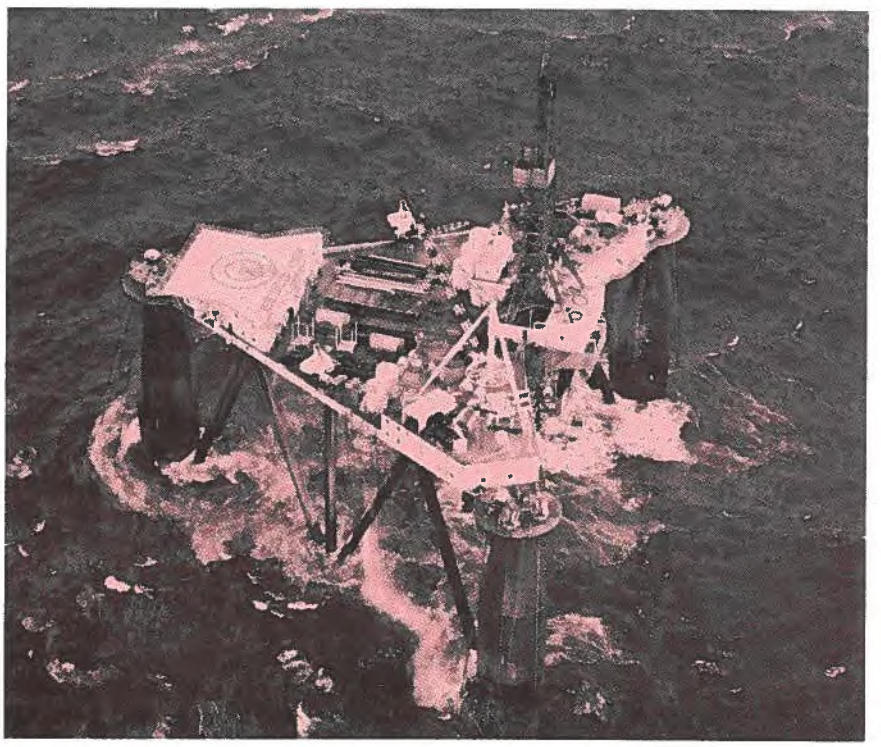
MAURICE J. HLADIK, Assistant Commercial Secretary, Wellington

The search for oil and gas in New Zealand goes back many years. As early as 1866 (in the same decade as discoveries at Petrolia, Ontario) the first well was drilled (or rather dug) to a depth of 40 feet on the New Plymouth waterfront, on the west coast of the North Island. This well was a marginal one, as production peaked at only 80 gallons a day. Numerous drilling attempts throughout the country, including concentrated efforts by several groups spurred on by the needs of World War II, were not notably successful. In fact, it was not until an exploration program began in 1955 that finds of gas or oil in encouraging quantities were made.

In November 1955, Shell, B.P. and Todd Oil Services Limited launched a concentrated exploration effort near New Plymouth and along the west coast of the South Island. In the past 12 years alone this group has spent nearly $30 million on oil and gas exploration both on land and offshore.

The first successful well, Kapuni, was "spudded in" in January 1959. Subsequent exploration in the area resulted in four productive gas wells which became known as the Kapuni Field. This is capable of producing 60 million cubic feet of untreated natural gas per day from which 4,500 barrels of condensate and 33 million cubic feet of treated gas can be extracted. The output is considered adequate to meet foreseeable domestic and industrial needs of gas for the major North Island centers for the next twenty years.

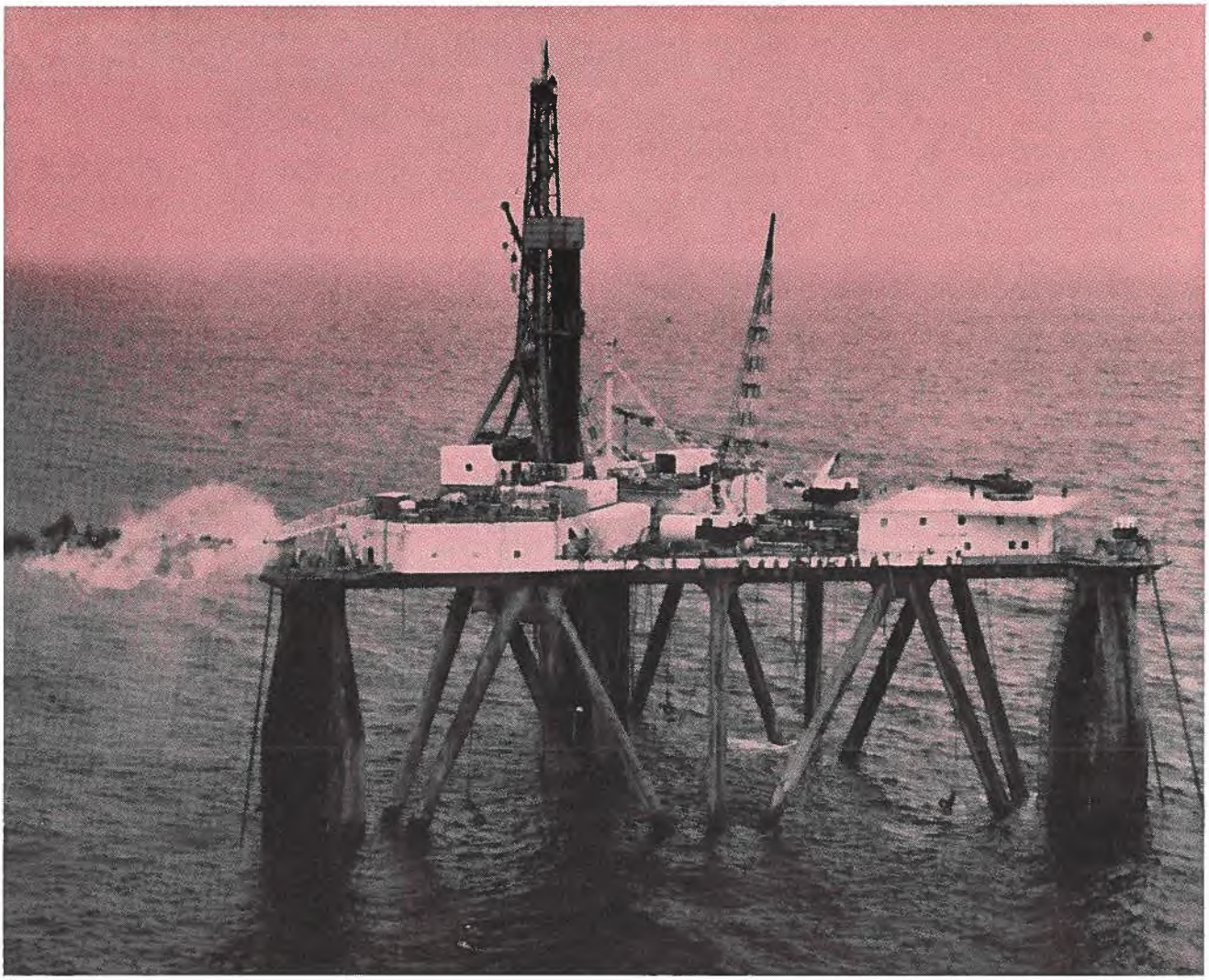
In May 1967 an agreement was signed between the Shell, B.P. and Todd Consortium and the Kapuni Gas Corporation for the use of the field. The Natural Gas Corporation, a Crown agency, is the sole purchaser of the gas and is responsible for distributing it to the various regional gas boards. Since the agreement was made, a 400-mile eight-inch pipeline, a treatment plant and other related equipment have been installed for gas transmission to main North Island centers. In spite of delays, the entire system is expected to be in operation in early 1971, when natural gas will flow to Auckland and Wellington and several other smaller centers.



Canadian participation in the development of the Kapuni Field included a $900,000 package of gas-processing equipment from Black, Sivalls & Bryson Limited of Edmonton. Stelco also supplied a quantity of "yellow jacket" pipe valued at about $300,000 to various regional gas companies for urban distribution. Another major supplier was the Dearborn Chemical Company, Ltd., Toronto, which provided the basic material for pipe coatings.

In addition to the initial commitment to development and distribution, a market has developed for many types of gas utilization equipment, for both domestic and industrial purposes. Local assembly or production under licence is the most suitable method of reaching the New Zealand market, although there are limited opportunities also for sales of completely manufactured units. Efforts to export complete units, however, are often frustrated by import control regulations and by the high freight costs for bulkier items.

An exciting and recent New Zealand gas discovery has been the Maui Field off the New Plymouth coast, by the Shell, B.P. and Todd Consortium. This field, with a reported potential flow of 500 million cubic feet a day, is one of the largest single ones in the Western world.



This Canadian-built and owned SEDCO-135F offshore drilling rig is being used in the coastal waters off New Zealand. This same platform was also used in drilling operations at the Maui Field, where production should get under way within the next year or so. The same rig is seen, left, in rougher weather. The platform was constructed in Vancouver.

The offshore drilling platform used in this exploration was the SEDCO-135F rig constructed by Victoria Machinery Depot of Vancouver for Southeastern Commonwealth Drilling Services Limited of Calgary. This rig is under a $10-million service contract for exploration in New Zealand and Australian coastal waters.

As the Maui Field was discovered in up to 360 feet of water, approximately 25 miles offshore in a very rough region of the Tasman Sea, the task of recovery will be costly and will be at the limit of present offshore recovery technology. Negotiations are now under way between an interdepartmental committee of the New Zealand Government and the consortium to decide on an equitable onshore price for the gas. This price will have to take into account the cost of recovery and also the price of other fuels, including imported crude oil.

As previously indicated, the Kapuni Field's capacity is adequate to fulfil the anticipated needs of the premium industrial and consumer market for the next two or three decades. Although several proposals on the use of Maui gas are being considered, it is apparent that thermal power plants will be the major consumer. New Zealand has significant under-developed hydro potential in parts of the South Island, but transmitting power to the major North Island markets across Cook Strait makes it non-competitive with power generated from fossil fuels nearer the market.

The immediate natural gas requirement for power generation will be the 600 mw New Plymouth station now under construction. However, the peak load needed for this plant will only be 80 million cubic feet per day, or approximately 16 per cent of the Maui field's total capacity. Another station nearer Auckland, currently on the drawing board and scheduled to go on stream later in the decade, is expected to require 120 million cubic feet of gas or its equivalent per day. In addition, a somewhat larger North Island plant is envisaged during the 1980's. In spite of this power development program it is apparent that the total requirement for generation will be less than 80 per cent of the field's capacity after a 20-year buildup in demand.

With supplies in excess of estimated domestic, industrial and power generating demands, several other outlets are being considered. Liquefaction of the surplus gas and exporting it to Japan or perhaps the west coast of North America is one proposal. But the anticipated high cost of recovery and the great distance to these markets may make the delivery price uncompetitive with supplies from the Middle East and elsewhere.

Other possible outlets are local petrochemical and fertilizer production. But a population of about three million would create only a limited demand for petrochemical products. Fertilizers, on the other hand, are required in large quantities in New Zealand but, again, the amount of natural gas required to produce them is relatively small in terms of what is available.

Notwithstanding the limited market potential and anticipated high costs of recovery, both parties are optimistic that development of the Maui Field will be under way within the next year or two. A project of this magnitude will be of interest to several Canadian firms in the oil and gas equipment and services field.

The purchasing of all supplies will be handled through the New York office of Shell Oil, where potential suppliers should register their interests in New Zealand developments. Firms wishing to establish themselves with local agents should contact the Commercial Counsellor, Office of the High Commissioner for Canada, P.O. Box 12-049, Wellington North, New Zealand, supplying catalogues and descriptive literature.

The marked success in the discoveries of natural gas has not yet been matched by the discovery of crude oil in commercial quantities. With the exception of minor quantities of condensates which can be extracted from the natural gas, there are no domestic supplies to meet the large and growing requirement for crude oil. The total current value of petroleum and petroleum products imported into New Zealand is $90 million a year, or nearly 10 per cent of all imports. The reason for further exploration is obvious.

Hungarians Switch to Oil and Gas

Exploration and distribution programs now going on should present opportunities for Canadian suppliers whose equipment is competitive elsewhere in Europe.

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

Hungary has recently announced its Five Year Plan for 1971-1975, a plan that puts considerable emphasis on investment in oil and natural gas. This emphasis continues a policy which appeared in Hungary and certain other Eastern European countries in the late sixties. For many years central planners in these countries have ignored oil and gas, emphasizing rather the use of large known domestic reserves of coal as the major base for fuel and chemicals. Now, however, it has become obvious that the hydrocarbons are much more efficient for most uses. Hungary, for example, calculates that natural gas can be produced at one quarter the cost of coal, even the abundant low-calorie coal.

The Hungarians under their New Economic Mechanism cannot afford to ignore such economies, and this is why they have budgeted for a significant investment in making the switch. Hydrocarbons accounted for 16 per cent of total energy consumption in 1955, 27 per cent in 1965, and will reach 55 per cent by 1975. Natural gas alone constituted only 2.6 per cent of the energy balance in 1960, or about the same as wood; in 1970, natural gas reached 13.3 per cent and the target for 1975 is 21 per cent.

To achieve these goals, large investments will be made in several areas.

Hungary's natural gas reserves are estimated at 100,000 million cubic meters, good for about 20 years' supply. Oil reserves, however, total only 137 million tons and the aim is to increase proven reserves by 20 per cent in the next five years. In the past year about 60 exploratory wells have been sunk east of the Danube, and drilling has totalled 125,000 meters. In the future, the focus will shift west of the Danube, where the most promising unexplored areas lie. Exploratory drilling will average 380,000 meters a year over the next five years. Hungarian geological authorities claim a return of 13 to 1 on investment in geological research.

Recently the member states of COMECON signed a protocol for co-operation on a comprehensive geological map of Europe. Each member will be required to drill down to 7,000 meters, following a pattern that will make it possible to assess oil and gas deposits accurately and to prospect more efficiently.

Hungary is also doing some exploration abroad. Recently it granted $15 million in loans to Iraq for equipment and services for oil and gas exploration, drilling and production. A similar arrangement is under discussion with Libya, Nigeria and Egypt.

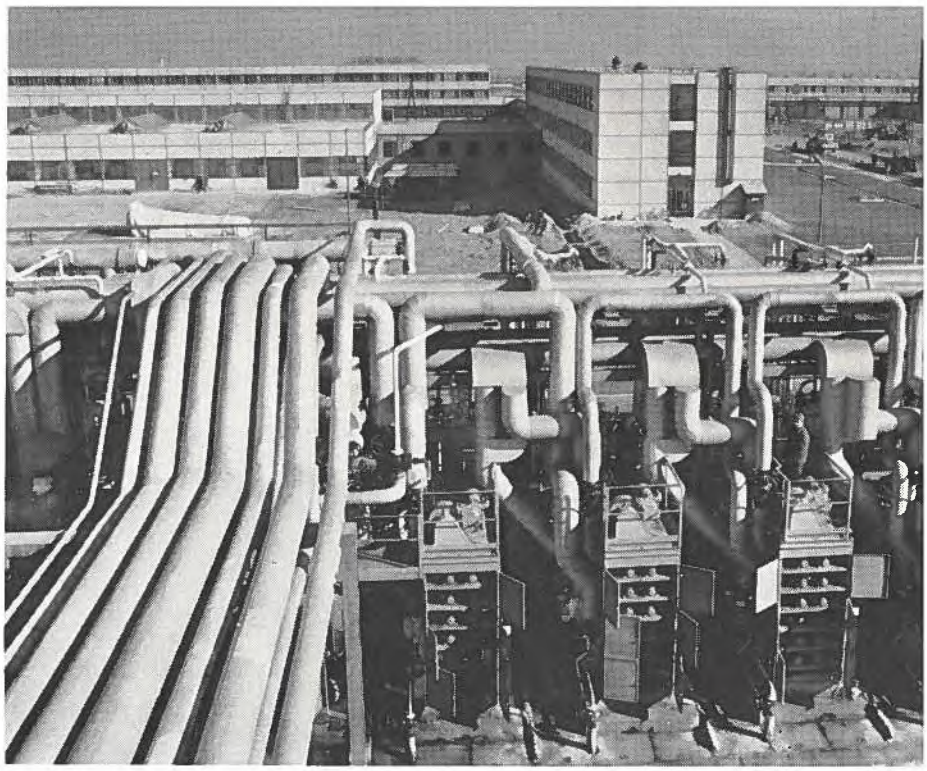
Production of crude oil in Hungary will remain at about the present level of just under two million metric tons a year until sufficient new reserves are proven. Natural gas production will increase by about 60 per cent over the next five years, reaching about 5,500 million cubic meters in 1975. A French company has just won a $2.4 million contract for equipment to collect oil-well gas, process it into propane-butane, and load it into railway tank cars, and there are similar opportunities for Canadian companies.

Among items of interest to the Hungarians are: well-bottom installations; control valves; wellhead equipment; neutralizers and inhibitors for corrosives in the gas; portable installations for separation of gas and oil immersed in the oil; technology for drawing oil from several strata simultaneously; anti-corrosive tube lining; safety valves; blower preventers; fishing tools; pressure-regulating devices; filters, and safety devices.

Over the next five years, most of Hungary's hydrocarbon deficit will be met by imports from the U.S.S.R. A second Soviet-Hungarian pipeline, "Friendship 2", which will have a capacity of 10 million tons a year, is to be completed in 1976. This project will cost about $30 million, of which $1.6 million has been budgeted specifically for imports of tubing and machinery from the West. Through this pipeline will come more than 70 per cent of Hungary's oil needs.

But Hungary will probably not be able to increase its imports from the Soviet Union indefinitely. Alternative sources are being cultivated in Africa and the Middle East, especially through co-operative deals such as the one in Iraq. A pipeline from a Yugoslav port is under discussion and Poland and Czechoslovakia may be interested in linking up.

A pipeline for natural gas will be built in the early seventies to bring in 1,000 million cubic meters a year from the U.S.S.R. About 600 miles of domestic high-capacity pipeline will also be built in the next five years, including a main supply line from the field at Algyoe to Budapest.



Shown above is part of the Danube Petroleum Company's plant. Exploratory drilling in Hungary will average about 380,000 meters a year for five years in an effort to increase oil reserves. Most of it will be done in areas west of the Danube River.

Much of the increased supply of oil and gas will be for household use, where the advantages over coal are most noticeable. Special 10-year bank loans at 2 per cent interest will be made available to householders for conversion to gas.

Several hundred dwellings will be joined to the public gas network over the next five years, particularly in Budapest. Bottled propane-butane gas will be available to one-and-a-half million rural families. By 1975, 60 per cent of Hungarian dwellings will have access to piped or bottled gas.

Industrial heating plants have also been switching to natural gas feed stocks in the past few years, and this trend will continue. The chemical industry is also converting; artificial fertilizers, for example, are now based entirely on gas instead of coal. Gas-fired thermal generating stations account for more than 17 per cent of electricity output, compared with 6 per cent in 1964.

Some of Hungary's neighbors also offer prospects for Canadian equipment suppliers. In Romania, natural gas production will increase by more than 25 per cent over the next five years, to reach 24,000 million cubic meters. The country itself produces a wide range of oil and gas equipment, but is interested particularly in equipment and producers for recovery at depths of 6,500 meters and more. Romania is also investing heavily in exploration at home and abroad.

In Bulgaria, where domestic supplies are small, a natural gas pipeline will be built by 1975 to bring in 3,000 million cubic meters annually from the Soviet Union. The capital city of Sofia will have natural gas piped in and a substantial investment will be made in converting households to gas.

Canadian suppliers may well find opportunities in some of these investment plans. If your equipment is competitive in Europe, we would be glad to offer advice on how to market it in Eastern Europe. As a first step, we would suggest you send brochures and approximate prices to the Commercial Counsellor, Canadian Embassy, P.O. Box 190, 1013 Vienna, Austria.

Rings on Their Fingers

Men and women in over thirty different countries are today wearing rings made by a Montreal firm. The president of Lido Jewellers tells how he started and continued his export drive.

O. MARY HILL
Editor, "Foreign Trade"

It's not often that a flourishing export business is launched because of a cancelled appointment. One day Donald Goltman, president of Lido Jewellers of Montreal, discovered that his customer in Trinidad wouldn't be coming on his usual visit to Montreal to see the Lido line and make his choice. Mr. Goltman's response to this discouraging news was to pack up his samples and go off to the West Indies himself. Naturally, he visited Trinidad but he also stopped off at Barbados and Jamaica, sought out local jewellers, showed his samples, and collected orders. The habit of travelling and the idea that there were good markets just waiting for some personal attention took hold. That first trip was in the spring of 1954 and today Lido Jewellers sells its line—gold rings set with diamonds and other stones, signet rings, finger rings, wedding bands, and gold charms—in 30 different countries on five continents. In fact, exports represent about 30 per cent of the firm's total sales.

Mr. Goltman believes firmly that the exporter should move into one market at a time, consolidate it, and then move on to another. Putting this into practice, he gradually lengthened his yearly visits to the West Indies and included other islands, until today this area is his top overseas market. He sells to every island big enough to have jewellers in business, including the Netherlands Antilles, Guadeloupe and Martinique. His success illustrates the shift in tastes in the region; some years ago, 90 per cent of the jewellery sold came from Britain. Now it's the North American suppliers who hold the lion's share of the market.

Covering this area thoroughly takes time—six months to do the job properly, when showing the line to one jeweller only can take a day or two and blanketing Jamaica at least three weeks. Last spring Lido hired a full-time representative, based in Montreal, to take on the West Indian assignment. Donald Goltman has no intention, however, of stopping his own visits entirely; he knows only too well how much personal contact with customers matters.

Nine years ago the firm made its second export venture and for this it chose Britain. There the marketing business became more complex. Only in areas where there are no manufacturing jewellers or jewellery importers, such as the West Indies, does Lido sell to retailers; everywhere else it deals with the wholesale trade or with manufacturers. (The latter also buy unset rings.) On Mr. Goltman's first visit to Britain, the Canadian Trade Commissioner made appointments for him with importing firms, both in London and in Birmingham. On this first trip he made no sales, but back he went next year and orders began to come in.

British and Continental tastes, he discovered, are in general more conservative than the North American. Twice each year Lido adds some new models to its line. When the sample case is produced, the Canadian dealer says at once, "Show me what's new." But the British buyer wants to see the older models first and only then will he examine the new ones. To the Canadian eye, British ring designs look a bit old-fashioned, except for wedding rings; the British were the first to introduce the patterned wedding band, engraved with diamond cutting tools.

(Left) A salesman with sample case by his side shows some of the Lido line in rings to a customer. Proper presentation is a time-consuming business; to deal with only one potential customer may take up to a day or more. (Above) In the Lido Jewellers plant in Montreal, workers polish rings. Most of the production is on an assembly-line basis; one worker performs one operation on each article and this results in higher productivity and leads to lower production costs.

In Britain and in European markets, Lido doesn't attempt to sell wedding rings. Why not? because the buyer wants a wedding ring when he wants it—the lady won't wait. For other types of rings, delivery time can be as short as a few days, particularly when shipments go by airmail or air cargo. For new models made to order, it takes about a month to deliver. Lido is happy to modify a design or produce a new one to satisfy a customer, if his order is large enough. And British orders usually are; where the Canadian customer buys a dozen or two of each model that he likes, his British counterpart may order two gross at one time.

Persistent cultivation has resulted in good business: Britain is now the company's second largest export market. Happily, jewellery imports from Canada enter duty-free and the 55 per cent purchase tax on jewellery applies equally to the domestic firm. Sales to Britain went up every year until the 50 per cent import deposit scheme was introduced; this has since been cut gradually and at the end of 1970 disappeared entirely. While it lasted, Lido had to accommodate some British clients by sending, say, a £500 order in packages worth less than £50 each; on these the deposit did not apply. This made for a good deal more time spent on documentation and packaging.

Last year Scandinavia was the target market for Lido and Mr. Goltman found the Scandinavians curious to see what Canada could offer. He made some sales in Denmark and in Sweden, has sold for some four years in Belgium and Holland, and is now breaking into the difficult German market. Competition in Europe is stiffest from Germany, Italy and Britain; France too makes attractive jewellery but does not enter the same markets, with the exception of Guadeloupe and Martinique. Jewellery imports into the EEC countries face generally a 17½ per cent duty; on some pieces it may run to 20 per cent. Business in Europe is now brisk enough for the appointment of a European Lido representative, based in London.

The jewellery maker who wants to sell in foreign countries faces other problems than the tariff, says Mr. Goltman. One of these is samples. The salesman must take with him a full range of samples and the value of these is fairly high. Because Canada is not a signatory to any of the samples conventions, such as the ECS Carnet System, he must put down a deposit with the Customs. In a journey around the West Indies, these deposits may total $150,000. In theory they are returned when the samples are re-exported; in practice it can take several months to get one's money back. These deposits must be financed through the bank and interest paid on the amount.

There is another problem in foreign sales—financing them. The time elapsing between the shipment of an export order and the receipt of payment naturally is longer than in domestic sales, and the exporter must be prepared to wait.

Another problem is promotion. Normally Lido does little advertising in

trade or other journals, but puts its money into point-of-sale promotion, such as attractive display material for windows and showcases and boxes in which the rings are sold. To West Indian customers, Lido supplies display materials and ring cases designed and produced by firms that specialize in jewellery displays, but Europeans prefer to use their own promotion pieces.

Finally, there is the problem of standards. The regulations covering gold content, hallmarking of jewellery, etc., differ from country to country and the exporting firm must be familiar with and conform to them. That means making the rings up to the quality prescribed in the various countries; every importer must submit samples to the standards authority to be approved. All Lido products bear the mark of quality and a crown stamp.

In the summer of 1968, Mr. Goltman was a member of a trade mission sponsored by the Department of Industry, Trade and Commerce that visited Australia, South Africa, and Britain. He has since made a few sales in both Australia and South Africa but has not exploited either market to any degree. He found South African styling different from anything he had seen before and has incorporated some of their ideas into his line.

How is it possible for a firm like Lido to be competitive in overseas markets? The first essential, says Mr. Goltman, is to offer foreign customers something distinctive—something that they cannot find easily at home. The second is to produce as efficiently as possible, and thus keep production costs low. His firm operates on the assembly-line method, with each worker specializing in one type of operation. The third is to keep offering something new—"model" changes worked out twice a year.

The fourth essential applies equally in any line of business—go visit a market yourself, if you want to find out what customers in any country need and want. Going yourself may mean, as it did for Mr. Goltman in the early stages of his export drive, travelling for five months of the year. But it's the right recipe.

Trade Fair Program Changes

There have been several last-minute adjustments to the trade fair program sponsored by the Department of Industry, Trade and Commerce. Canadian dairy cattle breeders will, for the first time under Department auspices, be showing at the Costa Rican National Livestock Exhibition in San Jose, Costa Rica. Exhibition authorities are expecting 30 first-served registered Canadian dairy heifers at the show, to be held March 18-21.

Another show added to the list is the Telecom 71 World Telecommunication Exhibition at Geneva, June 17-27. This is a new show and will be held in conjunction with the International Telecommunication Union conference, at which 137 member countries are expected to participate. This is considered to be a very important show, offering world-wide opportunities and contacts for Canadian participants. It also offers Canadians a chance to demonstrate their acknowledged expertise in this field.

The Department has great hopes of boosting exports of prepared foods to Japan through visits from officials from Seibu, one of the biggest department stores in the world, with annual sales of $23 million in food alone. Canadian food manufacturers have been invited to display their products in Canadian regional offices of the Department. By spring two missions from Seibu will have made their purchases. These will go on sale during a Canadian food fair in the company's branches in Japan in October this year. Seibu has expressed interest in all Canadian foods, and particularly in confectionery, cookies and biscuits, butter, cheese, prepared and canned meats, sausages, and salmon and herring roes.

There are other international shows coming up in the next few months, at some of which the Department of Industry, Trade and Commerce will be sponsoring exhibits by Canadian manufacturers. Among these are: The German Industries Fair at Hannover, West Germany, which runs from Thursday, April 22 to Friday, April 30. There will be at least seven Canadian manufacturers taking part in an exhibit sponsored by the Department at this fair.

The first phase of the 6th Canadian Solo Women's Wear Show takes place in New York April 26 to 30, and more than 30 manufacturers are expected to display their products to trade buyers. This show is also sponsored by the Department.

From April 30 to May 3 the Department will be sponsoring 13 Canadian exhibitors to the Forest Products Machinery and Equipment Exposition in Atlanta, Georgia. The Department will not be sponsoring a Canadian participation at the Armed Forces Communications and Electronics Show in Washington in June.

A list of trade fairs at which the Department of Industry, Trade and Commerce will sponsor exhibits was published in *Foreign Trade*, December 19, 1970.

For Visitors

Certain other trade fairs not featuring Canadian exhibits may be worth a visit from Canadian businessmen in Europe at the time.

West Berlin will be the site of the 82nd International Fashion Fair, March 1 to 11, which will be followed a month later, April 14 to 23, by the 83rd one, also in West Berlin.

The 31st European Shoe Sample Show will be staged in Duesseldorf, West Germany, March 27 to 29.

The 6th International Exhibition for Plumbing and Heating Equipment will take place in Frankfurt, West Germany, from March 31 to April 4. At least 950 direct exhibitors are scheduled for this event.

Trade Lines

Norwegian ships to carry Japanese cars

An automobile transportation service between Japan and Europe began last month. Two Norwegian shipping firms, under an agreement with the Nissan Motor Company of Japan, are operating five ships, each one capable of taking up to 3,400 vehicles—Oslo

Greece to produce vinyl asbestos tiles

Asbestos will be one of the raw materials imported by the Greek firm EVEPY S.A. of Athens, when it begins manufacturing vinyl asbestos tiles this year under a long-term arrangement with Dunlop Semtex Ltd. of Britain. Dunlop is to supply about $660,000 of equipment for the venture, a first for Greece. Annual output is estimated at four million square meters—Athens

Natural gas sales increase in Europe

The Netherlands Gasunie (Gas Union), in a report, estimates that within 20 years natural gas will fulfill 15 per cent of Western Europe's primary energy requirements. The Gasunie estimates that 11,000 million cubic meters of gas were exported in 1970, and at the close of this year exports will have risen to 15,000 million cubic meters. Within the Netherlands, about 65 per cent of large industrial enterprises have converted to natural gas. Gas sales by 1975 (exports plus local industrial and domestic consumption) will reach an estimated total of 64,000 million cubic meters—The Hague

Fiji announces $364 million development plan

The five-year development plan recently announced by Fiji's Parliament is aimed at stimulating public and private development. Estimated to cost $364 million, the plan emphasizes diversifying agricultural production and the expanding of relatively new enterprises like forestry, fishing, manufacturing and rural development. Fiji will continue to rely heavily on foreign investment and welcomes such capital, but under the plan such funds, according to a government spokesman, would be best directed to enterprises which could not be undertaken by Fijians—Sydney

Mexico exports shrimp boats

Mexican shipyards will deliver, over a seven-year period, 100 shrimp boats to Guyana, for a total value of Cdn.$12.25 million. Also under construction are four boats, valued at Cdn.$326,720, for the Nicaraguan shrimp fleet—Mexico, D.F.

Japanese to build plywood plant in Puerto Rico

A Japanese company has announced it will build Puerto Rico's first plywood plant in the Guanica Bay area. The new plant will be owned by Supreme Plywood Corporation. Cost of port development, building construction, and investment in machinery and equipment is estimated at $4 million. The plant is expected to be in operation by May 1972, and will produce approximately 70 million surface feet of plywood a year, five million board feet of processed lumber, and prefabricated homes for local use and export. The Japanese firm is believed to have secured timber rights to 400,000 acres in Brazil, and a specially designed 1,600-ton ship will transport the lumber to Puerto Rico —San Juan

Port of Jeddah improved

Congestion in the Saudi Arabian port of Jeddah has been eased with the completion of four of the nine piers to be built under an expansion project. Recently nine ships discharged 6,200 tons of cargo simultaneously at the four new piers. The project includes construction of lighthouses and roads and the purchase of cranes and other loading and unloading equipment to service the largest cargo ships. Future plans call for the number of piers to increase to 16—Beirut

Atomic reactor components from Norway

Norway is now the fourth European country to supply zirconium pipe couplings for atomic reactor plants. The factory of Raufoss Ammunisjonsfabrikker is already working on trial orders from atomic plants in Europe. Its Cdn.$2.1-million extrusion plant is shaping raw material for the Cdn.$500,850 rolling mill, which is equipped with machinery from the U.S.S.R. and was built in co-operation with the Norwegian Institute of Atomic Energy—Oslo.

Jamaican Government control of telecommunications

The Jamaican Government is the majority share-holder (51 per cent) in the new company, Jamaica International Telecommunications (Jamintel), which will take over external telecommunication services on April 1, 1971. It has entered into a partnership with the current operator, Cable and Wireless (West Indies) Limited, a subsidiary of Cable and Wireless Limited of Britain, which will have a 49 per cent interest in the new company. Authorized share capital is $18.3 million—Kingston

Italian firms form joint venture in wood pulp

A $19.2 million plant to be built near Cosenza, Italy, by Cellulosa Calabra is a joint venture of the Insud Cartiere Donzelli Meridionali group and SNIA Viscosa. It will be built in three stages and will begin production of semi-chemical pulp for paper and cellulose during the first six months of 1972. Upon completion of the second stage, white cellulose will be added to the plant's output and finished paper at the end of the

third stage. The plant will use 120,000 tons of pulpwood a year and have a daily production capacity of 100 tons of pulp. It will employ an estimated 2,500 workers—Milan

Merger in Dutch paper industry studied

A merger is currently being discussed by two Dutch paper companies. If completed, it will create the largest company of its kind in Europe, with a turn-over on the basis of joint 1969 earnings of about Cdn.$193 million. The companies, Koninklijke Papierfabrieken Van Gelder Zonen N.V. of Amsterdam and Koninklijke Nederlandse Papierfabriek N.V. (KNP) of Maastricht, have undertaken exploratory discussions. This is in line with the trend towards joining forces in the European paper industry. The paper wholesalers, Proost and Brandt N.V. of Amsterdam, a large client of KNP, is included in the merger talks because of its connection with Van Gelder Zonen's trading activities—The Hague

Mexico exports automobile engines

Mexico exported 8,027 automobile engines valued at Cdn.$4.2 million to other Latin American countries between November 1969 and July 1970. In addition to the Mexican-manufactured engines, automotive components, parts and tooling worth Cdn.$1.5 million were exported, according to a recent report of the Ministry of Industry and Commerce—Mexico, D.F.

Saudi Arabia increases cement production

The expansion of the cement plant in Jeddah, Saudi Arabia, according to a recent study, means that investment in the industry now amounts to $40 million. Production at the Jeddah, Dammam and Riyadh plants totals 665,000 tons a year. Following the expansion of the latter two plants in 1971, annual production will reach 1.2 million tons. The increase in domestic production has not affected imports, which, because of major development projects, have continued to rise. However, imports have decreased proportionally 16 per cent in the period from 1958 to 1968—Beirut

Mexico's electric power system expands

Mexico's Federal Electricity Commission now provides 7,400 communities with electricity, reaching some two-thirds of the Mexican population. The electrical industry, which has expanded by 64 per cent since 1964, has outpaced manufacturing, with an increase of 52 per cent, and construction, with 48 per cent in the same period. Current generating capacity is 2.64 million kw., with substations producing 7.9 million kva.—Mexico, D.F.

GEXA will build an addition to Moroccan refinery

The Société Anonyme Marocaine-Italienne de Raffinage (SAMIR), recently signed a contract with the GEXA group for a Cdn.$4.6 million addition to its refinery at Mohammedia near Casablanca. GEXA is the general contractor for the project, which will begin production in 1972. The addition will double the capacity of the refinery and increase the capacity of SAMIR's installations to between 1.1 million and 2.5 million tons of crude oil. The Hydrocarbon Engineering Company of France will undertake performance engineering studies and SNAM Progetti of Milan the process engineering. The GEXA group will supply the equipment—Madrid

Brazil hopes to increase caustic soda output

The hoped-for annual production of a new $60 million caustic soda plant to be built in Alagoas State, Brazil, is 500,000 tons a year by 1973. Brazil imports caustic soda from several European countries, the United States and Canada. In 1969 more than 105,000 metric tons were imported at a cost of $5.3 million, of which Canada's share was $25,189—Rio de Janeiro.

Mozambique increases sugar production

Increased plantation and irrigation work in the Portuguese African Province of Mozambique has resulted in increased sugar production. The average annual output of the six refineries in Mozambique has risen to 450,000 from 350,000 metric tons of sugar a year—Lisbon.

Foreign Tariffs and Trade Regulations

Honduras

The Honduran Government, by Decree Number 97 of December 31, 1970, has introduced a new tariff schedule on a number of items. The changes affect approximately 5 per cent of the total Customs tariff. The new rates apply to imports from all sources, including other Central American Common Market countries. Some of the products affected by the decree are foodstuffs, chewing gum, medicinal and pharmaceutical preparations, essential oils and perfumery, manufactures of leather, yarns, fabrics, manufactures of base metals, cultivators, incubators, non-electric hand tools, dry cells and batteries, insulated electric cables and wire, aircraft, pleasure boats, and footwear. A number of these changes involve reductions in the tariff.

Additional information on the new rates of duty applicable to specific products is available from the Latin America Division, Office of Area Relations.

Trade Commissioners on Tour

In Territory

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

Algeria

D. P. Lindores, Assistant Commercial Secretary in Paris, France, will visit Algeria February 22–March 6.

British Honduras

A. Blum, Commercial Secretary in Kingston, Jamaica, will visit British Honduras February 14-23.

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

Finland

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

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.

Guyana, Trinidad

Officers of the Port-of-Spain, Trinidad, office will make visits as follows:

Guyana—J. M. C. Lavoie, Assistant Commercial Secretary, March 15-19.

South Trinidad—J. A. Ahow, Commercial Officer, March 10.

South Korea

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

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.

Brazilian Cattle Mission Buys by the Plane-Load

A group of leading Brazilian cattle breeders on a recent two-week visit to Canada purchased two plane-loads—80 head—of Holstein Friesian dairy cattle for $200,000. Members of a Dairy Cattle Mission, they were in Canada as the guests of the Department of Industry, Trade and Commerce. They visited selected farms in southwestern Ontario and the Royal Winter Fair, Toronto, where they bought $25,000 worth of livestock at the Sale of Stars held in conjunction with the "Royal". The cattle were to be flown from Toronto in DC8 jets.

The five-man mission came to Canada to see at first hand Canadian capabilities in the supplying of frozen semen as well as purebred cattle. The Brazilians hope that by cross-breeding Holstein Friesians with their native Zebu cattle, the resultant stock will have the large milk-producing qualities of the Canadian cattle, coupled with the Zebu's resistance to Brazil's tropical climate.

This current sale, although not the first, is probably the largest single sale of Holstein Friesians to Brazil. In 1969 Brazilian buyers purchased approximately $160,000 worth.

The photograph shows mission members and their wives with a Holstein Friesian calf which brought $19,000 at the Royal Winter Fair's Sale of Stars.

The Ocean Freight Market

Industrial Traffic Services Division

In the fourth quarter of 1970, the world chartering freight market began to show signs of an easing-off in rates, after one of the longest boom periods in chartering history. Declining rates reflected the impact of a sharply reduced chartering business, largely the result of the withdrawal of Japanese charterers from the market. Curtailment of Japanese chartering was particularly evident in the coal trade from Hampton Roads to Japan. At the beginning of the quarter, the single-voyage charter rate stood at $12.40 but declined during the period to $8.25.

Average dry cargo time charter rates generally were lower than those of the previous quarter. Although rates in some trades dropped towards the end of the quarter, average voyage charter rates were comparable with the average rates of the third quarter.

Grain rates in the major trades in the Pacific sector of the market held relatively firm. The average rate from British Columbia to Japan was $13.50, compared with $13.10 in the previous quarter. Rates in Canadian transatlantic grain trades presented a mixed picture but in general followed the downward trend of the charter market.

The tanker charter market remained relatively stable until the end of the quarter, when rates began to fall. On the basis of reported fixtures, rates for black oil from the Caribbean to U.S. North Atlantic ports attained a peak of World Scale 320 before settling at approximately World Scale 195.

Charter Rates—Fourth Quarter 1970

The rates shown in column A are in sterling or U.S. dollars with the Canadian dollar equivalent in column B calculated at £=$2.45 and U.S.$=$1.02. For comparison, the rates a year ago are shown in column C with the Canadian dollar equivalent in column D calculated at £=$2.58 and U.S.$=$1.08. The rate schedule does not necessarily represent all charter movements to or from Canadian ports since details of certain fixtures are not published.

	Fourth Quarter 1970		Fourth Quarter 1969	
	A	B	C	D
	£ or U.S.$	Cdn.$	£ or U.S.$	Cdn.$
Time Charters				
The classes of motor ships indicated have been selected as representative for the purpose of illustrating time charter rates. Average rates per deadweight ton per month for the fourth quarter of the year were as follows:				
General Trading (approximately 4 to 12 months)				
11,000-15,000 dwt. 13-16 knots	5.69	5.78	3.96	4.27
15,000-20,000 dwt. 13-16 knots	5.33	5.42	3.91	4.22
20,000-30,000 dwt. 13-16 knots	4.22	5.31	3.08	3.32
30,000-40,000 dwt. 13-16 knots	4.24	4.31	2.33	2.51
Voyage Charters				
Average rates for the fourth quarter of the year were as follows:				
Heavy Grain (per long ton)				
St. Lawrence to Britain	75s.1d.	9.76	51s.3d.	6.67
St. Lawrence to Belgium/Holland	6.71	6.82	4.12	4.44
St. Lawrence to Norway	7.53	7.65	.....	.....
St. Lawrence to Tunisia	14.80	15.04	.....	.....
St. Lawrence to Cyprus	13.60*	13.21	.....	.....
St. Lawrence to India	157s.6d.*	20.47	.....	.....
St. Lawrence to Algeria	10.20	10.36	.....	.....
St. Lawrence to Ireland	85s.0d.*	11.05	.....	.....
St. Lawrence to Spain	8.65*	8.79	.....	.....
St. Lawrence to Japan	16.35*	16.61	10.00	10.79
St. John/Halifax to Britain	5.25*	5.33	5.40	5.82
St. John/Halifax to Republic of South Africa	10.00*	10.16	.....	.....
St. John/Halifax to Algeria	8.55	8.69	.....	.....

*One fixture only reported.

	Fourth Quarter 1970		Fourth Quarter 1969	
	A £ or U.S.$	B Cdn.$	C £ or U.S.$	D Cdn.$
Great Lakes to Britain	128s.4d.	16.68	76s.9d.	9.58
Completing St. Lawrence	75s.0d.	9.75	46s.6d.	6.04
Great Lakes to Belgium/Holland	11.55	11.73	7.13	7.69
Completing St. Lawrence	6.48	6.58	4.75	5.12
Great Lakes to Italy	15.69	15.94	.....	.....
Great Lakes to France (Mediterranean)	15.00*	15.24	.....	.....
Completing St. Lawrence	9.75*	9.91	.....	.....
Great Lakes to Algeria	15.00*	15.24	10.50*	11.33
Completing St. Lawrence	10.00*	10.16	7.50*	8.09
Great Lakes to Japan	20.60*	20.93	.....	.....
Completing St. Lawrence	16.60*	16.87	.....	.....
British Columbia/North Pacific to Japan	13.29	13.50	8.50	9.17
British Columbia/North Pacific to Philippines	12.66	12.86	8.70*	9.38
British Columbia/North Pacific to South Korea	12.19	12.39	8.73	9.42
British Columbia/North Pacific to Taiwan	13.50	13.72	.....	.....
British Columbia/North Pacific to India	118s.2d.	15.36	106s.0d.	13.78
British Columbia/North Pacific to Spain	9.68	9.83	.....	.....
British Columbia/North Pacific to Belgium/Holland	9.64	9.79	6.50*	7.01
Coal (per long ton)				
Hampton Roads to Japan	9.72	9.88	6.62	7.14
British Columbia to Italy	8.65*	8.79	.....	.....
Oilseeds (per long ton)				
British Columbia to Japan	10.66	10.83	7.83	8.45
British Columbia to east coast of India	147s.6d.	19.17	.....	.....
Scrap Iron and Steel (per long ton)				
U.S. North Atlantic to South Korea	20.58*	20.90	16.50*	17.80
British Columbia to Italy	11.50*	11.68	.....	.....
U.S. Atlantic to Italy	12.00*	12.19	.....	.....
Great Lakes to Spain	15.80	16.05	12.93	13.95
Sulphur (per long ton)				
British Columbia to India	16.74	17.01	.....	.....
British Columbia to Taiwan	10.00*	10.16	8.75*	9.44
British Columbia to Italy	13.65*	13.87	9.25*	9.98
Potash (per long ton)				
British Columbia/North Pacific to India	17.19	17.47	12.65*	13.21
Iron Ore (per long ton)				
St. Lawrence to Britain	40s.3d.	5.23	.....	.....
St. Lawrence to U.S. Atlantic	1.38	1.40	.....	.....
St. Lawrence to U.S. Gulf	2.76	2.80	.....	.....
St. Lawrence to Japan	12.00	12.19	6.25*	6.74
St. Lawrence to Belgium/Holland	4.31	4.38	2.57	2.77
Petroleum Coke (per long ton)				
California to Belgium/Holland	10.38	10.55	.....	.....
California to Japan	9.80	9.96	.....	.....
Oil Black (per long ton)				
Venezuela to Portland, Maine	5.59	5.68	2.98	3.21
Persian Gulf to Portland, Maine	23.13	23.50	9.53	10.29
Mediterranean to Portland, Maine	7.34*	7.46	.....	.....
Venezuela to east coast of Canada	6.32	6.42	3.00	3.24

*One fixture only reported.

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 foreign currency unit in Canadian dollars at January 28	Canadian dollar in foreign currency units
Algeria Dinar	.2053	4.87
Argentina Peso (free)	.2522	3.96
Australia Dollar	1.1347	.88
Austria Schilling	.0389	25.64
Bahamas Dollar	1.0088	.99
Belgium and Luxembourg Franc	.02033	49.18
Bermuda Dollar	1.0088	.99
Bolivia Peso	.0847	11.80
Brazil Cruzeiro (official free)	.2044	4.89
Britain Pound	2.4385	.41
British Honduras Dollar	.6078	1.64
Burma Kyat	.2118	4.72
Ceylon Rupee	.1695	5.89
Chile Escudo (bank rate)	.0853	11.71
(free)	.0704	14.21
China, People's Republic of Renminbi	.4125	2.42
Colombia Peso (fixed)	.0524	19.06
Congo (Kinshasa) Zaire	2.144	.46
Costa Rica Colon	.1523	6.56
Cuba[1] Peso	.....	.....
Czechoslovakia Koruna	.1401	7.13
Denmark Krone	.1355	7.38
Dominican Republic Peso	1.0088	.99
Ecuador Sucre (official)	.0404	24.78
El Salvador Colon	.4035	2.47
Fiji Dollar	1.1645	.85
Finland Markka	.2402	4.16
France, Monaco, etc.[2] Franc	.1829	5.46
Franco-African Republics[3] Franc	.0037	273.37
French Pacific[4] Franc	.0101	99.40
Germany D Mark	.2779	3.59
Ghana New Cedi	.9886	1.01
Greece Drachma	.0336	29.74
Guatemala Quetzal	1.0088	.99
Guyana Dollar	.5884	1.69
Haiti Gourde	.2018	4.95
Honduras Lempira	.5044	1.98
Hong Kong Dollar	.1664	6.00
Hungary Forint (official)	.0921	10.85
Iceland Krona (official)	.0115	87.26
India Rupee	.1339	7.46
Indonesia[5] Rupiah	.0027	374.22

Country and Currency	Value of foreign currency unit in Canadian dollars at January 28	Canadian dollar in foreign currency units
Iran Rial	.0131	76.41
Iraq Dinar	2.8245	.35
Ireland Pound	2.4385	.41
Israel Pound	.2882	3.46
Italy Lira	.0016	618.04
Jamaica Dollar	1.2193	.82
Japan Yen	.0028	354.60
Kenya Shilling	.1412	7.08
Lebanon Pound (free)	.3127	3.19
Malaysia Dollar	.3295	3.03
Mexico Peso	.0807	12.39
Morocco Dirham	.2026	4.93
Netherlands Florin	.2806	3.56
Netherlands Antilles Florin	.5349	1.86
New Zealand Dollar	1.1412	.87
Nicaragua Cordoba	.1441	6.93
Nigeria Pound	2.8376	.35
Norway Krone	.1413	7.07
Pakistan Rupee	.2118	4.72
Panama Balboa	1.0088	.99
Paraguay Guarani (free)	.0081	123.91
Peru Sol (free)	.0232	43.02
Philippines[6] Peso (free)	.1571	6.36
Poland Zloty (fixed basic rate)	.2537	4.01
Portugal & Colonies[7] Escudo	.0351	28.49
Saudi Arabia Riyal	.2062	4.84
Sierra Leone Leone	1.508	.66
Singapore Dollar	.3273	3.05
South Africa Rand	1.4243	.70
Spain & Dependencies Peseta	.0145	68.96
Sweden Krona	.1953	5.12
Switzerland Franc	.2347	4.26
Syria Pound (free)	.2819	3.55
Thailand Baht (free)	.0489	20.44
Trinidad & Tobago[8] Dollar	.5044	1.98
Tunisia Dinar	1.9215	.52
Turkey Lira	.0673	14.86
United Arab Republic Pound (official)	2.3201	.43
United States Dollar	1.0088	.99
Uruguay Peso (free)	.0040	247.83
Venezuela Bolivar (official free)	.2249	4.44
Yugoslavia 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, Cameroons, 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.

People's Republic of China

Area: 3,768,736 square miles.

Population: 750 million (estimated).

Climate: dominated by winter and summer monsoons; summer tends to be wet, winter dry, but annual and seasonal temperatures vary widely from the sub-tropical south to the northern continental regions of Inner Mongolia and Sinkiang.

Languages: Chinese, Peking dialect (Mandarin). Foreign firms may correspond in English.

Currency: renminbi (RMB); official rate: one RMB equals HK$2.486 equals Cdn.$0.4125 (December 1970).

Weights and measures: metric system.

Electric supply: 50 cycles, single phase 220 volts, three phase 380 volts.

Chief ports: Shanghai, Tientsin, Dairen, Canton and Swatow are main reception ports for cargo from Western countries.

Marketing centers: Peking, Shanghai, Canton and Tientsin.

Economy: based on agriculture; considerable industrialization in recent years, with largest investment in light industry, chemicals, transport, communications and branches of industry that have an agricultural application. Industrial production and trade are controlled by the state.

Total Chinese imports: 1969—U.S.$1.9 billion (estimated).

Chief imports: wheat, chemical fertilizer, iron and steel, nonferrous metals, crude rubber, agricultural chemicals, transport and communications equipment, machinery.

Chief suppliers: 1969—(U.S.$ million) Japan 391, West Germany 151, Britain 125, Australia 117, Canada 114, Singapore 59, Italy 56, France 43.

Value of imports from Canada: 1969—Cdn.$122.4 million; 1968—Cdn.$163.2 million.

Chief imports from Canada: 1969—(Cdn.$'000) wheat 119,776, scrap iron and steel 1,985, nickel 571, scientific and medical instruments and equipment 80.

Total Chinese exports: 1969—U.S.$2.1 billion (estimated).

Chief exports: agricultural produce and food products; metal ores and concentrates; clothing and made-up textiles; cotton, woollen and other piecegoods; light industrial products.

Chief markets: 1969—(U.S.$ million) Hong Kong 327, Japan 235, Singapore 140, Britain 91, West Germany 84, France 69, Italy 64, Australia 40, Canada 26.

Value of Canadian purchases: 1969—Cdn.$27.4 million; 1968 Cdn.$23.4 million.

Chief Canadian purchases: 1969—(Cdn.$ million) textile products, clothing 15.3; peanuts 4.6; walnuts 2.6; food products 1.6; furs, feathers and bristles .04; cutlery and tableware .505; chemicals .303.

Foreign exchange: exchange control is an integral part of China's system of economic planning. Foreign trade with Western countries is carried on in internationally accepted currencies, (other than U.S. dollars), although some contracts may be negotiated in RMB with settlement in Canadian dollars or pounds sterling.

Price quotations: in Canadian dollars and/or pounds sterling c.i.f. Shanghai. However, because the Chinese authorities often arrange their own shipping and insurance, quotations should also be given f.o.b. Canadian port.

Samples: samples may be sent to China but only after contacting the relevant state trading corporation in advance. Exporters should arrange to send samples via the state trading corporations' principal Hong Kong agent: China Resources Company, Bank of China Building, Hong Kong, or via the China Travel Service (H.K.) Ltd., 6 Queen's Road, Central, Hong Kong.

Commercial inquiries: may be made through the Commercial Counsellor, Canadian Embassy, 16 San Li Tun, Peking, and/or the appropriate state trading corporation in China.

Correspondence: airmail letters 25 cents per half ounce; aerograms 10 cents each.

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

For detailed information on this market write to: Pacific, Asia and Africa Affairs Branch, Office of Area Relations, Department of Industry, Trade and Commerce, Ottawa, or Commercial Counsellor, Canadian Embassy, 16 San Li Tun, Peking.

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Nothing like a trial run before you start building things at the South Pole! Take this Sky Lab Tower, for instance, created by Atco Industries Limited of Calgary for the National Science Foundation of Washington, D.C. Here it is being tested in Calgary before being shipped in ten crates to McMurdo in the Antarctic and then flown to the South Pole. Total weight of the tower is more than 70,000 pounds. U.S. Sea Bees will erect the building—complete with electrical and heating systems and elevator—which will be used to study natural phenomena. Elevator? Very handy in a four-storey house within 300 yards or so of the geographic South Pole. No outside staircases, thank you, they say it gets chilly in the Antarctic.