foreign trade

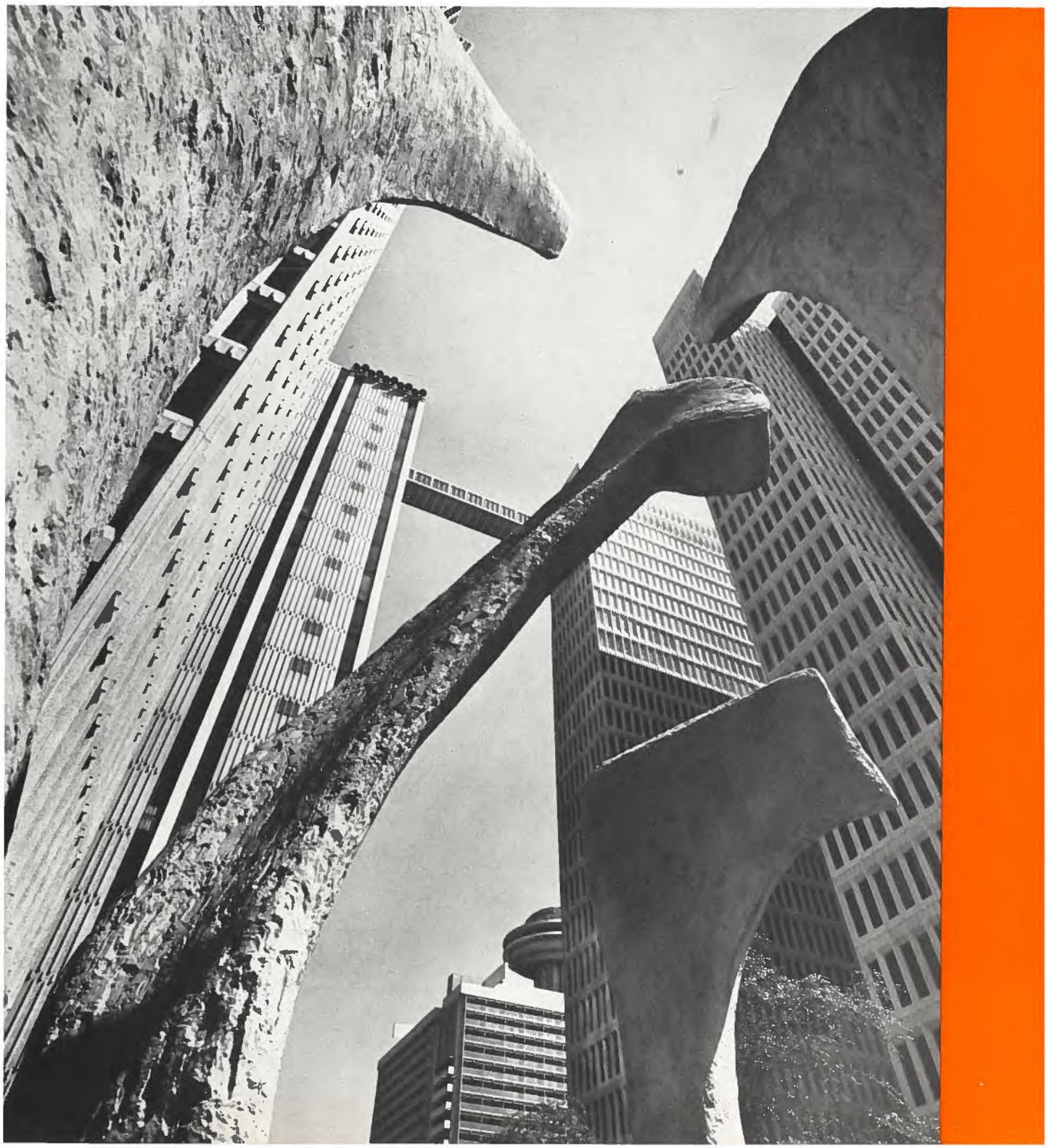
Georgia Is on the March

Better Design
Means Better Markets

Head Office Directory

Department of Industry, Trade and Commerce, Canada

March 27/71



Present and to Come

If your ideas of Atlanta haven't been updated since you saw "Gone with the Wind", take a good hard look at our cover. It's an impressive shot of the $200 million Peachtree Center in the heart of the Georgian city, as seen against a modern sculpture group. The picture is a good symbol, we believe, of the forward thrust in that state, with its big aircraft plants, mobile home industry, forest products plants, and modernized agriculture. Georgia is included in the territory of our New Orleans office, which covers eight states altogether. We already sell many types of products there and manufacturers' agents in Atlanta, says Mr. Millyard in his article on page 2, are looking for other Canadian lines to handle. Perhaps yours?

Some months ago, an officer from the Iron and Steel Division of the Department and the author of the article on page 25, a Commercial Officer in Milan, spent four days calling on users of scrap in and around that city. They found considerable interest in procuring scrap from Canada—and hence this article. In the letter that accompanied it, the author said, "Although the current Canadian supply situation for scrap is tight . . . this article directed to the Canadian scrap trade should have some long-term results."

The new feature that we announced in our last issue, "Export Opportunities", makes its debut in this one. A quick glance at the two pages reveals that the inquiries cover a broad range. Somebody, somewhere, seems to want products as varied as salmon in brine and hotel furnishings, jewellery and structural hemlock lumber, mushrooms and polyethylene film. The reader will discover also that a number of foreign-based agents are looking for Canadian lines to handle.

We have other special features in the making. Our April 10 number will carry one on the huge and bustling city of Chicago and its metropolitan area, with their insatiable demand for goods. Four of the staff at the Chicago office have contributed to what we think is a good analysis of a dynamic market. The emphasis in their reports is away from the traditional sellers like lumber and fish to contract furnishings, automotive parts, educational equipment, and products for detecting and combatting pollution.

Our staff artist has been spending hours recently hunched over atlases and his drawing-board, preparing a map of West and Central Africa. And we can testify that it's a painstaking job pinpointing Nouakchott and Ouagadougou, Takoradi and Lubumbashi. The map will accompany a special issue to be published on April 24 covering an area stretching south from Mauritania to Congo (Kinshasa) and including more than twenty countries in Francophone and Commonwealth West Africa. The issue will include one article on the needs of Nigeria, now recovering after several years of civil war, and another on opportunities for consulting engineers and equipment suppliers, especially in projects under Canadian foreign aid or internationally financed. We ourselves talked with Canadian engineers who are working in Mali, in Dahomey, and in the Ivory Coast, and we tell our readers something about the work that they are doing in these countries.

foreign trade

Vol. 135 No. 7

March 27/71

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

Address correspondence to the Editor, "Foreign Trade", Tower B, Place de Ville, 112 Kent Street, Ottawa, KIA OH5 Canada.

Subscription

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

Articles

Georgia Is on the March 2

Better Design Means Better Markets 5

East Africa Exploits Its Forests 8

Australia Buys Forest Machinery 11

South Africa Needs Imported Chemicals 12

Supermarkets for Builders and Handymen 15

Italy Wants Scrap for Its Steel Mills 25

Southern California Looks for Metal Products 27

Australia Still Imports Chemicals 29

Departments

Head Office Directory 17

Export Opportunities 31

Wanted: Manufacturers 33

Trade Lines 35

Trade Commissioners on Tour 36

Foreign Tariffs and Trade Regulations 37

Foreign Exchange Rates 38

Markets in Brief: Mexico 40

COVER: The Peachtree Centre in downtown Atlanta as seen through the branches of a sculpture at the base of one of the office towers. In the background is the revolving lounge on top of the Regency Hyatt House; (see article page 2).

92478—1

Georgia Is on the March

Canadian exporters should join the parade and sell more in this expanding market. Good manufacturers' representatives stand ready to handle Canadian lines.

WILEY J. MILLYARD, Consul and Trade Commissioner, New Orleans

An aerial view of the Peachtree Center in Atlanta. At the far left is a 1,000-car parking garage and bus terminal, with a 30-storey office building next to it, and the top of the Merchandise Mart just showing. In front are twin 27-storey office towers. At right is the Regency Hyatt with 1,000 rooms, including 200 in the cylindrical addition, seen on the left of the building.

The emergence of Atlanta as a key metropolis of the South mirrors the modernization that has been taking place throughout the entire state. In the last 20 years Georgia has buried its old plantation image and stepped boldly into the era of industrial technology. The gross product, fed by 1,629 new industries in the last decade, is advancing at the second fastest rate in the nation, with a gain of more than 101 per cent from 1960-68. Even so, the percentage of population employed in manufacturing (9.18) is still far behind the averages of industrialized northern states (Ohio 13.5) and the seventies are regarded as the decade of opportunity that will close the gap.

Although Georgia's growth is spread over a diverse industrial base, it is in aircraft, chemicals and tufted carpets that the most dramatic gains have been made. Until 1950 tufted rugs and bedspreads were mainly a household industry. Then, seeing the potential, some of the largest U.S. carpet-makers began building plants in and around Dalton in northwest Georgia. Today 90 per cent of the carpets made in the United States are tufted and 65 to 75 per cent of them come from the Dalton area, where production is valued at over $1 billion a year.

The growth in the transportation equipment industry has centered around aircraft and mobile homes. Lockheed has a huge plant at Marietta. Unfortunately this company is facing heavy financial problems over the production of the controversial C5, the world's largest transport aircraft. There have been substantial employee layoffs although the feeling is that the company will obtain the financing it requires. Grumman, Piper, North American Rockwell and Maule Aircraft also have plants in Georgia.

In the last seven years Georgia has become the second largest producer of mobile homes in the U.S. This industry is concentrated in the southern region, although as late as 1961 Georgia wasn't

Georgia harvests more than 6.5 million cords a year from its forests, more than any other state except Washington. For the first time, it will be host state to the Forest Products Machinery and Equipment Exposition, April 30 to May 3, in Atlanta. Shown here is a typical mill with its pulpwood pile.

even listed among the major producers. Today 60 plants turn out 43,000 units a year. Climatically the South is ideally suited to mobile homes and Georgia is situated at the center of a market area of 41 million people.

Mobile homes are too bulky for long-distance transport and, to be near this burgeoning market, some of the major producers in the north have established plants in Georgia's Valdosta-Lowndes County. These in turn have attracted small service industries to the area, such as those supplying drapes, bathroom fixtures and plumbing equipment.

Georgia's favorable location for distributing consumer chemicals has made Atlanta the fifth largest chemical wholesaling center in the United States, serving the southeastern part of the country. An ample supply of variegated minerals has attracted more than 300 chemical manufacturers, and they are still coming. Growth of the formulated chemical industry in the southeast has in turn facilitated production of a variety of basic and intermediate chemicals, ranging from chlorine and sulphuric acid to emulsifiers.

Although Georgia's industrial growth has been impressive, agriculture is still a strong force in its economic life. In the last decade agricultural income increased by 63 per cent compared with the national average of 44 per cent. Peach, apple, corn, soybean, peanut and other crops have become the basis of a frozen, canned and prepared foods industry that last year invested more than $60 million in new plants and equipment.

Forest products also play a vital role in a state that has the largest acreage of privately-owned forest land in the United States, with improved management and conservation techniques. The annual harvest now exceeds 6.5 million cords, second only to the State of Washington. This has meant increased production of pulp, paper and newsprint.

One of the significant indicators of Georgia's growing status in the forest industry is that the Forest Products Machinery and Equipment Exposition (formerly the Southern Pine Machinery Show) will, for the first time in its 50-year history, not be held at New Orleans but at the Southeastern Fair Grounds in Atlanta, April 30 to May 3. The Canadian Department of Industry, Trade and Commerce is again participating, this time with twice the amount of space and supported by 14 leading Canadian manufacturers of forestry equipment compared with eight in 1969. Canada's expertise in this field is well known in the South and prospects for substantial sales are bright.

A better site than Atlanta (population 1.3 million) for this biennial show would be hard to find. It is in the middle of this office's eight-state territory and ever since Civil War days has been a major distribution center from which railways and roads fan out in all directions. It is also the headquarters for prosperous Delta Airlines, with 21,000 employees on its payroll.

According to a statement in *The Wall Street Journal* of December 28, 1970, "Delta seems to have a number of things going for it, including the fact that many of its routes are in the southeast. That area has been growing faster than other parts of the United States and hasn't felt the full crunch of the economic recession. Per capita income in Atlanta has zoomed 74 per cent in the past 10 years, compared with 62 per cent for the nation as a whole. And unemployment in the Atlanta area is a relatively low 3.4 per cent compared with 5.8 per cent nationally."

Atlanta's astonishing growth has been generated by an advisory council of far-sighted businessmen and by an enlightened civic administration. Their combined efforts in the 1960's have paid off. More than 400 of the largest industrial corporations in the U.S. have some kind of an operation in the city, and 160,000 new jobs have been created since 1961. "Coca-Cola" may still be the biggest name in Atlanta but it doesn't lack company.

The construction of high-rise buildings is reminiscent of the boom in several major Canadian cities. The huge Merchandise Mart (two million square feet of exhibit space) is second only to

Chicago's. Over $200 million has gone into constructing the famous Peachtree Center business complex. There is also a new cultural center that cost $13 million and a civic center ($10 million). In the revamping of the heart of the city, many of the 19th century buildings were buried by the new ones and by streets which operate on a higher level. Now one of the city's major attractions is to go underground and see "Old Atlanta", with its period shops, boutiques, ethnic restaurants and night clubs.

As a major warehousing/distribution center, it is hardly surprising that the Yellow Pages for Atlanta list 350 manufacturers' agents and that there are several thousand registered wholesalers. Over the years we have been able to build up a diversified directory of agency firms in Georgia (and especially in Atlanta) which have expressed an interest in handling Canadian products, and we are in a good position to help exporters who want to sell in the South. A number of Canadian companies have agents in Atlanta and usually these agents cover some of the neighboring states as well.

According to trade statistics, the value of Canadian exports to South Carolina, Georgia and Florida was $185,481,000 in 1968 and $246,189,365 in 1969. We have no means of breaking down these figures to show the portion for each state, but we have good reason to believe that Georgia accounted for at least one-third, and possibly more than either of the other two states.

In 1969, thirty-five of these export items exceeded $1 million in value. Among the leaders were aircraft assembly and equipment, newsprint and lumber, autos, truck parts and accessories, hoisting machinery, gypsum, combines and reapers, asbestos milled fibers, birch veneer, and prefab building structures. The list of lesser items runs into several hundred, because the demands of the market are extremely varied.

We feel that the State of Georgia, and Atlanta in particular, presents many challenging opportunities for aggressive export-oriented Canadian companies and we are ready to give prompt assistance to any who wish to sell in the heart of the southeastern United States.

Better Design Means Better Markets

That's why the Department of Industry, Trade and Commerce introduced eight months ago the Industrial Design Assistance Program (IDAP). Here is an explanation of what it is and how a company can benefit from it.

Shown above is part of the Task III Executive Series of office furniture, made by Standard Desk Limited of Laval, Quebec. Standard was the first firm to receive the National Design Council Chairman's Award for Design Management.

O. MARY HILL, Editor, "Foreign Trade"

Who designs the majority of Canadian products?

Not industrial designers or industrial design consultants—they are responsible for only 3 per cent.

Who makes the design decisions about the others? Engineering departments, 32 per cent; owner-managers exercising their ingenuity, 30 per cent; other types of creative staff designers, 14 per cent, and in-house craftsmen 13 per cent.

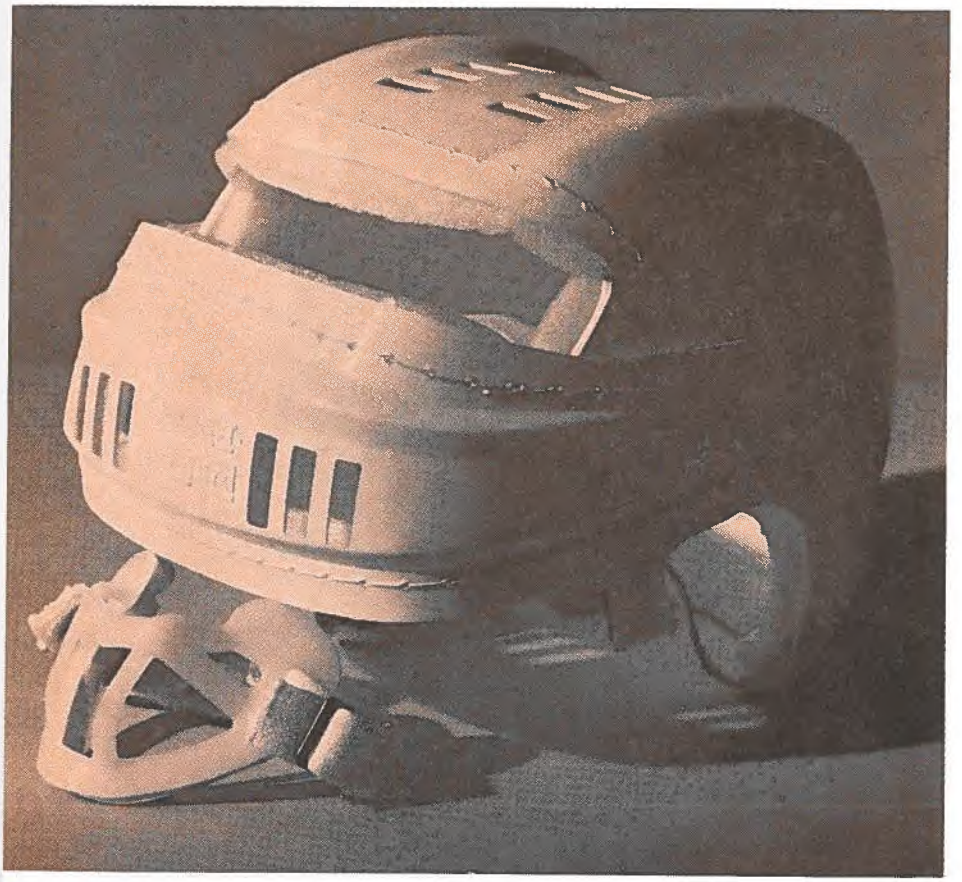
And the other 8 per cent? They come from parent companies.

Even more surprising, the average annual outlay for industrial design by company proprietors and engineering departments is only about $3,650.

These figures emerged from a study of the state of design in Canada sponsored by the National Design Council and the Department of Industry, Trade Commerce. What it revealed, in the words of the Minister of the Department, the Hon. Jean-Luc Pepin, was that "Canadian industry does not recognize [industrial] design as an integral part of the manufacturing and business process. Definite provision is seldom made for industrial design expenditures, personnel or consultants."

Even before the survey results were made public, the Department had anticipated the need to encourage industry to make greater use of industrial designers and industrial design consultants by sharing in design costs. With this plan, it also hoped to slow up the exodus of skilled industrial designers to the United States and overseas. A preliminary announcement of the Industrial Design Assistance Program was made just over a year ago and it was introduced formally last August.

For the purposes of this program, Industrial Design is defined as "the creative activity that determines the qualities of products produced by industry. This activity encompasses the process of integrating aesthetics and other human requirements with utility in the design of objects, services and environments for people. The qualities



This hockey helmet shows how good design can be applied to sporting goods. It was designed for the young player by Dudas Kuypers Rowan of Toronto, working for C.C.M. The mouth guard is one of its main functional features.

achieved through the industrial design process affect not only the external features, but also those functional and structural relationships which convert a product into a coherent unit from the point of view of the producer and the user.

"For IDAP, this definition relates to durable products which are mass-produced by industrial processes, are entities within themselves, and entail human contact. It excludes products more directly associated with engineering, graphic, craft and fashion design."

In a couple of nutshells, as Andy of Amos and Andy fame used to say, the IDAP program will pay up to 50 per cent (to a maximum of $50,000) of the industrial design operational and administrative costs for an approved project. The designer may work "in house", as an employee of the company, or may be an industrial design consultant using his own offices. The contribution is intended to cover relatively short-term projects, up to two years. To qualify for a contribution, a firm must be incorporated in Canada and, except under unusual circumstances, the design and the prototype must be developed entirely in Canada.

The firm retains title to the product and to all designs, drawings, models and specifications; none of these become the property of the Government. And the contribution does not have to be repaid.

What are the other conditions under which an IDAP contribution may be made? Put briefly, they are:

1. The product that the company proposes to make must be a new or improved one, with a significant degree of design innovation.

2. It must be a consumer, commercial or industrial product, and mass-produced by industrial processes. Most types of packaging, for example, are excluded.

3. The proposed industrial design activity must represent entirely new or additional design activity for the company. That is, the company must be hiring an industrial designer for the first time, or adding a second or third designer to its staff. The increase in wages, salaries or fees for industrial designers must be at least 25 per cent of the total cost of eligible design activities.

4. The product that the firm wishes to design and manufacture must be technically feasible and something for which there is a potential market.

5. The company must indicate that it has the design, production, marketing and financial capabilities to exploit the product commercially.

From the time that a company applies on its own or is advised to apply for an IDAP contribution, a number of branches within the Department in Ottawa become involved, in addition to the Office of Design. One is the Program Office, with one officer whose special responsibility is the administration of the IDAP program. Another is the line branch that looks after the industrial field within which the applicant is working—Wood Products, perhaps, or Electrical and Electronics. The prime function of the line branch officer is to be familiar with the firms working in his field and it is sometimes he who suggests to a company that it make application for IDAP assistance. Preferably, he helps firms in the preparation of the IDAP application, which calls for fairly detailed information on the objectives of the proposed project, the design innovation it represents, the market potential for the products developed, the design and technical personnel who will be working on it, and the production and marketing capability of the company. It also must contain a detailed estimate of the cost.

The completed application goes directly to the IDAP Program Office, which then turns to the line branch for confirmation of, or further details on, the statements made in the application and other pertinent facts. The Office of Design passes judgment on the significance of the design innovation from the user's point of view—whether the product will be safer, easier to use, more attractive in appearance—and

also on the competence of the designers whom the company proposes to employ. The Financial Services Branch provides an opinion on the applicant's financial standing.

The company is free to make its own choice of designer. However, the Office of Design does maintain a "Record of Designers" containing the names of 300 Canadian designers. Under each individual or firm entry, there are details about the academic and professional qualifications, experience, geographical location, and special fields of interest. On request, the Office of Design will choose five or six names, starting with those located in the same area as the company, and the latter then selects one. Under most circumstances the designer nominated for an IDAP project must be Canadian-based, but if no suitable Canadian can be found, one outside the country may be used.

The IDAP program covers not only individual companies but also groups of companies organized as consortia and trade associations. Suppose, for example, a group of companies in the business of manufacturing household electrical appliances is organized in a trade association and wishes to undertake industrial design activity. The association could apply for a contribution, hire an industrial designer or make some arrangement with a design consultant, and work out new product designs. It could then sell, lease or give these designs to the firms that, in its judgment, would make the best use of them. All such groups must, of course, satisfy all IDAP requirements in the same way as individual firms.

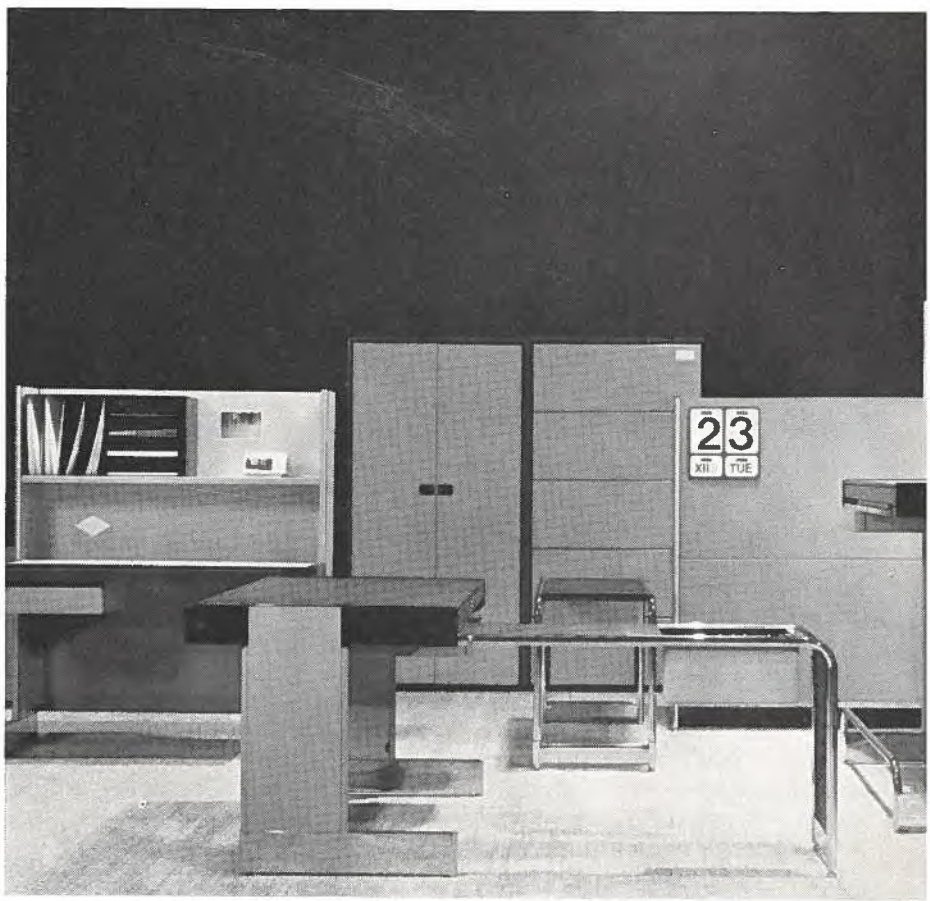
At the time that the Industrial Design Assistance Program was formally launched (August 1970) the Office of Design mailed out to Canadian companies and other interested organizations 2,000 copies of a brochure that had been prepared describing the program in detail and containing facsimiles of the application form. The Regional Offices of the Department of Industry, Trade and Commerce, other government agencies, and professional societies in Canada in the industrial design field also received supplies of the brochure. Since then, over 60 IDAP applications have come into the Program Office. Of these, 25 to 30 appear to meet the requirements, and 13 have reached the stage where they have been approved by the Deputy Minister. The budget for the IDAP program for the 1971-72 fiscal year has been doubled over that for 1970-71.

In his initial announcement that this program was to be introduced, the Hon. Jean-Luc Pepin pointed out the vital role that good design has played in the expansion of exports in the Scandinavian countries, in Italy, and in Japan. For the four Scandinavian countries, for instance, exports of furniture rose from $65 to $108 million in three to four years; in Italy, good design helped to increase exports of domestic appliances from $64 million to $235 million in the same period.

"We know," he went on, "that most of the manufacturers of these highly successful products employ highly qualified industrial designers not only to ensure that the products perform well but that they best satisfy customer demands for comfort, convenience in use and maintenance, with special attention to such factors as form, texture and color. . . Unless we are prepared to compete with international design standards, we will lose out not only in the export markets for manufactured goods, but on the domestic market as well."

One of the answers to that problem is IDAP, the newest of the Department's incentive programs. Through it, Industry, Trade and Commerce hopes to achieve two objectives: to upgrade Canadian product design, and to create in Canada an environment that will attract and retain skilled industrial design talent.

Is your firm interested in participating in this program? Write for information and a brochure to the IDAP Program Office, Department of Industry, Trade and Commerce, 112 Kent Street, Ottawa, or to the nearest Regional Office of the Department.



This is the S System, a new line of steel office furniture offered by Sunar Industries Limited of Waterloo, Ontario. It was designed by Douglas Ball and consists of a series of modular components, making up a functional, flexible system.

East Africa Exploits Its Forests

This is an upcoming industry in East Africa and Canadian suppliers of equipment, from axes to logging and sawmilling machinery, should follow up the increasing opportunities in these countries.

M. A. BOUCHARD, Assistant Commercial Secretary, Nairobi

The simple canthook was unknown in East Africa until it was introduced by Canadians, but it is now an essential part of forestry work there. As development continues, the market for other Canadian equipment should improve, provided prices are competitive.

To many people, the countries on the east coast of Africa evoke a tourist's dream of open space and wild animals. The tourist attractions are there, of course, but there is also much more.

In the area that stretches along the Indian Ocean from Ethiopia to Zambia there is a wide range of climate, soil and geological formations. From the white sandy beaches of the coast up to the red soil of the highlands and then down farther inland to the Nile Basin, one finds such well-known landmarks as the great Rift Valley, Kilimanjaro, the Ngorongoro Crater and Lake Victoria.

The combination of different climates, soil and altitude has resulted in an extremely rich variety of animal and plant life. Exploitable indigenous forests cover between 3 and 25 per cent of the land, depending on the country. This represents a fairly large potential for the developing forest industry.

Research is going on to improve forest exploitation, lumber extraction and processing methods. New ways of curing the end product and new

uses, especially for lesser known species, are being investigated. The most promising opportunities, however, are in imported species, primarily softwood, introduced over the years from Central and South America.

The highlands are particularly suitable for these imported species. Tree plantations are thriving on the marginal sections where coffee, tea and other cash crops cannot be produced economically. Planting has been going on increasingly for more than ten years and there are hopes of improving the yield of these exotic species further through selective production of seeds and seedlings.

Traditionally, the use of wood in this part of the world was limited to the construction of simple shelters, fuel and, to a lesser extent, relatively simple household goods. With the development now taking place, the demand for all types of wood products has increased tremendously. The real problem is developing production facilities fast enough to cope with domestic requirements and perhaps provide surpluses for export.

There are also numerous production problems that require more research and development. Quality can and must be controlled. New and better ways to improve the resistance of wood to decay and insects have to be developed. Research programs are being conducted by government organizations in the various countries.

The two harvesting methods employed here are common to most forest exploitation: thinning, which is best applied to indigenous forests, and clear fell, which is more appropriate for planted forests. Log extraction is done usually by farm tractors, occasionally by animals or even hand labor. The terrain has a marked influence on the timing of forest operations. During the dry periods the red soil that predominates in most areas provides a good hard surface for any type of equipment. During the rainy seasons (long rains February to June, short rains October and November) all exposed surfaces turn to thick mud, bringing everything to a standstill. Many unpaved roads are closed and bush roads become impassable.

Log skidders from Canada have recently been introduced, but are con-

What the Countries Plan

Ethiopia

Area: 480,000 square miles, of which 7 per cent is forested and largely undeveloped.

Domestic timber prices are high and lumber imports increasing.

Government plans include improvement of forestry services, protection of existing resources, rationalization of exploitation, afforestation of 296,500 acres by 1973, an 18 per cent increase in log production by 1973, and a study of growth, yield and marketing.

Total forestry output was Cdn.$44 million in 1967 and Cdn. $50 million in 1968.

Uganda

Area: 93,981 square miles.

New chipboard and match factory and sawmills established.

Softwood planted at a rate of 1,200 acres a year; 5,000 acres of indigenous natural forest given silviculture treatment every year.

Plywood and blockboard production in 1968 was 7.7 million square feet; more than 80,000 cubic feet of lumber were exported in 1969.

Kenya

Area: 224,960 square miles, of which 3 per cent, or 4.2 million acres, is forested and 100,000 acres planted.

Harvesting potential is 110,000 cubic meters a year from indigenous and 390,000 from planted forests.

Softwood planting at a rate of 17,300 acres a year, with a target of 326,000 acres by 1974.

Sawmilling capacity of 380,000 cubic meters a year, with 50 sawmills and two plywood mills.

A $36 million pulp and paper mill is under construction and expected to be completed by 1973, with a capacity of 150 tons a day. Planned are a fiberboard mill and a prefab house factory.

Tanzania

Area: 343,038 square miles, with 60,000 acres of planted forest and 45,000 acres more proposed. A pulpwood plantation is under study.

For softwood, one sawmill is operating and another under construction. Four more are planned during the next four years.

Four sawmills for hardwood are planned during the next four years.

Malawi

Area: 45,747 square miles, of which 25 per cent is forest.

Softwood planting started in 1964, and self-sufficiency in structural timber is expected within a few years. New plantations established include 14,097 acres in 1966/67 and 16,713 acres in 1967/68. In 1968, 200,000 cubic feet of sawn timber were produced.

Four sawmills are operating and four more are projected. A pulp mill is under study for the 47,000-acre VIPYA pulpwood plantation.

Zambia

Area: 290,587 square miles, of which 25 per cent is forested, ranging from savanna to dense hardwood. There are 22,400 square miles of controlled forest reserves. Pine and eucalyptus plantings average 5,000 acres a year.

Four million cubic feet of sawn logs are produced annually; charcoal production in 1965 was 18,000 short tons.

Blockboard, hardboard and paper pulp manufacturing plants are under study.

Shown here are workers in a plywood mill. Much of the equipment now in use is outdated or inadequate and, as East African governments provide funds, more sophisticated machinery will be sought from suppliers abroad.

sidered expensive compared with local labor. The trend to modernization, however, will inevitably lead to the use of such equipment, plus other time-saving machines. Sawmills also use much manual labor; this explains the absence of mechanically advanced equipment and the predominance of small sawmills.

Forest authorities are evaluating the introduction of portable sawmills, which would be more practical for areas where trees are found in scattered patches or where log transport is hampered by the two rainy seasons. Old sawmills, however, need upgrading and improving, and new ones are being planned.

New plants and factories directly related to the forest industries are either on the planning board or being built, and old ones are being modernized. There will be pulp mills, treating plants, softboard, hardboard, plywood and furniture factories. Feasibility studies are under way on the production of such things as shingles, charcoal, chemicals and prefab buildings. The attached box feature lists some forestry projects planned in the various countries.

As new operations are started and old ones upgraded, there will be a rapidly rising demand for all types of logging and sawmill equipment: hand tools (axes, picks, canthooks, etc.); chain saws and other heavier equipment and machinery; a whole range of machinery and replacement parts for small to medium sawmills, and woodworking machines for the secondary industry that is gradually developing.

Most of the equipment in use now is European and often outdated or inadequate. In the past, Britain has been by far the most important supplier and its machinery and equipment are the most commonly used. More recently, Scandinavian products, especially chain saws and circular saws, have been successfully introduced.

There are many, and will be more, opportunities here and Canadian suppliers could certainly capitalize on them. Canthooks, for instance, which were previously unknown here, have

been successfully introduced from Canada.

Local buyers are price-conscious and have a marked preference for the simpler type of equipment to minimize operating and servicing problems. Shortage of funds, too, often limits sales of higher-priced items. With the increasing involvement of local governments, however, processing plants will become larger and will need more sophisticated machinery.

If the products to be sold are in the lower priced category—hand tools and small machines, for instance—it is best to look for a well-established distributor who can keep sufficient stocks. For sophisticated or high-priced products, an agent who can provide servicing and technical expertise is a must. In countries where imports are state-controlled—Tanzania, for instance—potential exporters should first contact the government importing agency, which will either undertake both importing and distribution if the items are intended for wide distribution or, for larger items, issue import permits to a local agent or customer.

Canadian manufacturers should remember that they have to compete with well-established suppliers and that their c.i.f. East African port prices will have to compare favorably with those of their European competitors. Since the closing of the Suez Canal, the difference between Europe and North America in delivery time and transportation costs to East Africa has been narrowed significantly, with the result that competition lies chiefly in manufacturing costs.

Ideally, equipment and tools that result from new or improved methods of exploitation would provide the best introduction to this market. Considering Canadian expertise in the forestry field, this challenge should favor our export-oriented firms. Canadian experience and capability are readily recognized. The chief selling points remain price, quality and performance.

The Nairobi office is at your service to provide the necessary orientation or to introduce you to local representatives. Our address is: Commercial Secretary, Office of the High Commissioner for Canada, P.O. Box 3778, Industrial Promotion Services Building, Kimathi Street, Nairobi, Kenya.

Australia Buys Forest Machinery

A. J. STEWART, Assistant Commercial Secretary, Sydney

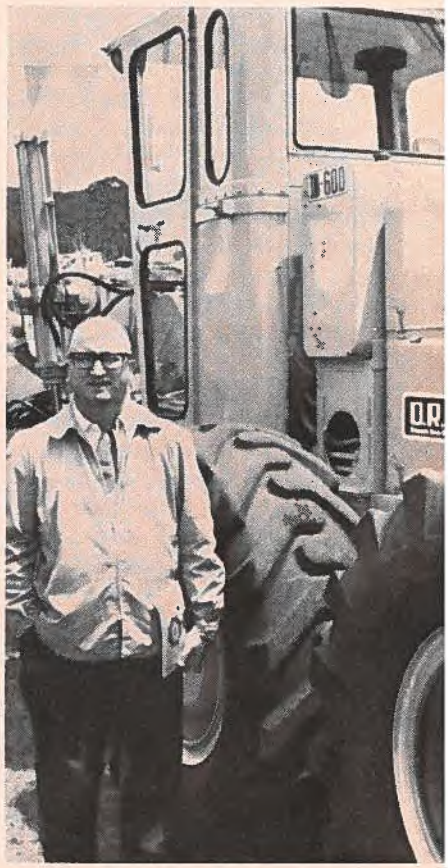
The growth in size of forest licences, and in some cases the combining of several licences to provide an economic unit, has created opportunities for Canadian forestry equipment in Australia. To achieve an economically efficient mill, high-speed, high-volume equipment is needed at the start and will continue to be needed as new mills reach the planning stage. Many Canadian companies, particularly manufacturers of logging equipment, have found a substantial market in Australia and have obtained either agency representation or, in a number of instances, have made licensing arrangements. In the sawmill machinery industry, there is keen competition. Australia has developed a viable industry, probably in large part because of the nature of the indigenous hardwood raw materials. In addition, the large number of mills has created a continuing demand for equipment. Canadian companies have generally found manufacture under licence the best course under these conditions.

The nature of the overseas competition in both the logging and sawmill machinery fields is difficult to establish. Most items of logging equipment are included in more general tariff categories and an analysis is not possible. However, much United States, European and, more recently, Japanese equipment is available and a number of local manufacturers are developing sophisticated techniques as well. For sawmill machinery, tariff statistics are again not much help. However, there is little doubt that the major suppliers are the European countries, particularly Germany. Japanese machinery is making itself known as well. In both the logging and sawmill machinery fields, the significant amount of equipment which is manufactured locally under licences from overseas companies should also be considered.

As evidence of the significant market for forestry machinery, the industry successfully sponsored the 1970 Forest Industries Machinery Exposition, held on a site outside Sydney. An estimated $16 million of equipment was on show. The exhibition was followed by the First Australian Logging Congress and visitors came from New Zealand and Papua/New Guinea as well as Australia. The organizers, led by C. A. Lembke, Chairman, Advisory Committee 1970 F. I. M. E. and Managing Director, the Australian Timber Journal Pty. Ltd., projected some 2,000–2,500 people would attend and the first estimates indicate this objective was met or possibly exceeded.

Close to 100 companies exhibited and the on-site and practical off-site demonstrations of equipment covered some 2,000 acres. A number of Canadian logging and sawmill equipment manufacturers were well represented by either their agents or, in certain cases, their licensees.

The continuing rationalization and amalgamation within the logging and sawmill industry should present new opportunities to equipment manufacturers. Canadian machinery, with its ability to work in difficult terrain, is already highly regarded here and should enjoy a growing demand in the coming years.



Harry Horne, Commercial Counsellor in Sydney, stands beside a road grader made by Dominion Road Machinery Company Ltd. of Goderich, exhibited at the Forest Industries Machinery Exposition in Sydney last year.

South Africa Needs Imported Chemicals

Chemical industry is growing rapidly but imports, especially of organic chemicals, still needed. Price competition from European and Japanese suppliers is stiff.

G. ORBAN, Assistant Trade Commissioner, Johannesburg

Increasing local production and greater self-sufficiency characterize the South African chemical industry. Today it represents a capital investment of $1.5 billion and annual sales total about $900 million. Initially the chemical manufacturing industry was set up to satisfy the demands of agriculture and mining, which have provided the base for South Africa's postwar industrial expansion. The industry has diversified to a great extent and rapidly over the last twenty years and this trend will continue. By 1980 the country expects to be self-sufficient in all the bulk chemical products it requires. Then only the more exotic chemicals, local production of which would be uneconomic, will be imported. Soda ash, sulphur and potash are currently the only major basic chemical products imported into South Africa in bulk.

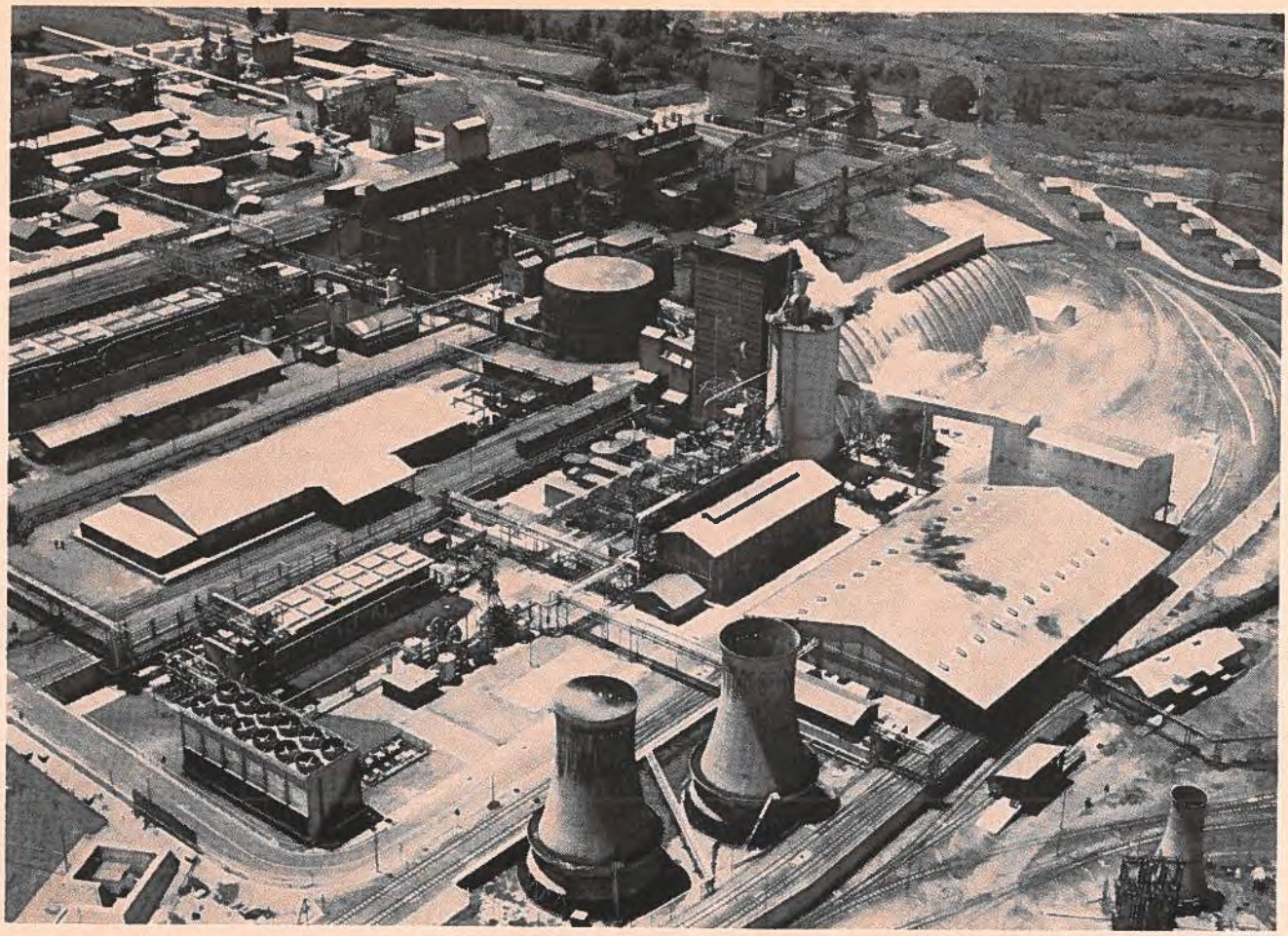
The South African Government is conscious of the need to encourage local production for both strategic and balance-of-payments reasons. A representative example of government efforts in encouraging local production is African Explosives and Chemical Industries. This company was the first and so far the only one to produce PVC. Since it came on stream, the Government consults regularly with the company and issues import licences only when the local firm cannot supply the quality or quantity required by the industrialist looking for sources of supply. As A.E. & C.I.'s production expands to encompass a wider range of PVC products and related compounds, the range and quantity of imports will decrease. This situation is becoming increasingly common as local industry enters the market with products that were once imported.

—continued on page 14

CHEMICAL IMPORTS INTO SOUTH AFRICA, 1969

	$ million Total Imports*	From Canada
Inorganic chemicals, organic and inorganic compounds of precious metals, of rare earth metals, of radioactive elements and of isotopes	26.0	
of which		
metallic salts of inorganic acids not elsewhere specified, $0.3 million		**0.3**
chemical elements (excluding sulphur and bulk industrial metals), $0.4 million		**0.4**
Explosives; combustible preparations	1.0	
of which		
industrial chemical specialties and explosives		**0.2**
Organic chemicals (general)	57.3	
Pharmaceutical products	19.0	
Fertilizers	5.0	
of which		
potassium chloride		**0.5**
Tanning & dyeing extracts; dyes, colors, paints, fillers, inks	19.5	
Essential oils & resinoids; cosmetics and toilet preparations	8.0	
Soap, organic surface-active agents, lubricating preparations, artificial & prepared waxes, polishing & scouring preparations, modelling pastes & dental waxes	6.9	
Albuminoidal substances, glues	1.5	
Artificial resins and plastic materials, cellulose esters & ethers; articles thereof	82.2	
of which		
plastics and plastic resins		**1.9**
Rubber, synthetic rubber, and articles thereof	37.2	
Sulphur	5.7	**2.8**
Miscellaneous chemical products	35.1	**0.7**
Total	**314.4**	**6.8**

*Crude petroleum and basic preparations thereof are not included in the table.



The No. 2 ammonia plant of the Modderfontein dynamite factory, which produces 110,000 tons a year of urea. Most of it is used for agricultural purposes, and some for the manufacture of urea-formaldehyde resin employed in bonding chipboard.

Workers at the Sasolburg refinery, outside Johannesburg. The town was built especially for personnel of the refinery, which now produces gasoline, paraffin waxes, alcohol and fuel oils such as diesel. Growth of the refinery industry should provide a market here for air-pollution control equipment.

Another example of local industry's entry into what was a 100 per cent import market is the country's first high-density polyethylene plant to be erected as a joint venture between Hoechst of Germany and the South African firm Sentrachem.

In 1969 imports of chemical products amounted to almost $315 million, or 10 per cent of total imports. Canada's share amounted to approximately $7.1 million, or 2.3 per cent of total chemical imports. These figures are exclusive of imports of crude petroleum, related oils and basic preparations thereof, such as lubricating oils, transformer oils, etc., which amounted to another $194 million.

The necessity for complete independence on strategic grounds from external sources for hydrocarbon fuel supplies has led to an extensive exploration program to find oil in the interior and around the coasts of Southern Africa. The state-backed Soekor (Southern Oil Exploration Corporation) in a consortium with BP, Shell, Total, and Mobil, has spent an estimated $35 million on exploration in addition to the $22 million spent by other firms, most of it in the last five years.

Sixteen years ago there were no refineries in South Africa. Today these represent a capital investment of over $600 million in Cape Town, Durban and Sasolburg, just outside of Johannesburg. The first refinery in South Africa was built in Sasolburg to transform coal into fuel for internal combustion engines; the town was established especially for the purpose. Indeed the refinery industry is growing so rapidly that it should provide a sizable market for air-pollution control equipment.

The South African market has attracted British, French, German, U.S. and Swiss interests. Many overseas firms have manufacturing facilities here or are represented by a local office. Typical are Hoechst, W.R. Grace, Dow, Imperial Chemical Industries, Monsanto, and Diversey, as well as BASF, Shell, CIBA, etc.

In the face of all this, what room is there in this market for Canadian chemical products? In inorganic chemicals, not much. We supply most of the sodium chlorate requirements. Sodium sulphite presents possibilities if we can be competitive. Potassic fertilizers were imported to the tune of $4.5 million in 1969, of which Canada supplied $500,000. No economic domestic sources of potash have yet been found and this may be an area where we could make some gains, provided we can offer competitive prices. Otherwise there may be room for more Canadian sulphur; last year we sold $2.7 million out of a total import market of $5.7 million. ICI provided the 113,000 tons of soda ash that were imported last year. Most of this came from Britain and the Continent but there may be room for other suppliers.

Where we might make a strong effort in market penetration is in organic chemicals, which accounted for 78 per cent of the approximately $315 million worth of South African chemical imports in 1969. Imports consisted of the categories shown in the table.

These figures indicate that the $256 million market for organic chemicals (including raw materials for the pharmaceutical and agricultural chemical industries, etc.) is virtually untapped by Canadian companies. Nearly 70 per cent of our exports of chemical products consisted of sulphur and plastics.

Canadian chemical products are subject to the same rates of duty as those from other countries enjoying most-favored-nation tariff treatment (this includes most suppliers). Import licensing restrictions are applied to certain items, according to the product and not by country. The problem Canadian manufacturers have to face is how to meet very competitive European and Japanese prices in South Africa which, as an important net importer, is regarded as an export target for those countries. In addition, because many of these exporters are supplying their subsidiaries, part of the market for raw materials is tied to them. Best selling potential is probably for new products developed, for surplus production of bulk chemicals such as PVC, and for industrial adhesives and other products falling into the categories of which South Africa still imports substantial quantities.

Supermarkets for Builders and Handymen

By selling building materials, hardware and related products through 237 centers, a U. S. firm reaps annual sales of around $377 million. This article tells you how to get a bit of the action.

R. T. MERCER
Commercial Officer, Detroit

Wickes Corporation, a highly diversified retailing, manufacturing and agricultural organization with headquarters in Saginaw, Michigan, sells building, hardware and related products via the supermarket concept—and does it to the tune of about $377 million a year.

Established almost 100 years ago, Wickes was until recently a little-known manufacturer of machine tools, boilers and graphite. In 1950 the company went into the grain business, and also acquired five retail lumber yards that became the nuclei of what has now developed into a chain of 237 retail supermarkets (or centers). The chain now covers the United States, selling lumber and building supplies to contractors and repairmen and to the do-it-yourself customer on a cash-and-carry basis. Total investment, including inventory in the 237 centers, is close to $125 million.

Part of the interior of one of the many retail stores owned by Wickes Corporation. From its headquarters in Saginaw, Michigan, the corporation, first point of contact for Canadians seeking to sell to Wickes, runs its 237 stores.

The Wickes Corporation numbers among its principal divisions and subsidiaries the Behlen Manufacturing Company, Behlen-Wickes Limited, Kux Machine, Lewis Lumber Company, Michigan Bean Company, Monitor Coach Company, Moriarity Corporations of Michigan, Ohio and Indiana, Ritz-Kraft Incorporated, Saginaw Grain Company, Saginaw Machine and Tool Company, Sequoia Forest Industries Incorporated, United States Graphite Company, Valiant Mobile Homes, Wickes Lumber and Building Supplies, Wickes Machine Tools, Wickes Marine Terminal Company, and Lee L. Woodard Sons Incorporated. Wickes also has three subsidiaries in Canada: a mobile home plant in Stand Off, Alberta, a plant in Brandon, Manitoba, manufacturing outbuildings and shelters, and a travel trailer plant in Lethbridge, Alberta.

One of the largest merchandising firms in the United States, the company has plans for 400 to 500 building centers to be in operation by the end of 1975, when their annual volume is forecast to reach U.S.$1 billion. Modern business techniques and computers are used for stock and inventory control, enabling branch managers to maintain adequate merchandise supplies. Purchasing is centralized in the corporate offices in Saginaw but once a manufacturer becomes an approved supplier, individual branch managers are free to order from him directly.

Wickes has established five regional offices throughout the United States, each of which maintains close contact with approximately 50 centers. Each regional office is operated by a senior company executive with the title of general manager, who is assisted by two sales managers. One works exclusively with builders and contractors, the other with consumers. A controller and secretarial staff complete the organization, which is responsible for sales and performance in its region. Geography, climate and buying habits in each of the five regions justify the existence of the regional office, which has a direct pipeline to the corporate head office in Saginaw. The regional offices do no buying.

Barrett T. Green, vice-president and general merchandise manager of Wickes Corporation, heads the staff of more than 50 senior sales, merchandising and purchasing officials. Responsibility for the purchase of well over 10,000 different items has been placed

with six merchandise managers in each of the following general product classifications: lumber; plywood and panelling; hardware, lawn and gardening products; building materials; plumbing, heating and electrical goods; kitchens, appliances and floor covering.

The merchandise manager in each purchasing area is assisted by one or more buyers, and he determines quantity requirements for his area and investigates any promotion or sales programs sponsored by the manufacturers. The buyers investigate sources of products within their areas of responsibility and welcome new sources. The company has a policy of interviewing all salesmen who visit it in Saginaw.

Prospective Canadian suppliers will receive the same attention as any other supplier, but will be expected to quote prices in United States funds and including United States customs duties, brokerage fees, insurance and transportation charges. In other words, the buyer wants to know what the landed cost will be. The company does not have central warehousing: all suppliers are required to make direct shipments to any of the 237 branches in the organization. A Canadian supplier would therefore find it advantageous to warehouse his product in the U.S.

Recent retail sales figures supplied by Wickes give some idea of the scope of its operations in the following departments: lumber, $90 million; plywood and panelling, $86 million; hardware, lawn and gardens, $30 million; building materials, $110 million; plumbing, heating, electrical, $30 million; kitchen appliances and floor coverings, $31 million.

Canadian lumber producers have already established an excellent performance record with this company, where sales potential for any supplier is substantial. Saginaw is less than 100 miles northwest of Detroit on I-75, a major Michigan superhighway. Interested Canadian manufacturers will receive a warm and courteous reception but, to make their visit rewarding, they should be prepared to discuss their company's facilities and capabilities, merchandising programs and landed prices.

Buyers' names and information on their purchasing responsibilities are given in the accompanying table. These officials can be reached at the head office of the company, 515 North Washington, Saginaw, Michigan 48607, telephone (517) 754-0411.

The Detroit Consulate will be pleased to help you in your approach and will be happy to give you information on the Michigan-Indiana markets. We also keep an up-to-date listing of approximately 1,000 agents looking for Canadian lines to handle.

Wouldn't you like to have a piece of the action?

Purchasing Officials for the Wickes Centers

Lumber
Robert McIntosh, merchandise manager

West Coast dimension lumber, sheathing & finish, pattern siding, redwood & cedar
Ron McLeod (senior buyer), Jerry Wilson, Pat Young, Jay Brenneman.

Softwood & hardwood moldings, wood windows
Dick Gulvas (senior buyer), Dennis Muler.

Dimension—southern pine, treated material, wood flooring
Jim Gilleylen (senior buyer).

Plywood & panelling
Loren Laubach, merchandise manager

Sanded & sheathing plywood
Don Whipple (senior buyer).

Panelling & accessories
Steve Brodbeck (senior buyer).

Y. P. sheathing, hardboard, hardboard siding, particle board
Wally Spittka.

Hardware, lawn and garden products
John Smith, merchandise manager

Lawn & garden products
Bob Sanderson (senior buyer).

Hardware products
Karl Bitner.

Building materials
Richard Passaglia, merchandise manager

Wood windows & doors
Paul Curtis (senior buyer).

Roofing, gypsum, aluminum siding, metal building products
Roy Walker.

Insulation, insulation board products, paint, fencing, concrete
Walt McLellan (senior buyer).

Garage doors & door operators, aluminum doors & windows
Terry Massey.

"Super quotes"
Tim Wurtz.

Plumbing, heating, electrical
Chop Mayer, merchandise manager

Plumbing products
Ron Kassen (senior buyer).

Heating & electrical products
Chuck Ulrich (senior buyer).

Kitchens, appliances, floor coverings
Chuck Klinger, merchandise manager

Kitchens & appliances
Charles Bender (senior buyer), Art Sand.

Floor coverings
Dave Brownlee (senior buyer).

Head Office Directory

The Department of Industry, Trade and Commerce is located in Tower B, Place de Ville, 112 Kent Street, Ottawa. A few of the Branches have their offices in other buildings and the Directory makes this clear.

For the businessman who wishes to telephone any of the officers listed, the procedure is:

From outside Canada: ask the local long-distance operator for Canada, Area Code 613, plus 99 and the local listed under each Branch.

Inside Canada but outside of Ottawa: dial 1, followed by the Area Code 613, 99 and the local.

Inside Ottawa: Dial 99 and the local.

General Inquiries: 992-9386

Index	Page
Administration	23
Aerospace, Marine and Rail	20
Agriculture, Fisheries and Food Products	20
Apparel and Textiles	20
Area Relations, Office of	22
Assistant Deputy Ministers	18
Chemicals	20
Deputy Minister's Office	18
Design, Office of	18
Economics, Office of	23
Electrical and Electronics	21
External Services	19
Fairs and Missions	19
Financial Services	23
General Relations, Office of	22
Grains Group	18
Grains Program Office	18
Industrial Policy Adviser, Office of	23
Industry and Trade Development	18
Industry, Trade and Traffic Services	19
International Defence Programs	19
Machinery	21
Materials	21
Mechanical Transport	21
Minister's Office	18
Minister Responsible for the Canadian Wheat Board	18
Operations	20
Personnel	23
Professional and Administrative Services	23
Program Planning and Analysis	23
Promotional Services, Office of	18
Publicity	18
Regional Offices	24
Science and Technology, Office of	18
Special Import Policy, Office of	23
Tourism, Office of	24
Trade Commissioner Service	19
Trade and Industrial Policy	22
Wood Products	22

	Dial 99 and	Floor
MINISTER'S OFFICE		
Minister of Industry, Trade and Commerce		
The Hon. Jean-Luc Pepin	6-1880	22
Executive Assistant: Paul Labbé	6-1880	22
Admin. Assistant: C. R. D. Kelly	6-1880	22
Minister's Advisory Council		
A/Executive Secretary: M. K. Paumann	5-7485	12
Minister Responsible for the Canadian Wheat Board	**Bourque Bldg., 305 Rideau St.**	
The Hon. Otto E. Lang	5-7127, 2-4571	1160
Grains Group	**West Memorial Bldg., 344 Wellington St.**	
Co-ordinator: R. M. Bryden	5-7127	5
Marketing: R. M. E. Esdale	2-2109	5
Production: W. E. Jarvis	2-7801	5
Transportation: R. J. Shepp	2-7702	5
Liaison Canada Grains Council: C. F. Wilson	2-7404	5
Executive Secretary: N. A. O'Connell	5-7127	5
Machinery & Equipment Advisory Board	**Tower B, 112 Kent St.**	
Secretary of the Board: W. H. Chandler	2-5800, 2-1129	11
Textile & Clothing Board	**Tower A, 320 Queen St.**	
Chairman: Dr. C. A. Annis	6-1157	4

	Dial 99 and	Floor
DEPUTY MINISTER'S OFFICE		
Deputy Minister		
J. H. Warren	6-3560	22
Executive Assistant: A. A. Lomas	6-3560	22
Senior Assistant Deputy Minister (Industry and Trade Development)		
Andrew G. Kniewasser	2-1037	22
Executive Assistant: Gilles Morin	2-7428	22
Special Assistant:		22
Assistant Deputy Minister (Trade and Industrial Policy)		
Maurice Schwarzmann	2-2649	19
Executive Assistant: R. A. Kilpatrick	5-6980	19
Assistant Deputy Minister (Operations)		
Robson G. Head	5-6277	12
Executive Assistant: J. L. de Lorimier	5-6580	12
Assistant Deputy Minister (External Services)		
T. M. Burns	2-5969	7
Executive Assistant: R. E. Wright	2-0933	7
Assistant Deputy Minister (Administration)		
A. Seneeal	2-0056	22
Office of Economics		
General Director: V. J. Macklin	5-8489	13
Office of Tourism	**150 Kent St.**	
General Director: T. R. G. Fletcher	6-5651	9S

Industry and Trade Development

Senior Assistant Deputy Minister Andrew G. Kniewasser	2-1037, 2-1038	22
Executive Assistant: Gilles Morin	2-7428	22
Special Assistant:		22

GRAINS PROGRAM OFFICE — West Memorial Bldg.

Acting Chief W. J. O'Connor	5-8374	5

OFFICE OF SCIENCE AND TECHNOLOGY

General Director Sydney Wagner	5-7151	21
Special Assistant: M. R. M. Dale	6-1962	21
Director (Policy) H. C. Douglas	2-4143	21
Director (Scientific) R. K. Brown	2-0406	21
Innovation Planning and Evaluation		
Chief: D. H. E. Cross	6-6108	21

OFFICE OF DESIGN

Acting General Director J. H. Swann	2-0341	20

OFFICE OF PROMOTIONAL SERVICES

General Director L. J. Rodger	2-7411, 2-2262	5
Special Assistant: R. B. Fournier	6-3210	5
World Exhibitions Liaison: G. P. O'Keefe	6-1592	4

PUBLICITY BRANCH

Director J. A. Murphy	5-7137	4
Deputy Director K. A. Prittie	2-6435	4
Canadian Division Chief: B. T. McLaughlin	5-7271	4
News Services Manager: R. M. Shaw	2-2186	4

	Dial 99 and	Floor
French Language Editorial Services		
Manager: C. Bruyère	5-8353	4
Production Planning Division		
Chief: R. Dagenais	5-6448	4
Distribution: Mrs. M. Gougeon	5-6963	4
International Division		
Chief: K. V. D. Gardner	5-7164	4
Acting Managing Editor Periodicals		
R. T. Waugh	5-7489	4
"Canada Courier" Division		
Chief: Mrs. A. Armstrong	5-7489	4
"Foreign Trade" Division		
Chief: Miss O. M. Hill	5-7259	4
Graphics Division		
Chief: R. H. Williamson	5-7274	4
Special Publications Division		
Chief: J. K. Purvis	5-7161	4
INDUSTRY, TRADE AND TRAFFIC SERVICES BRANCH		
Director		
G. M. Schuthe	5-8308	3
Deputy Director		
C. Varkaris	5-8308	3
Export and Import Permits Division		
Chief: S. G. Barkley	5-8356	3
Industrial Traffic Services Division		
Chief: H. A. Hadskis	5-7169	3
Import Analysis Division		
Chief: J. G. MacKinnon	2-4446	3
Industrial and Trade Enquiries Division		
Chief: K. E. Hacker	2-4441	3
Directories Section		
J. Y. LaFlèche	5-7171	3
FAIRS AND MISSIONS BRANCH		
Director		
D. A. W. Olliver	6-6153, 5-7251	5
Planning and Programming		
C. P. McPherson	5-7252	5
Western Hemisphere Division		
W. P. Schutte	2-8855	5
Eastern Hemisphere Division		
R. S. Long	2-8069	5
Special Projects Section		
B. Choquette	5-7334	5

External Services

	Dial 99 and	Floor
Assistant Deputy Minister	2-5969,	
T. M. Burns	2-0581	7
Exccutive Assistant: R. E. Wright	2-0933	7
Market Planning		
J. W. Webber	2-0445	7
E. G. Eeles	5-8726	7
Market Development Group		
B. C. Steers	2-2614	6
PROGRAM OFFICE—EXTERNAL SERVICES		
Defence Industry Productivity Program		
Chief: J. C. E. Mitchell	2-1490	7
Industry Modernization for Defence Exports Projects		
Manager: L. A. Lynch	2-1292	7
TRADE COMMISSIONER SERVICE		
General Director		
H. M. Maddick	5-8337, 5-8338	6
Director		
W. J. Collett	2-6835	6
Finance and Administration		
Director: N. W. Boyd	2-5669	6
Personnel		
Acting Director: R. G. Woolham	2-6800	6
Operations and Development		
Acting Director: R. M. Dawson	2-5456	6
Regional Co-ordinators		
Africa and Middle East		
R. B. Blake	6-2723	6
Asia and Oceania		
R. W. Burchill	2-5461	6
Europe "A"		
D. S. McCracken	2-1655	6
Europe "B"		
J. B. McLaren	6-3424	6
Latin America & Caribbean		
D. I. Ditto	2-3058	6
United States		
J. E. G. Gibson	6-5140	6
INTERNATIONAL DEFENCE PROGRAMS BRANCH		
General Director	2-5260,	
D. H. Gilchrist	2-4864	7
Director		
D. J. Janigan	2-8584	7

	Dial 99 and	Floor
U.S. Market Development Division		
Chief: W. E. Grant	2–3456	7
Overseas Market Development Division		
Chief: F. J. McNaughton	2–8626	7
Project Marketing Division		
Chief: F. Dugal	2–1679	7
Market Research and Analysis Division		
Chief: P. C. Boire	6–2543	7

Operations

Assistant Deputy Minister		
Robson G. Head	5–6277	12
Executive Assistant: J. L. de Lorimier	5–6580	12

PROGRAMS OFFICE—OPERATIONS

Director		
G. S. Conger	5–7249	14
General Adjustment Assistance Program		
Chief: P. E. Quinn	6–4560	14
IRDIA Program		
Chief: D. A. Kellough	6–2501	14
PAIT, IDAP and PEP Programs		
Chief: W. R. Graham	5–7174	14

AEROSPACE, MARINE AND RAIL BRANCH

General Director	2–7318,	
J. C. Rutledge	6–1288	9
Industry and Trade Development Programs		
Director		
G. E. Hughes-Adams	2–0605	9
Air		
Chief: J. L. Harrison	2–1001	9
Marine		
Chief: M. J. Colpitts	2–0285	9
Rail and Propulsion		
Chief: E. P. Bishop	2–0051	9
Company and Support Programs		
Director		
H. R. Foottit	6–2035	9
Aircraft		
Chief: H. A. Staneland	5–6405	9
Propulsion, Marine and Rail		
Chief: H. Roberts	2–1569	9
Ship Subsidies		
Chief: H. K. McIntosh	2–7830	9

	Dial 99 and	Floor

AGRICULTURE, FISHERIES AND FOOD PRODUCTS BRANCH

General Director	2–1289,	
M. J. Heney	2–1489	15
Acting Director		
A. J. Stanton	2–1100	15
Livestock, Meat and Dairy Products Division		
Chief: L. H. McMillan	2–0001	15
Cereals, Bakery and Edible Oils Division		
Acting Chief: H. T. Armstrong	2–0015	15
Fruit, Vegetables and Special Crops Division		
Acting Chief: S. B. McKenna	5–8245	15
Fisheries and Fish Products Division		
Chief: A. J. Hemming	5–8107	15
International Commodities Division		
D. H. Burns, H. E. Ryan	2–0012	15
Programs Division		
Chief: W. R. Parkinson	2–0012	15

APPAREL AND TEXTILES BRANCH

General Director		
A. M. Guerin	2–4078	8
Director		
L. C. Howey	2–1207	8
Fashion Co-ordination		
Mrs. D. E. L. Taylor	5–6287	8
Programs Division		
Head: M. Hersh	2–1081	8
Clothing Division		
Chief: H. Sherman	2–1048	8
Textiles Division		
Acting Chief: M. Chapleau	2–1045	8
Leather and Footwear Division		
Chief: G. A. Dubois	2–1051	8
Policy Support Section		
Head: N. E. Walker	5–7207	8

CHEMICALS BRANCH

General Director	2–9456,	14
J. J. Tennier	2–5760	14
Director		
A. M. Tedford	2–6905	14
Industrial Chemicals Division		
Chief: G. E. McCormack	2–1071	14
Plastics and Rubber Division		
Chief: A. G. Pinard	2–1054	14
Chemical Specialties Division		
Chief: Dr. H. A. Showalter	2–1591	14

	Dial 99 and	Floor
Tourist, Hospital and Education Division		
Chief: G. W. J. Rahm	2-1068	14
Programs Division		
Assistant Director: W. D. Dawson	2-1758	14
ELECTRICAL AND ELECTRONICS BRANCH		
General Director		
E. A. Booth	2-8160	10
Industry & Trade Development		
Director: T. C. Jones	2-2243	10
Electrical Division		
Chief: V. E. Tant	2-9043	10
Electronics Division		
Chief: C. D. Quarterman	2-1091	10
Consumer Products & Components Division		
Chief: P. U. Aasgaard	2-9084	10
Special Projects Division		
Chief: R. Sangster	2-8897	10
Company Development Programs		
Director: G. R. Logan	2-8366	10
Division I		
Chief: A. G. Carr	2-1884	10
Division II		
Chief: J. R. Mercier	2-9804	10
Division III		
Chief: R. J. Burns	2-1393	10
MACHINERY BRANCH		
General Director	2-7181,	
J. J. McKennirey	2-1129	11
Acting General Director and Secretary, Machinery Equipment Advisory Board		
W. H. Chandler	2-5800	11
Director		
J. C. Stavert	2-4737	11
Mechanical Products Division		
Chief: J. H. O'Connell	2-0324	11
Mechanical Equipment Division		
Chief: A. Chiperzak	2-0321	11
Industry Machines and Engineering Services Division		
Chief: R. C. Wallace	2-4082	11
Machinery Program Analysis Division		
Chief: S. A. Radley	2-1359	11

	Dial 99 and	Floor
General Programs Division		
R. K. McGregor	2-0371	11
MEAB Secretariat		
R. J. Billard	2-7267	11
General Analysis and Development		
J. P. Reny	2-0039	11
MATERIALS BRANCH		
General Director		
R. D. Hindson	2-1113	12
Special Assistant: H. W. Pfeffer	2-3796	12
Director	2-5672	12
Iron and Steel Division		
Chief: D. G. Laplante	2-0025	12
Non-Ferrous Metals Division		
Chief: S. H. Rochester	2-0088	12
Industrial Minerals Division		
Chief: R. J. Jones	2-1581	12
Construction Division		
Chief: D. J. Dawson	2-0028	12
Programs Division		
Chief: H. E. Wilson	2-1015	12
MECHANICAL TRANSPORT BRANCH		
General Director		
C. D. Arthur	6-4122	5
Director		
T. C. Arnold	5-6627	5
Special Projects		
K. R. Burgess	5-6506	5
Automotive Programs Division		
Chief: D. P. W. Wood	2-4478	5
Asst. Chief: O. V. Lonmo	2-4478	5
Automotive Industries Division		
Asst. Chief: W. J. Patrick	5-8231	5
Adjustment Assistance Board Secretariat		
Acting Secretary: F. Wanko	2-0021	5
Agricultural, Construction and Special Vehicles Division		
Chief: D. W. C. McEwan	2-1027	5
Asst. Chief: D. M. Izzard	2-1027	5
Technological Assistance Division		
Chief: R. F. Linden	2-1024	5
Asst. Chief: I. G. Lochhead	2-1024	5

	Dial 99 and	Floor
WOOD PRODUCTS BRANCH		
General Director J. R. Midwinter	6-4963	13
Director E. J. Ward	2-7128	13
Pulp and Paper Division Chief: G. C. Campbell	2-0065	13
Lumber, Plywood and Panel Products Division Chief: E. W. Smith	2-0068	13
Furniture and Secondary Wood Products Division Chief: M. N. Murphy	2-1545	13
Programs Division Chief: R. H. McGee	2-0095	13
Printing, Publishing and Allied Industries Division Chief: G. E. Pallant	2-0093	13

Trade and Industrial Policy

Assistant Deputy Minister Maurice Schwarzmann	2-2649	19
Executive Assistant: R. A. Kilpatrick	5-6980	19

OFFICE OF AREA RELATIONS

General Director R. E. Latimer	6-4176	19
Policy Planning Division Director: J. H. Stone	2-7641	19
WESTERN HEMISPHERE AFFAIRS BRANCH		
Director G. W. Green	2-5176	19
United States Division Chief: C. J. Kelly	6-5471	19
Latin America Division Chief: N. R. Cumming	6-5546	19
Caribbean Division	2-5528	19
EUROPEAN AFFAIRS BRANCH		
Director A. W. A. Lane	2-2250	19
Britain Division G. R. Gough	2-6531	19
EEC Enlargement Task Force Chief: G. Elliott	2-2127	19
Western Europe Division Chief: B. S. Shapiro	6-1825	19
Eastern Europe Division Chief: R. F. Turcotte	6-3645	19
PACIFIC, ASIA, AFRICA AFFAIRS BRANCH		
Director F. R. Petrie	2-2421	19
Pacific Division Chief: J. L. MacNeil	6-5381	19
Asia Division Chief: J. B. O'Neill	2-6806	19
Africa Division Chief: C. L. Bland	2-7594	19

OFFICE OF GENERAL RELATIONS

General Director M. G. Clark	5-7119	20
GENERAL TRADE POLICY BRANCH Director: W. M. Miner	2-4100	20
GATT Division Chief: R. D. Gualtieri	5-8228	20
UNCTAD-OECD Division Chief: A. R. Porter	5-8228	20
Special Trade Activities Division Chief: A. L. Halliday	5-8228	20
COMMODITY TRADE POLICY BRANCH Acting Director: L. Houzer	6-1917	20
International Resources Division Acting Chief: G. R. Ritchie	5-8418	20
Agriculture Division Chief: E. W. Stewart	5-8418	20
Commodity Agreements Division Chief: E. W. Stewart	5-8418	20
INTERNATIONAL FINANCING BRANCH Director: A. R. Hollbach	6-3995	20
Financial Institutions Division Chief: A. R. MacMillan	6-3995	20
International Development & Aid Division Chief: R. Campbell Smith	6-5357	20
Commodity Financing Division Acting Chief: G. Hazen	6-5418	20

	Dial 99 and	Floor

OFFICE OF INDUSTRIAL POLICY ADVISER

General Director L. F. Drahotsky	6-2413	19
Industrial Policy Division Chief: J. M. Belanger	6-3070	19
Programs Division Chief: B. S. Barewal	6-1408	19

OFFICE OF SPECIAL IMPORT POLICY

	Tower A 320 Queen St.	
Special Adviser to the Assistant Deputy Minister (Trade and Industrial Policy)		
Campbell Stuart	2-3386	4
J. M. MacKillop	6-2388	4
W. Boychuk	6-2388	4
A. J. Sarna	6-2388	4
W. Weybrecht	6-2388	4

Administration

Assistant Deputy Minister A. Senecal	2-0056	22

PERSONNEL BRANCH

General Director E. J. Fitzpatrick	2-5430, 2-2730	16

FINANCIAL SERVICES BRANCH

General Director W. R. Teschke	5-6126	18
Financial Analysis Director J. G. Sheldrick	2-2888	18
Comptroller R. L. Gibbs	6-3639	18
Financial Audit Director J. J. Power	6-4520	18

PROFESSIONAL AND ADMINISTRATIVE SERVICES BRANCH

General Director G. V. Tunnoch	6-4010	17

PROGRAM PLANNING AND ANALYSIS BRANCH

General Director I. Craig	6-2045	16

	Dial 99 and	Floor

Office of Economics

General Director V. J. Macklin	5-8489	13
Executive Co-ordinator: T. E. Bocking	6-5390	13

GENERAL ANALYSIS BRANCH

Director C. Schwartz	2-8900	13
Canada and United States Division Acting Chief: D. F. McKinley	2-7667	13
General Assignments Division Chief: H. R. Smale	2-5266	13
Overseas Analysis Division	6-2538	13

INVESTMENT ANALYSIS BRANCH

Director J. H. Latimer	2-3847	21
Capital Expenditure Division Chief: A. N. Polianski	5-6384	21
Corporation Returns Division Chief: N. S. Hutchinson	5-7722	21
Foreign Investment Division Chief: R. J. Loosmore	6-5884	21
International Companies Division Chief: T. R. Vout	2-1061	21

MARKET ANALYSIS BRANCH

Acting Director A. C. Kilbank	2-7408	8
Special Assistant: A. M. Coll	6-5195	8
Manufactured Products Division Chief: W. G. Gray	6-5722	8
Regional Trade Patterns Chief: H. D. Henderson	6-5611	8
Resources Commodities Division Chief: R. J. Konecny	6-5871	8

PRODUCTIVITY BRANCH

Director I. Bernolak	2-1722	21
Inter-Firm Comparisons Division Chief: G. G. McLeod	6-5144	21
Research and Development Division L. Turner	2-1430	21
Economics of Technology Consultant: J. G. Snaauw	6-5299	21
Consultant Group R. Gilstorf	6-5298	21

Office of Tourism — 150 Kent Street

	Dial 99 and	Floor
General Director T. R. G. Fletcher	6-5651	9S
TRAVEL INDUSTRY BRANCH		
Director D. C. Bythell	6-5651	9
Research & Development Division Chief: J. W. Gibson	5-8426	9
Industry Evaluation Division Chief: L. C. Munn	5-6367	9
CANADIAN GOVERNMENT TRAVEL BUREAU		
Director Dan Wallace	2-3166	2
Deputy Director Roland Boire	2-5256	2
Offices Abroad Assistant Director: O. Tiessen	2-1384	2
Marketing Assistant Director: D. Livingstone	5-8127	2
Advertising Manager:	2-2944	3
Operations Manager: M. E. Campeau	2-7355	2
Publicity Services Manager: J. A. Carman	2-6373	3
Publications Division Chief: D. J. Malloy	2-5180	2
Travel Trade Relations Manager: G. Tawse-Smith	2-2077	2
Travel Information Services Acting Chief: D. Jago	2-3334	4

Regional Offices in Canada*

	Telex	Phone
HALIFAX, Nova Scotia		
Sir John Thomson Building 1256 Barrington Street Regional Manager: D. J. Packman (Territory includes Newfoundland)	014-422829	426-3851 **(area code 902)**
FREDERICTON, New Brunswick		
Eastern Canada Building 212 Queen Street Regional Manager: F. D. Grimmer (Territory includes P.E.I.)	014-4640	454-9707 **(area code 506)**
MONTREAL 128, Quebec		
Suite 1700, Commerce House 1080 Beaver Hall Hill Regional Manager: J. G. Touchette	0120280	879-6254 **(area code 514)**
TORONTO 111, Ontario		
P.O. Box 114 3001 Toronto-Dominion Centre Regional Manager: L. H. Ausman	0221691	369-3711 **(area code 416)**
WINNIPEG 1, Manitoba		
Suite 1104 Royal Bank Building 220 Portage Avenue Regional Manager: G. A. Gillespie	035287	985-2381 **(area code 204)**
REGINA, Saskatchewan		
Saskatchewan Wheat Pool Building Suite 651 2625 Victoria Street Regional Manager: G. A. Cooper	0312745	525-9814 **(area code 306)**
EDMONTON 15, Alberta		
802 Chancery Hall 3 Sir Winston Churchill Square Regional Manager: W. Mackenzie Hall	0372762	422-7178 **(area code 403)**
VANCOUVER 1, British Columbia		
2003 Board of Trade Tower 1177 West Hastings Street Regional Manager: J. F. Murray	0451191	666-1434 **(area code 604)**

*These offices operate under the direction of the Industry, Trade and Traffic Services Branch.

Italy Wants Scrap for Its Steel Mills

Canada supplies the best scrap iron and steel that the expanding Italian steel industry can get. The Italians want more and this article tells how to give it to them.

W. H. SKOUSE, Commercial Officer, Milan

A few months ago a Canadian businessman visited Milan and Italy for the first time. He came unannounced and without contacts and he did not speak Italian. Within two days he sold about half a million dollars worth of scrap! Was he the right man in the right place with the right goods at the right price at the right time?

This is a success story which does not happen often enough. But because the commodity he was selling was scrap iron and steel, his chances of success were high from the beginning. Scrap iron and steel is important in international trade, particularly to Italy. This unattractive commodity is vital to steel industries all over the world, and to our daily lives. The shiny new car in your garage and the efficient home appliance in the kitchen contain steel made largely from scrap. In 1969 Canada consumed 10.5 million ingot tons of steel. Of this, 61.6 per cent was made from scrap. Steel consumption in Canada is 1,100 pounds per capita, which means that for every Canadian, industry consumes 678 pounds of scrap a year.

Italy produces more steel than Canada —16.3 million tons in 1969, and 63 per cent was from scrap. The per capita consumption of steel is still low at 748 pounds, equal to 471 pounds of scrap. By 1975 Italian steel production is expected to reach 25 million metric tons and the demand for scrap increases each year. Of the 10.5 million tons of scrap Italy bought in 1969, six million came from the European Coal and Steel Community, four million from North America (principally the United States), and the rest from the U.S.S.R., Britain, Poland and Africa, in that order.

Italy has accounted for an increasing percentage of total Canadian steel scrap exports, as Table 1 shows. Canadian scrap shipments in 1969 were valued at $5 million. The United States was the largest buyer, followed by Italy.

The types of scrap that the Italian steel industry prefers are No. 1 Heavy Melting, No. 2 Heavy Melting and Shredded Scrap. The industry is very interested in shredded scrap because this has proved economical to handle and provides a dense and homogeneous furnace charge. The copper content must be less than 0.20 per cent.

There have never been any complaints here about the quality of Canadian scrap. In fact, all the chief buyers are unanimous in stating that it is the best they get from anywhere. Canadian scrap suppliers who may be thinking of approaching the Italian market for the first time should use the services of the Trade Commissioner's office in Milan to channel their offers to the most appropriate potential buyers.

The major buyers of iron and steel scrap in Italy are:

Finsider: The company is responsible for 60 per cent of Italian steel production and 94 per cent of domestic

Bundles of scrap metal like bales of hay leave Italy's most modern press at the Malerba scrap sheds near Milan. Each bundle shown weighs about three tons.

cast iron production. It is by far the largest buyer of scrap for the state-controlled section of the Italian iron and steel industry. Companies included in this sector are Dalmine, Terni, Breda Siderurgica, Acciaieria e Tubificio di Brescia.

Campsider: Campsider purchases iron and steel scrap on behalf of the major privately-owned steel mills in Italy.

AFL/Falck, S.p.A.: The company is the largest private producer of steel in Italy and buys some scrap independently of Campsider. The company produces approximately 1.3 million metric tons of steel a year, and buys about one million tons of scrap. Falck is expanding its steel production.

Fiat Ferriere: This company also purchases some scrap independently of Campsider.

Brescia Steelmakers: The largest concentration of small iron and steel producers in Italy is in the region of Brescia, and it is common for companies in the area to form a scrap-buying consortium independent of Campsider.

Luigi Malerba: This Milan company is Italy's most important private scrap broker. Malerba imports from Canada regularly and in good quantities. The company has modern equipment, including the only fragmentizer in Italy.

The increase in Italian steel production has been met in part by the increased use of basic oxygen furnaces and by production from "mini mills" being erected in Italy. These plants use electric furnaces and, at present, rely entirely on iron and steel scrap. As Table 2 shows, the electric furnace method still contributes significantly to the total production, but there are indications that this process and the open hearth process will be replaced by the basic oxygen process.

Looking as if he doesn't know which one to take first, this man gives an indication of the size of the scrap metal bundles. The raw material is in the background.

The continuing expansion of the industry suggests that it will buy more raw materials than ever before from Canada. Iron ore purchases alone for the first nine months of 1970 reached $18 million, $7 million more than for the whole of 1969. Contracts for ore placed in Canada during 1970 amounted to approximately $41 million, with deliveries through 1975. Coal, long considered the Cinderella of our mineral fuels, is having a comeback in which Italy wants to share. Western Canada metallurgical coking coal will in the near future supply some of the needs in the European market despite the long distances involved. The Italian steel industry is already negotiating contracts for coal.

Scrap will always remain vital to the Italian steel industry. Italy wants more from Canada, and this office will be pleased to help Canadian suppliers in their first approach. Our address is: Consul General and Trade Commissioner, Canadian Consulate General, C.P. 3977, Via Vittor Pisani 19, 20124 Milan, Italy.

TABLE 1

CANADIAN SHIPMENTS OF SCRAP

Year	Tons Total	To Italy	%
1964	621,000	28,000	5
1965	240,000	18,000	8
1966	299,000	20,000	7
1967	436,000	56,000	13
1968	432,000	64,000	15
1969	730,100	142,800	20

TABLE 2

ITALIAN STEEL PRODUCTION

	Total Production tons '000	Percentage contributed by these processes		
		Open Hearth	Electric Furnace	Basic Oxygen
1965	12,618	41	36	22
1966	13,582	37	36	27
1967	15,785	36	37	27
1968	16,855	34	37	29

Southern California Looks for Metal Products

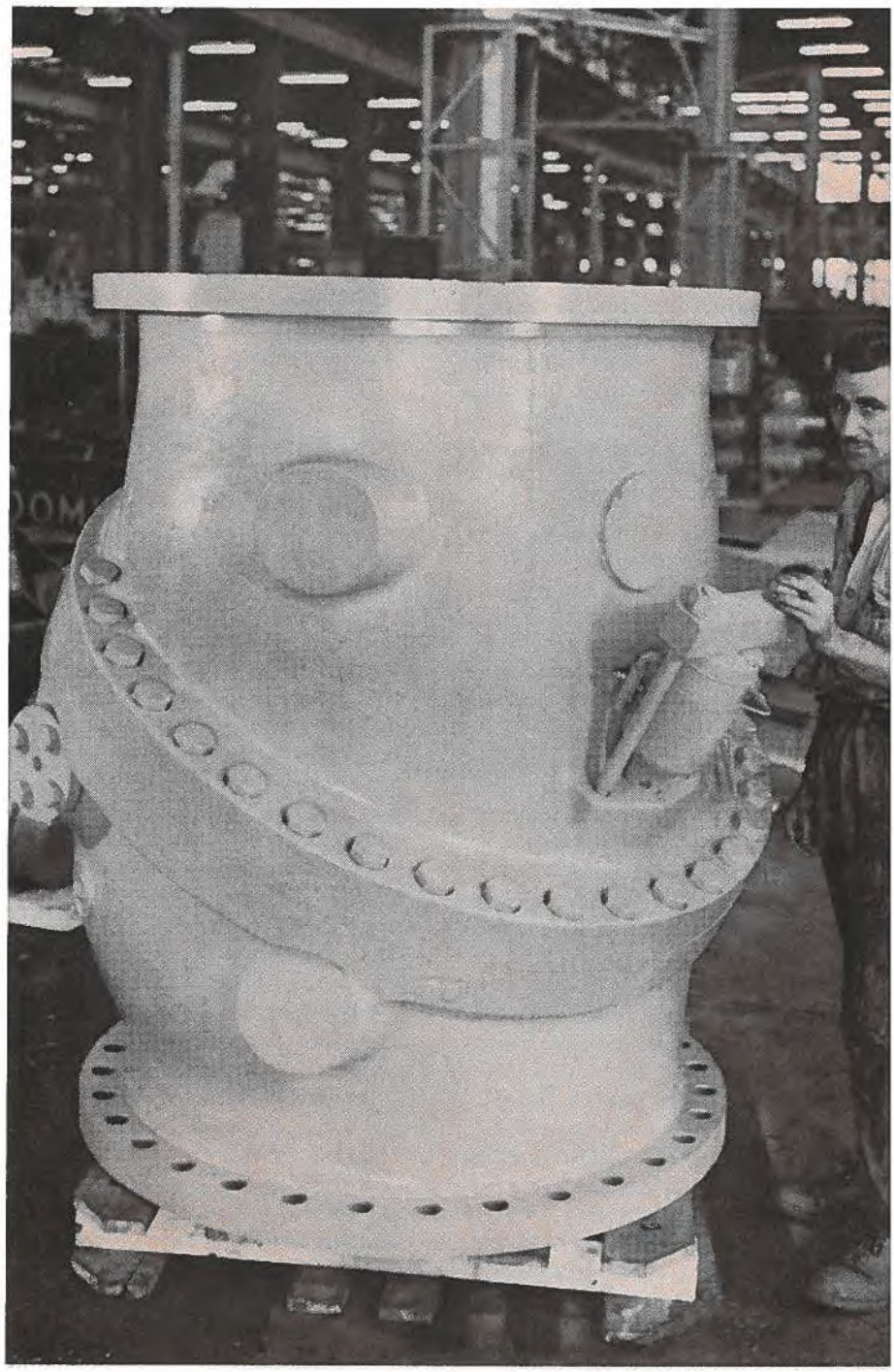
California metal-products industry is running in low gear, but openings for Canadian suppliers in certain fields have improved with the disappearance of the state's Buy America Act.

S. F. PATTEE, Consul and Assistant Trade Commissioner, Los Angeles

Southern California could be a profitable market for Canadian manufacturers of metal products. There are several areas offering good opportunities. In fact, local suppliers in some instances cannot always meet demands, despite the generally depressed nature of the market here, which is going through hard times. Because of actual and projected cuts in the defence and space budgets, a period of transition in the air transport field, and the general state of the economy, the aerospace industry here is expected to continue its sluggish downward trend until late in 1972. Since manufacturers and suppliers of metal products rely heavily on aerospace contracts, Southern California, with a capability second to none in the country, has ample open capacity.

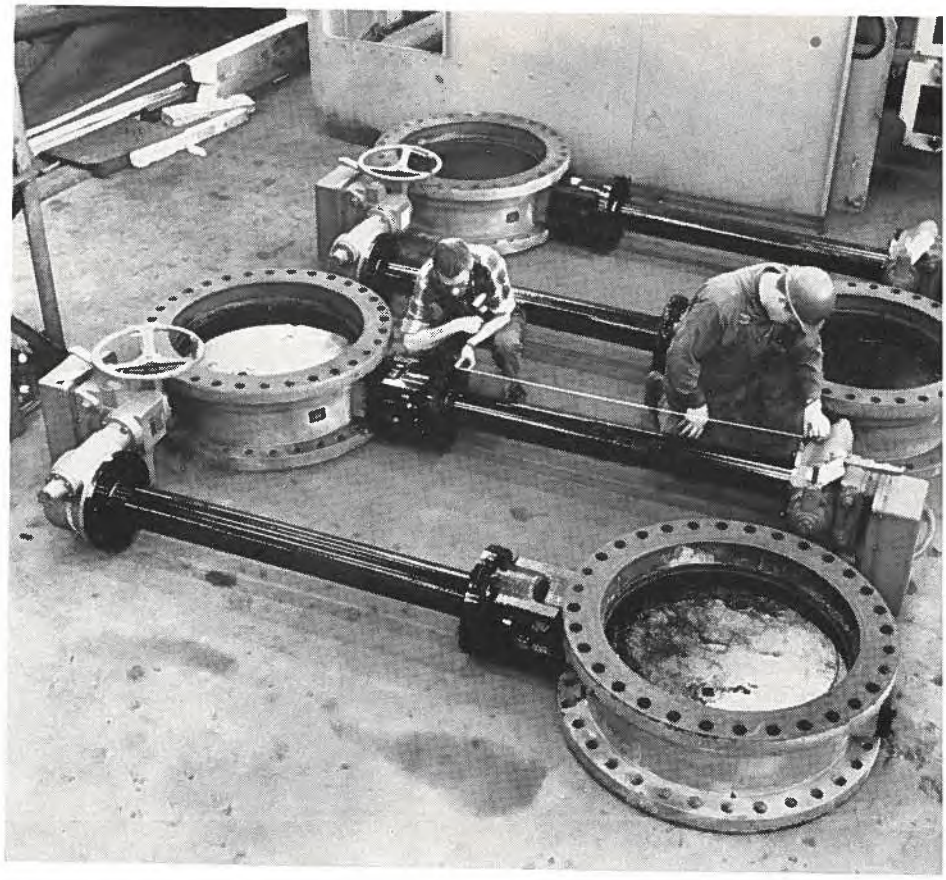
But some new areas for Canadian suppliers were opened up in November 1969 when the California Supreme Court declared the California "Buy America" legislation unconstitutional. This Act required that all public funds be spent on the purchase of products manufactured in California or in other parts of the United States. Since then, most public utility companies and state agencies have removed from their requests for quotation the Buy America clause and are now accepting foreign bids.

One of the largest of these companies will be spending approximately $300



Shown here is a tilting disc check valve awaiting shipment in the Dominion Engineering Works plant in Montreal. A valve such as this might be used in the intake system of a hydroelectric station.

The valve market in Southern California is worth between $10 million and $25 million a year, and has already been cracked by at least one Canadian company. Shown here is a butterfly valve with extended stem.



million in the next five years on new construction and improvement of existing facilities. Its needs will include large butterfly valves, fittings, and pipe and tubing, as well as rotary cranes, engines and other products.

In valves alone, there is an annual market of between $10 and $25 million in Southern California. A large Canadian manufacturer is already experiencing some success in selling into this area—success which can be emulated by other companies.

The market for general components was expected to increase by approximately 3 per cent in 1970. These components include industrial fasteners for power transmission equipment, valves and fittings, bearings and screw machine products for the automotive, aircraft, household appliances, electronics, communications and machinery industries.

Participants in a recent meeting of the Grey and Ductile Iron Foundries Society expressed concern over what they termed a serious lack of capacity in the industry and charged that United States foundries have not kept pace with the needs of their customers.

Requirements for forgings and castings will keep increasing. A market worth exploring is that of die-cast housings for cameras. Several of the large camera companies have manufacturing facilities in the Los Angeles area and are constantly looking for new sources of supply.

Kaiser Steel recently began operation of what it claims are the biggest cold rolled sheet steel production facilities in the West. These facilities, located just outside Los Angeles, are capable of producing up to 85,000 tons of cold rolled steel products annually in the form of coils and cut sheets. The products will be used in making furniture, appliances, automotive parts, electrical equipment, machinery, strapping, tubing, barrels and other light fabricated items.

During 1969, the seven Western states used more than nine million tons of steel; Southern California alone took approximately 45 per cent of this. The largest tonnage was in plates, concrete reinforcing bars, hot and cold rolled sheet and strip, and standard and line pipe.

Steel imports into the Western market dropped by 2.1 per cent in 1969 to 2,582,000 tons, but still increased as a share of the market for the eighth consecutive year to 29 per cent. The Western states, with 8.8 per cent of the national steel market, account for 18.4 per cent of total imports.

Japan is the major source of Western imports, with 83 per cent of the market in 1969. The European Coal and Steel Community supplied 9 per cent, and the remainder was divided among various countries, including Canada. But in spite of the heavy competition from Japan, we should be able to increase our share.

Canadian manufacturers wishing to enter this market will face stiff local competition, which, even at the best of times, is considered to be the fiercest in the United States. This should not deter them, however, as there is a market for their products in the Los Angeles area. An important aspect of successful sales promotion in this area, as well as in the rest of the United States, is maintaining close contact with potential accounts. Many times Trade Commissioners of this Consulate, making calls on local purchasing offices, have heard the complaint that once the initial contact has been established, there is no follow-up from the Canadian company and that six months to a year may go by before they hear from it again.

Several visits may be necessary before a trial order is finally placed. Because of the size of this market, which makes it almost impossible to service from any distance, it is wise to appoint a good local representative or distributor who will be able to maintain that important contact between buyer and seller.

If you have something to offer which you feel can be competitive in this market, we recommend that you visit the area personally at least once. The Consulate can help you to line up appointments with local users and potential agents. If your product is accepted, you will find Southern California a profitable market.

Australia Still Imports Chemicals

Australian imports of certain chemicals have increased by 45 per cent since 1966 and are expected to maintain this pace throughout the 70's, despite rapid growth of the domestic industry.

N. VILLENEUVE, Assistant Commercial Secretary

R. W. HAGGERT, Commercial Officer, Melbourne

The chemical industry in Australia has moved into the seventies with an annual growth rate in production of 15.8 per cent—more than twice the annual rate of 6.7 per cent for the Australian manufacturing industry as a whole—and has every possibility of doubling its production before 1980. This phenomenal growth indicates that there has been, is, and will be a great demand in Australia both for chemical raw material feedstocks and for many sophisticated chemicals used by fast-growing Australian primary, secondary and tertiary industries.

More than 500 chemicals and plastic resins are produced in Australia, 80 per cent of which, chemically speaking, are derivatives of the following 12 basic chemicals: ammonia, methyl alcohol, ethyl alcohol, sulphuric acid, phenol, chlorine, caustic soda, ethylene, butadiene, phosphorous, phthalic anydride, and soda ash. These 500 chemicals reach the consumer market in a variety of concentrations and grades, and it is estimated that there are more than 1,000 distinct chemical products used by Australian industry.

Industrial demand for chemicals outstrips domestic production capabilities and, for the next ten years at least, substantial imports of chemicals, especially sophisticated chemicals, will be required.

Latest statistics show that in the 1967-68 financial year the value of all domestic output of industrial chemicals (including explosives) was A $424.9 million, an increase of just over 25 per cent during the past three years. Canadian chemical manufac-

AUSTRALIAN IMPORTS OF SELECTED CHEMICALS

	A$'000 (f.o.b. port of shipment)		
	1965/66	1966/67	1967/68
Hydrocarbons (other than styrene)	674	1,458	1,583
Halogenated derivatives of hydrocarbons	3,078	3,065	2,808
Acrylic alcohols and derivatives (other than methyl alcohol [methanol])	3,060	3,877	2,714
Phenols and phenol-alcohols	1,185	1,728	1,619
Epoxides, epoxyalcohols, etc., and derivatives	1,303	1,485	1,584
Ketones, quinones and derivatives	1,734	2,665	1,932
Monoacids and derivatives	5,110	5,120	5,217
Polyacids and derivatives	1,283	1,459	2,198
Oxygen-function acids and derivatives	1,448	1,717	1,631
Phosphoric esters, their salts and derivatives	946	1,089	972
Amine-function compounds	1,857	2,285	2,801
Oxygen-function amino-compounds	4,235	5,264	5,338
Amide-function compounds	5,428	7,249	10,344
Imide and imine-function compounds	915	959	764
Compounds with other nitrogen-functions	1,599	2,158	2,667
Organo-sulphur compounds	2,835	3,784	2,926
Heterocyclic compounds (incl. nucleic acids)	17,539	19,193	19,506
Sulphonamides	1,233	1,021	1,716
Metalloids, n.e.s.	429	758	764
Mercury	751	818	739
Carbon black, etc.	807	517	579
Iron oxides and hydroxides	589	682	844
Titanium oxides	559	443	455
Ammonia, anhydrous or in aqueous solution	812	1,374	896
Caustic soda (sodium hydroxide)	668	3,969	3,370
Aluminum oxide and hydroxide	3,617	3,896	1,042
Artificial corundum	454	678	531
Fluorides, fluorosilicates, fluoroborates, etc.	1,158	1,376	1,555
Chlorides and oxychlorides	1,378	1,417	981
Sulphates (incl. alumns) and persulphates	995	1,362	1,578
Phosphites, hypophosphites and phosphates	2,314	1,139	1,247
Other carbonates and percarbonates	708	827	760
Cyanides and complex cyanides	844	683	933
Salts of metallic acids	871	774	564
Calcium carbide	1,750	2,320	912
Radioactive and associated materials	529	425	596
Total	**74,695**	**89,122**	**86,666**

Chemicals is one of the fastest growing industries in Australia, but industrial demand keeps ahead of domestic production. Aerial spraying of crops, for instance, is just one aspect of the demand. Shown here working over Australian territory is a de Havilland Beaver aircraft made in Canada, one of the most popular planes and used extensively for this work.

turers should note, however, that imports of chemicals into Australia during the same period have risen even more. Organic, inorganic, radioactive and associated chemical imports have increased by 45 per cent since 1965/66, and this rate is expected to be maintained for at least the next decade.

The accompanying table shows the value of selected groups of chemicals that have been imported into Australia since 1965/66. Individual figures for 1968/69 are not available, but the total for the year was A $108,508,000. The listing may indicate opportunities for your company's products.

A further breakdown of these figures, by specific product and supplying countries, is available from the Commercial Counsellor's office in either Sydney or Melbourne. A breakdown of figures for other commodity groups is also on hand and will be sent out on request.

Canada, with sales of Cdn. $8.5 million, ranks sixth among overseas suppliers of chemicals to Australia. Although this figure represents less than 3 per cent of total chemical imports, it does indicate that Canadian chemical manufacturers have participated and still are participating in the Australian chemical import boom.

Canadian exports of chemicals to Australia to date have represented mainly trade between subsidiaries of large international companies. This, however, does not preclude smaller manufacturers from selling here. There are several specialized chemical importers who are constantly seeking to add to their lines and who would be only too willing to negotiate with Canadian manufacturers. As an added incentive, many chemicals from Canada enjoy preferential tariff rates which means that they can surmount Australia's generally high tariff barriers.

The Australian industry offers an extensive market for a diversity of Canadian chemicals. The Trade Commissioners in both Sydney and Melbourne would be only too pleased to give you up-to-date market information and help you find suitable selling agencies or distributors. Why not give us a call or write us a letter. Here are the addresses: Commercial Counsellor for Canada, Princes Gate East Tower, 17th floor, 151 Flinders Street, Melbourne 3000; Commercial Counsellor for Canada, P.O. Box 3952, G.P.O., A.M.P. Building, 21st floor, Circular Quay, Sydney.

Export Opportunities

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

Apparel

SWITZERLAND—Boutique Elle, Marx et Cie, Place St. Laurent, 1000 Lausannc, wants to contact manufacturers of women's and men's ready-to-wear garments.

Cardboard Milk Containers

SAUDI ARABIA—Milk plant in Riyadh, Saudi Arabia, is seeking steady Canadian source of supply for waxed cardboard milk containers, half-pint size. Containers are to be lithographed "National Milk Factory, Riyadh, Saudi Arabia". Contact: Messrs. Abdulrehman Algosaibi General Trading Bureau, P.O. Box 215, Riyadh, Saudi Arabia.

Collapsible Tube Closures

UNITED STATES—A Detroit-based manufacturer of dental products is seeking a Canadian firm capable of supplying approximately 100,000 collapsible tube closures per month. Specifications include—material: phenolic, urea, or comparable thermoset; size: 28 cap, American standard thread (thermoset) of major diameter 0.578 ± 0.005, 20 threads per inch, pitch thread length 0.050, inside cap length 0.0234 ± 0.055; clear or pigmented coating based on urea-formaldehyde, melamine resin applied to white, kraft or drab express paper; the whiteseal liner backed by composite cork disc composed principally of ground cork, and a plasticized non-toxic mold-resistant phenolic binder. Contact: Canadian Consulate, 1920 First Federal Building, 1001 Woodward Avenue, Detroit, Michigan 48226, phone (313) 965-2811.

Fisheries Products

BAHAMAS—The Freeport Trading Company Limited is interested in obtaining quotations on supplies of frozen cod, herring, halibut, tuna, shrimp, sole and squid; dried salted cod; and canned crab, salmon, and tuna. In view of the lack of direct shipping service between Canada and Freeport and the cost and difficulty of transshipment from Nassau to Freeport, interested Canadian exporters may wish to consider using Florida Refrigerated Services roll-on roll-off facilities because this company has regular and frequent shipping services from Miami to Freeport. Contact: Freeport Trading Company, Limited, P.O. Box F2594, Freeport, Bahamas.

DENMARK—A Danish company is interested in receiving offers for 100 barrels of salted lumpfish roe and 100 metric tons of cod roe. Contact: Sandvad & Co., G1, Mont 14, 1117 Copenhagen K., Denmark.

UNITED STATES—Produce importer seeks Canadian supplies of salmon in brine on a regular basis. Contact: Produce Trading Corporation, Att. Jim Weiss, P.O. Box 888, Hoboken, New Jersey 07030; phone (201) 659-4660. Copies of initial correspondence should be forwarded to Fisheries and Fish Products Division, Department of Industry, Trade and Commerce, Ottawa, for follow-up.

Contract Furnishings

DOMINICAN REPUBLIC—Santo Domingo firm currently managing construction of 150-room hotel in Santo Domingo, with plans for three more hotels near Puerta Plata, is interested in receiving quotations for furnishings, fixtures and equipment from Canadian firms. Write to Carlos M. Echague, Promotour C. por A., c/o Royal Bank of Canada, P.O. Box 1440, Santo Domingo, Dominican Republic, with a copy to Consul and Trade Commissioner, Canadian Consulate, 1606 Pan Am Building, Hato Rey, Puerto Rico 00917.

Hard Maple

UNITED STATES—North Carolina firm wants contacts with suppliers of hard maple, rough, solid rounds, KD, approximately 4¼ inch diameter, 11, 13 and 17 inch length. Contact: Ray Herter, President, All Wood Turning Corporation, P.O. Box 338, Hudson, North Carolina 28638.

Illustration Board, Show Cardboard

AUSTRALIA—Melbourne company seeks Canadian sources for supply of laminated illustration board, mounting board and show cardboard. Specifications for illustration and mounting boards are: 0.05 inches thick in 20 × 30 inches, 30 × 40 inches and 44 × 28 inch sizes, colored white, and suitable for pen, ink and wash drawings. Material should be available in smooth, medium and rough surfaces. Company also has requirement for laminated board in tinted gray and black shades for use as TV flip cards. Show cardboard to have shiny surface and measure 44 × 28 inches. Contact: Commercial Counsellor for Canada, Princes Gate East Tower, 17th Floor, 151 Flinders Street, Melbourne 3000, Australia.

Jewellery

SWITZERLAND—Manufacturers of items for the jewellery trade wishing to export to Switzerland are invited to contact Armand Petite SA, 11 Rue du Mont Blanc, 1200 Geneva, Switzerland.

Lumber

SWITZERLAND—Swiss firm has requirement for select structural construction standard hemlock lumber. Suppliers should forward prices c.i.f. Rotterdam or Amsterdam for initial shipment of 50 or 100 cubic meters, to be divided 60 per cent 2 × 4's and 40 per cent 2 × 8's to Rudolf Hass-Suter, 4705 Walliswill bei Wangen, Switzerland.

General Merchandise

SWITZERLAND—Hans Beck, Bergacker 52, 8046 Zurich, wants general merchandise for sale in department stores.

Mushrooms

AUSTRIA AND EASTERN EUROPE—Viennese company wants Canadian mushrooms, fresh, dehydrated or canned, for distribution in Austria and Eastern Europe. Interested suppliers should contact the Commercial Counsellor, Canadian Embassy, P.O. Box 190, 1013 Vienna, Austria.

Novelties, Office Supplies, etc.

SWITZERLAND—Fritz Dimmler AG, Muhlebachstr 17, 8024 Zurich, has requirement for writing, painting and drawing supplies, office supplies, and novelties of all kinds.

Plumbing, Heating Supplies

IRELAND—Firm dealing in building supplies and furniture is interested in buying from Canadian sources. Main area of in-

terest is in plumbing and heating, but could take furniture if it is competitive, and wood and tar shingles. Contact: C. Connolly, General Manager, B. Hynes Limited, St. Augustine Street, Galway.

Polyethylene Film

UNITED STATES—Michigan plastic converter requests quotations from suppliers on five million pounds of polyethylene film, random color (light, bright and opaque) in 27 inches to 28 inches diameter rolls with 6-inch cores; 15 inches face by 13 inches gusset by .00125 inch (1¼ mill) equivalent to 28-inch laid flat tube. Quotes should be sent to: Jerry K. Stein, Lee Mac Inc., 2345 Wolcott, Ferndale, Michigan 48220; phone: (313) 545-6300.

Welding Machines

UNITED STATES—New York importer seeks Canadian lines of resistance spot welding and butt welding machines for United States distribution. Contact: Lubow Machine Company, Inc., 1700 North Strong Avenue, Copiague, Long Island, New York 11726; phone (516) 893-1700.

Wire Stitching, Stapling Machines

UNITED STATES—General Staple Company, a division of Genstape Inc., 380 Second Avenue, New York 10010, is interested in contacting Canadian manufacturers of wire stitching and stapling machines for bookbinding shops, cardboard box industry, etc., for purpose of importing into the United States. Suppliers can contact the company by telephone at (212) 674-4370.

Office Equipment, Textile Accessories

WEST GERMANY—Hans Rudert, 102 Hohenzollernstr, 735 Pforzheim, is interested in exclusive representation of Canadian companies supplying office sundries and equipment, and textile industry accessories, and can handle inquiries for all of West Germany.

Textiles

SWTZERLAND—Zurich firm has requirement for textiles for the manufacture of women's and men's wear, sportswear and accessories (shirts, jumpers and cardigans). Contact: PKZ Burger-Kehe and Co., AG, P.O. Box 151, 8059 Zurich, Switzerland.

Wooden Cable Drums

WEST GERMANY—Firm wants large quantities of wooden cable drums on a regular basis. Contact: Elektra-Handelsgesellschaft, 6 Frankfurt 1, Holzhausenstr. 66, West Germany.

Footwear Production

SWITZERLAND—Max Meyer-Gasser AG, Burgfelderstr 18, 4000 Basel, is interested in components for footwear production and accessories for the shoe trade for jobbers and repair shops, and in novelty articles.

Veneer Logs and Elm

SWITZERLAND—Fournierwerke Rheinfelden AG, 4310 Rheinfelden, is interested in receiving quotations on elm and black walnut veneer logs. The company is also interested in receiving quotations on 1,000 cubic meters of elm for immediate shipment. Quotations must include prices c.i.f. Basel or Rotterdam/Amsterdam. Contact: Mr. Brechbuhl at above address.

Wrapped Chicken

SWITZERLAND—Geneva firm wants 500 tons Grade A chicken, without heads or feet, wrapped in polyethylene bags, giblets enclosed in separate bags. Three weights required: 1,100-1,600 grams, 800-1,100 grams and 700-1,000 grams. Contact: Mr. Ahmed Zayan, c/o J. F. Fahrni, 10 Rue Voltaire, Geneva; telex 22940.

Gift wrapping paper

SWITZERLAND—Egrona AG., P.O. Box 1211, 9001 St. Gallen, Switzerland, wants assorted gift and Christmas wrapping paper.

Wood Dowels

UNITED STATES—Manufacturer seeks beech, birch or maple dowels in following sizes: in inches: 3/4 × 23 7/8 + ¼ − 0, square cut both ends. unsanded; similar size and cut both ends, sanded; similar size, but domed (headed) one end, sanded; 3/4 × 12 domed (headed) one end, sanded; 3/4 × 36 square cut both ends, unsanded. Total yearly requirements in excess of three million pieces, 80 per cent of which would be used in the second half of year. Quotes should specify whether or not wood is kiln dried, whether or not supplier has finishing facilities such as lacquering in clear and color, and price on such finishing. If quote includes lacquered handles, samples should be forwarded. Manufacturer prefers to deal direct with supplier and will not deal with distributor. Contact: Leonard Osrow, Osrow Products Company, Inc., Hazel Street, Glen Cove, New York 11542.

Agencies Wanted

Piecegoods, Made-up Garments, Yarns

FINLAND—Commission agent dealing in piecegoods, made-up garments and yarns and selling exclusively to wholesalers is interested in Canadian Borg-type synthetic pile, Dralon plush upholstering material, yarns for hand knitting, and leather gloves for men, women and children. Although interested in made-up garments, preference is for piecegoods. Contact: Commercial Counsellor, Canadian Embassy, P.O. Box 14042, S.104 40 Stockholm, Sweden.

Electronic Equipment

ITALY—Italian company already active as importer of electronic equipment for marine and navigation use is interested in representing in Central Italy Canadian manufacturers of radars, radiophones, echo sounders, gyro compasses, autopilots, etc. Contact: Ditta Alfredo Contadini, Via Piave 18, 60100 Ancona, Italy.

General Products

LIBYA, ALGERIA, TUNISIA, MOROCCO—Agence Commerciale-Ayadi Abdelwaheb Regd., of Montreal, wishes to receive inquiries from Canadian firms anxious to sell any commodity, especially in the four countries mentioned above. Mr. Ayadi, owner of the agency, is a licensed importer-exporter in those four countries and has had a good deal of success in doing business there. His activities are not restricted to North Africa and he is prepared to consider offers involving other countries. Contact the firm at 200 St. James Street West, Suite 900, Montreal 126, Quebec. Telephone: 514, 842-6456.

NETHERLANDS ANTILLES—Jan Bodegom and Cia, N.V., wishes to receive inquiries from Canadian firms wanting to sell toys, hardware, household articles, paper products and other non-food supermarket items in the Netherlands Antilles. Contact the company at P.O. Box 92, Willemstad, Curacao, N.A.

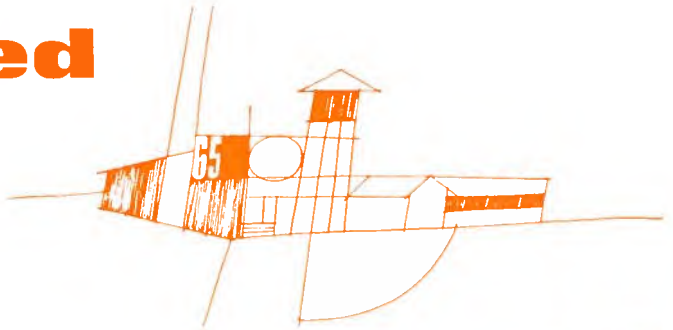
CIDA Aids Tanzania

Canada, through CIDA, will provide Tanzania with $4 million for agricultural, forestry and electric power development. With this aid, Tanzania will purchase Canadian equipment and material for its growing power transmission network. Energy demands in the East African country are rising by about 11 per cent a year, and with assistance from the World Bank, Canada and Sweden, the Government plans to spend about $65 million on power generation and transmission projects in the next four years as part of its program of rural development and economic decentralization.

Part of the $4 million will be used to carry out a forest inventory of Tanzania's five most important timber-growing areas. Canadian consultants will undertake this survey during the next three years. This is viewed as an essential first step toward a forest industry planned to include logging units, sawmills and plywood factories.

The CIDA money will also provide technical assistance to help increase cereal production in Tanzania. The field and research work for this project will be carried out by up to 10 specialists from the Canada Department of Agriculture.

Wanted Manufacturers



Artificial Ski Slope and Toboggan Slide

Norwegian company offers for licence the Canadian production and marketing rights to its plastic ski slope and toboggan slide. The slope is made up of small interconnected modular units for easy assembly and maintenance. The injection moulded units are made of polyethylene. To assemble, the tongue of one unit is pushed through a slot in the next and pressed home on two locking lugs. The assembled slope is claimed to provide good speed, sturdy construction and a soft surface to prevent injuries. Literature available. **Item 2364**

Felt Products

West German firm offers a licensing arrangement to a Canadian manufacturer to produce and market its line of felt products. It is claimed that production costs are low because the moulded all-wool felt is made in one operation. Made of sheep's wool, the felt is porous, elastic, durable, absorbent, lightweight and dye-fast. Various chemical treatments can be applied to provide water repellency, mothproofing, etc. Products include a line of boot and shoe stumps and hollow felt products such as pipes, funnels and covers. Literature available. **Item 2365**

Airtight Polyethylene Bags

French firm seeks Canadian licensee to produce and market a new airtight polyethylene bag that is excellent for packaging candies, biscuits, diapers, etc. Samples and literature available. **Item 2366**

Mould Platen

German firm offers a licensing arrangement to a Canadian manufacturer to produce and sell its combination mould platen for injection moulding of plastic material. A new guide system permits a number of platens to be put together on the unit assembly principle to accommodate any type of mould without complicated preparations. The main advantage claimed is that guide pins are no longer required. Platens are available with or without a combined retraction and stripper arrangement. Literature available in German only. **Item 2367**

Material Level Controller

British firm is seeking a licensing arrangement with a Canadian firm to manufacture and market in Canada its line of material level control equipment. The units are designed to continuously measure the level of liquids or free-flowing solids in bulk storage containers, hoppers, etc. A single manual control knob that is part of the printed circuit oscillator unit sets the operating capacitance and, once set, requires no further adjustment. A range of control units and probes is available to meet most applications. Licensor will provide technical information and drawings. Literature available. **Item 2368**

Induction Flow Meters

Czechoslovakian state licensing agency offers the Canadian manufacturing rights and the North American marketing rights for its induction flow meters. These meters consist of a detector and an amplifier or integrator. The metering principle is based upon Faraday's law of electro-magnetic induction whereby the conductor, moving in the magnetic field, is represented by the fluid flowing through an inside insulated metal pipe. It is claimed that these meters can successfully replace all current flow-rating devices, i.e. orifice gauges, nozzles, rotameters, etc., and that they have particular application in water treatment plants, food processing, paper mills and chemical plants. Literature available. **Item 2369**

Clamping Device

American firm seeks a Canadian licensee to manufacture and market in Canada its patented clamping device for securing rotating components to shafts. This device provides full use of the bore for maximum support of the component plus optimum clamping action. A unique clamping section permits easy axial or angular component positioning or adjustment. It is claimed that the simple design of the device assures greater reliability and lower cost. Licensor will provide technical and marketing assistance. Literature available. **Item 2370**

Direct Drive Transmission

American firm offers a licensing arrangement to a Canadian manufacturer to produce and market a new, direct drive transmission for transfer of power on any mechanical device including automotive vehicles. The transmission is non-friction, mechanical and infinitely variable. Simplicity of design, ruggedness, quietness and high efficiency are claimed as important features. Prospective licensees will be required to sign a memorandum of understanding before viewing the transmission. Preliminary information and copy of memorandum of understanding available. **Item 2371**

Clutch Assembly

American inventor offers a licensing arrangement to a Canadian manufacturer to produce and market his patented clutch assembly. The assembly consists of a ring gear (the driven member) which remains idle until the drive member attains a rated speed that causes a binding action. The drive member consists of weighted pinion gears mounted on links. This clutch is claimed to be effective in starting heavy loads. It provides flexibility in variable speed operations such as paper and steel plate rolls as well as a safety factor on heavy equipment. It could be used on automobiles, power tools, manufacturing and farm machinery, etc. Literature available. **Item 2372**

Park Cleaning Machine

Swedish company offers a licensing arrangement to a Canadian firm to manufacture and sell its patented park cleaning machine. Hauled by a tractor, this machine can cover an acre of ground per hour and is fitted with a 12 hp four-stroke engine. It collects twigs, paper, tin cans, stones, leaves and newly-cut grass, and deposits them in a sack. The machine operates effectively on grass, concrete and gravel surfaces. Its performance per hour is claimed, at low

estimates, to equal 9 to 10 man-hours. Literature available. **Item 2373**

Insulated Building Block

Canadian inventor offers under licence the Canadian production and marketing rights to his insulated concrete building block. The product is an off-the-shelf concrete block of conventional dimensions but contains an insulation insert. It is designed to permit the construction of a complete building wall in a single operation. These blocks can be used in the construction of the exterior walls of all types of buildings—housing, industrial, commercial, etc.—to provide improved insulation properties at lower cost. Literature available. **Item 2374**

Water-Sensing Switch

American company offers under licence the Canadian production rights and the Canadian and foreign marketing rights, excluding the United States, for its water-sensing switch. This device is a water-sensitive automatic control for electric heating cable to limit ice formation in roof drains. It consists of a water sensor mounted within the gutter and a control box with other components mounted nearby. The system reacts to water in the gutter during a thaw as slush and ice develop. The heating cable is automatically energized until the water empties from the gutter, after which the cable is automatically de-energized. The switch is not activated by cold weather, dry snow or a freely draining thaw. In warm weather, a thermostat prevents activation by rainstorms. Literature available. **Item 2375**

Surgical Bandage

American medical doctor offers under licence the Canadian production and export marketing rights to a new type of surgical bandage and protector for wounds. Bandage consists of two parts, a planar waterproof adhesive base and a plastic dome. The plastic dome fits over a central opening in the planar base and adheres to it. The advantages claimed are that the dome portion may be removed for wound hygiene without trauma to the skin wound, the progress of healing may be observed directly, and the patient can bathe as usual without contaminating or aggravating the wound. Literature available. **Item 2376**

Collapsible Bedspread Holder

American firm offers under licence the Canadian production and marketing rights for its patented collapsible bedspread holder. This concealed, collapsible folding rack is designed for use with beds without footboards. It is claimed that the holder speeds and simplifies daily turning down of the bedspread, saves bed-making time, and keeps the spread clean and wrinkle free. Finger tip action raises or collapses the unit, which can also be used as a luggage holder or a bedside caddy to hold books or trays. Literature available. **Item 2377**

Infinitely Variable Transmission

West German inventor offers under licence the Canadian manufacturing and marketing rights to his variable speed drive designed to direct and infinitely reduce a certain driving speed so that such speed is variable from zero to a certain top speed. The transmission consists of a lever mechanism which drives the ouptut shaft at intervals. The sum of lever movements drives the output shaft in uniform motion. The transmission is claimed to be inexpensive and to have several potential applications. Literature available. **Item 2378**

Method of Switching Coils by Capacitive Action

Canadian inventor offers under licence the rights for his patented method of switching coils by means of capacitive action. This technology has several applications; it can be used in experimental and testing circuits wherever a tuning means may be required. The device comprises a number of stationary metal plates and one common moving metal plate. The latter is manually adjustable to parallel each stationary metal plate, and, in turn, to form a variable capacitance in conjunction with the stationary plate it parallels. The chief advantage claimed is the elimination of the usual metal-to-metal contact range selector switch. Literature available. **Item 2379**

Cabbage Harvester

Dutch inventor offers a licensing arrangement to a Canadian firm to manufacture and market his cabbage harvester. Pulled behind a standard tractor, the harvester is fastened to the tractor's lift mechanism and powered by its branch-off axle. The picking-up portion of the unit follows the cabbage rows and the height variations of the field. The unit comprises a separator for the leaves and a vertical elevator with a variable height. The harvesting capacity is estimated at 10 to 15 tons per hour. The harvester could be constructed as a two-row machine Literature available. **Item 2380**

Child-Adult Adjustable Chair

Canadian inventor is seeking a licensing arrangement with a Canadian firm to produce and market his patented adjustable chair. A simple mechanism provides instantly and simultaneously correct seat and backrest height and seat length ranging from that for the average nine-months-old infant to that for the average adult. It is claimed that user trials with a prototype have demonstrated its utility as a replacement for the high chair. The mechanism is adaptable to other purposes, for instance as a retractable stand for office machines. Literature available. **Item 2381**

Highway Fog Lighting System

French inventor offers under licence the Canadian manufacturing rights, and marketing rights for all areas except Europe and the U.S.S.R., for his highway fog lighting system. The system is based on the principle of keeping the light source ahead of the vehicle, thus preventing absorption, reflection and scattering of the light beam on fog particles, such as occurs when light is emitted from the vehicle itself. The system is computer programmed so that the lamps, which are located at suitable intervals, are switched on and off by a logical electronic system, according to the movement of traffic. The system is made up of standardized electronic circuits. The claimed advantages are maximum operational economy and a high degree of safety. Literature available. **Item 2382**

A leading American aerospace company is offering advanced spin-off technology for manufacture under licence in Canada. Preliminary information is available from the Industrial and Trade Enquiries Division, Department of Industry, Trade and Commerce, for the following:

Aircraft Towbar—equipment to tow aircraft. **Item L48-1**

Apparatus for Determining Hydrogen Embrittlement in Steel—apparatus to determine whether high-strength steel parts are embrittled by hydrogen. **Item L48-2**

Ceramic Castable Material—method to provide a high temperature, castable material for tooling and other applications. **Item L48-3**

Clear Sealing of Anodized Aluminum—method to provide a clear, corrosion-resistant coat for aluminum. **Item L48-4**

Drill for Titanium—equipment to drill the newer space metals such as titanium. **Item L48-5**

Dynamic Energy Absorber—device to absorb high impact energy without rebounding. **Item L48-6**

Ferrimagnetic Pressure Transducer—equipment to provide a microminiature transducer sensitive to statically applied pressures or pulse type pressures, such as expositions. **Item L48-7**

Glass-Like Carbon—process to provide a new high-temperature structural material. **Item L48-8**

Metal Bonding Technology—method to provide an improved fabrication system for producing high strength, corrosion-resistant,

adhesive bonded structures for a variety of applications. **Item L48-9**

Method of Depositing Titanium and Related Metals on Ceramics—method to form a coating of titanium, hafnium, zirconium and uranium on ceramic, glass, quartz, beryllia or porcelain surfaces for brazing, soldering or additional metal plating. **Item L48-10**

Porous Sintered Metal Materials—method to provide a sintered metal material with interconnected pore channels that exhibits excellent pore stability at high temperatures. **Item L48-11**

Quiescent Flow Measuring Device for Hydraulic Systems—device to measure leakage from hydraulic components and systems. **Item L48-12**

Sealing Device—device to provide a seal in firewall or bulkhead for reciprocable control cables. **Item L48-13**

Titanium Cutting Fluids—fluids to facilitate machining of titanium and other super alloys. **Item L48-14**

Trifluoromethyl Phenol-Formaldehyde Resins—compounds to provide multi-purpose resins for laminating, bonding, impregnating, coating and moulding. **Item L48-15**

More Information

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

Trade Lines

New Jamaican ink company

Sun Chemical of Jamaica Limited, a new ink manufacturing company, in partnership with Sun Chemical Corporation of the United States, now has its new plant in operation. The company is manufacturing flexographic inks and within six months will be manufacturing offset inks—Kingston

New petrochemical plant for Argentina

The State-owned General Mosconi petrochemical plant will be built near La Plata, Argentina, at an initial investment of U.S.$35 million, with planned extensions amounting to U.S.$70 million. The plant, expected to be operative by December 1973, will be geared to a yearly production of 70,000 tons of benzene, 5,000 tons of toluene, 15,000 tons of orthoxylene, 33,000 tons of paraxylene, 40,000 tons cyclohexane, and 17,000 tons of mixed aromatics—Buenos Aires

Mexico inaugurates nuclear power center

Work at Mexico's recently inaugurated Cdn.$12.9 million Nuclear Power Center at Salazar will include scientific and technological research, training programs for personnel engaged in nuclear power work, and the production of radio isotopes. Studies will be made into the application and effects of radioisotopes in the fields of medicine, and industrial development—Mexico, D.F.

Frost and drought damage costly in Spain

Spanish farmers face crop losses totalling $190 million because of frost and drought. Extensive frosts throughout the Iberian peninsula in late December and early January caused damage estimated at $99 million, particularly to the citrus and artichoke crops, as well as to grapefruit and lemon trees in the southernmost provinces. Drought has had a particular impact on the livestock industry through spiralling fodder costs and lack of pasture. Declining fodder reserves will necessitate massive slaughtering, particularly of swine, in the coming months. Losses are estimated at $91 million—Madrid

Mexico ships tomatoes to Europe

The first large shipment of Mexican tomatoes, 150 tons, recently went to Europe. According to Mexican agricultural authorities, European countries are a potential market for 600,000 tons of tomatoes this year—Mexico, D.F.

Netherlands computer sales expected to increase

This year the Netherlands computer industry expects sales to top the 1970 total by an estimated 20 per cent. In 1970 deliveries of computers, accessory apparatus and products, programs and services reached an estimated value of between $168.3 and $182.3 million —The Hague

Dutch trade mission to Peking

A Netherlands trade and industry delegation will visit the People's Republic of China this year to investigate the possibilities of increasing trade between the two countries. Similar missions were organized in 1954 and 1964 and Chinese missions visited the Netherlands in 1956 and 1963. In 1970 Dutch trade with the People's Republic of China developed less favorably than in the two preceding years. In 1969, exports amounted to

$23.3 million and imports to $28.3 million; in 1968, exports totalled $29.3 million and imports $27.5 million —The Hague

Hong Kong subway a market for Canadian goods and services

Canadian companies interested in being included in the tender lists for Hong Kong's proposed underground railway should send, as soon as possible, all pertinent information on their services and/or equipment to the Senior Canadian Government Trade Commissioner, P.O. Box 126, P and O Building, 11th Floor, 21-23 Des Voeux Road, Central Hong Kong, Hong Kong, who will then approach the Department of Transport on their behalf. The information should include full details of the company's capabilities and, most important, past experience in similar types of projects. The project, recommended by the Transport Advisory Committee, is expected to receive government approval within the next six months. The first stage is expected to be completed by 1978. Cost of the subway, based on 1970 prices, is expected to be in the order of $800 million. It will have 48 stations and 32.7 miles of track—Hong Kong

Australians predict a record apple crop

Australian apple growers estimate that this year's crop will be a record one of 23.8 million bushels, significantly higher than last season's 19.42 million bushels and the previous record of 22.17 million in 1969. The major apple-producing state is Tasmania, with an estimated 7.4 million bushels this year, an increase of one million over the 1970 season. Production in New South Wales of 5.4 million bushels is up almost 2 million bushels over the state's 1970 crop—Melbourne

Australian pear crop to decline this year

Production of pears in Australia is expected to decrease to 8.3 million bushels, down from 1970's record of 9.82 million. Victoria is the largest producer, accounting for more than 75 per cent of the total. The 1971 production estimate is 6.3 million bushels—Melbourne

Australian wheat for the UAR

The Australian Wheat Board will ship 500,000 metric tons of wheat to the United Arab Republic between February and June 1971, inclusive. The sale represents about 18 million bushels, and was made on credit terms by the Board. This brings the total of Australian wheat sold to the UAR since June 1970 to 1.25 million metric tons, or about 46 million bushels—Melbourne

Canadian banking services in New York increase

The five Canadian banks with agencies in New York have now been joined by the Provincial Bank of Canada, which has a representative's office at 680 Fifth Avenue. The Bank's headquarters are La Banque Provinciale du Canada, Montreal—New York

Trade Commissioners on Tour

In Territory

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

Bulgaria, Hungary, 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.

Dominican Republic, Haiti, Virgin Islands

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

Finland

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

Madagascar, Mauritius, Reunion

M. A. Brault, Assistant Trade Commissioner in Johannesburg, South Africa, will visit Mauritius, Reunion and Madagascar March 25-31, April 1, April 2-6.

South Africa

P. W. Belanger, Assistant Trade Commissioner in Cape Town, will visit the Port Elizabeth and East London area April 19-27.

South Korea

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

Turkey

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

Foreign Tariffs and Trade Regulations

Ceylon

We have been informed that Ceylon has established a new state trading corporation for the purpose of importing the following items: hardware; base metals, ferrous and non-ferrous; tires and tubes; motor spares; raw materials and packing materials for industrial use; drugs and pharmaceuticals, and building materials. The name and address of the state trading corporation are: Sri Lanka State Trading (General) Corporation, No. 119 Wekande Road, Colombo 2, Ceylon. Cables: "RAJAWASA"

The Corporation has decided as a matter of policy that it will deal directly with manufacturers in exporting countries and not through local agents in Ceylon.

Peru

An import licence from the Peruvian Ministry of Agriculture is now required for any agricultural product imported into Peru. To obtain a licence the importer must first register as a commercial and/or industrial importer at the Ministry. Private individuals applying for licences must be Peruvian by birth or must have resided in the country for three years.

International Loans

Iran expands its telecommunications system

Iran will more than double its telephone connections and expand telex and telegraph services with a World Bank loan of $36 million. It will be used to purchase telephone exchange equipment, subscriber distribution plant, inter-office cables and buildings for the connection of some additional 300,000 subscriber lines, and cables linking local networks with new trunk dialing exchanges. Other equipment will be provided in Tehran and ten provincial centers to connect an additional 2,000 telex subscribers, and to set up 290 Gentex lines for public telegraph services. Management consultant and engineering services will also be secured under the loan. All equipment financed by this loan will be procured through international competitive bidding.

Total cost of the project is estimated at the equivalent of $149.2 million, with a foreign exchange component of $91.7 million. The Bank's loan will cover 75 per cent of the foreign exchange cost of the telephone cables and all the foreign exchange cost of telex switching equipment and consultants' fees.

Uruguay improves electrical services

Uruguay will improve and expand its electric power services with the assistance of a World Bank loan of $18 million. The loan will be used to purchase and install an additional 100 Mw. unit at the 230 Mw. Batelle steam generating plant in Montevideo, the capital and chief commercial center. It will also be used for rehabilitating and extending the capital's distribution system, which includes about 190 miles of underground cable, about 2,000 miles of low-voltage overhead transmission line, and transformers. In addition, the loan provides for the services of consultants to design and supervise installation of the steam unit and to assist in planning the electrical expansion program for the next decade. The project, which is estimated to cost the equivalent of $23 million, is scheduled for completion by the end of 1973.

The portion of the project not covered by the Bank's loan will be met by Administracion General de las Usinas Electricas y los Telefonos del Estado, the autonomous government agency responsible for providing electrical and telephone services in Uruguay.

Ecuador continues livestock development

Ecuador will undertake the second stage of its program to increase livestock production with the help of an International Development Association (IDA) credit of $10 million. The program, launched three years ago with financing from the World Bank group, provides credit to ranchers for beef cattle development and has now been expanded to include dairy farmers. Loans will be made to about 575 ranchers and farmers for pasture improvements, fencing, watering facilities, yards and dips, machinery, and improved breeding stock. Other costs to be met by the credit include a research and training program in beef production, a seed production and certification program, and technical assistance for administration. The IDA credit will cover 51 per cent of the estimated $19.7 million project and the balance will be financed by participating institutions, ranchers, dairy farmers and the Central Bank.

Beef cattle industry for Guyana

Guyana will develop a modern and efficient beef cattle industry with the help of a $2.2 million credit from the International Development Association. The project is the first stage of a $4.4 million program to develop 27 ranches with a combined area of about one million acres and, at the start, 60,000 head of cattle. When fully developed, the ranches will increase Guyana's beef production by 45 per cent.

Afghanistan receives its first ADB loan

The Asian Development Bank's first loan to Afghanistan of U.S.$5.15 million and a technical assistance grant of $370,000 will finance an irrigation project in the northeastern provinces. The concessional loan will be used to construct two water intakes on the Kunduz River to irrigate the Gawargan and Char Darrah areas, rehabilitate and enlarge the system's main canals, and construct turnout and control structures. The project includes the setting-up of extension and marketing facilities and the improving of drains and roads.

A prime objective of the project is the enlarging of the net irrigable area to 25,300 hectares from 22,600 and the double cropping of a portion of the land under irrigation. The improved irrigation system, it is estimated, will treble production of wheat to 28,000 tons, more than treble the production of sugar beet to 48,000 tons, and quadruple production of cotton to 19,000 tons. About 75,000 farmers will benefit from the scheme. The ADB will provide the supervisory and technical experts for the design and construction of the irrigation and other works and three agricultural specialists.

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 March 11	Canadian dollar in foreign currency units
Algeria Dinar	.2053	4.87
Argentina Peso (free)	.2512	3.96
Australia Dollar	1.1341	.88
Austria Schilling	.0389	25.68
Bahamas Dollar	1.0047	.99
Beligium and Luxembourg Franc	.0203	49.26
Bermuda Dollar	1.0047	.99
Bolivia Peso	.0844	11.85
Brazil Cruzeiro (official free)	.2003	4.99
Britain Pound	2.4303	.41
British Honduras Dollar	.6078	1.64
Burma Kyat	.2110	4.74
Ceylon Rupee	.1688	5.92
Chile Escudo (bank rate)	.0850	11.76
(free)	.0701	14.27
China, People's Republic of Renminbi	.4125	2.42
Colombia Peso (fixed)	.0518	19.31
Congo (Kinshasa) Zaire	2.144	.46
Costa Rica Colon	.1517	6.59
Cuba[1] Peso	.....	.....
Czechoslovakia Koruna	.1395	7.17
Denmark Krone	.1343	7.45
Dominican Republic Peso	1.0047	.99
Ecuador Sucre (official)	.0402	24.88
El Salvador Colon	.4019	2.48
Fiji Dollar	1.1598	.86
Finland Markka	.2392	4.18
France, Monaco, etc.[2] Franc	.1822	5.49
Franco-African Republics[3] Franc	.0036	277.78
French Pacific[4] Franc	.0100	100.0
Germany D Mark	.2767	3.61
Ghana New Cedi	.9846	1.02
Greece Drachma	.0335	29.85
Guatemala Quetzal	1.0047	.99
Guyana Dollar	.5884	1.69
Haiti Gourde	.2009	4.98
Honduras Lempira	.5023	1.99
Hong Kong Dollar	.1658	6.03
Hungary Forint (official)	.0921	10.85
Iceland Krona (official)	.0114	87.72
India Rupee	.1334	7.50
Indonesia[5] Rupiah	.0027	374.22
Iran Rial	.0131	76.41

Country and Currency	Value of foreign currency unit in Canadian dollars at March 11	Canadian dollar in foreign currency units
Iraq Dinar	2.8131	.36
Ireland Pound	2.4303	.41
Israel Pound	.2870	3.48
Italy Lira	.0016	617.66
Jamaica Dollar	1.2152	.82
Japan Yen	.0028	354.73
Kenya Shilling	.1412	7.08
Korea, Republic of Won	.0032	316.59
Lebanon Pound (free)	.3115	3.21
Malaysia Dollar	.3282	3.05
Mexico Peso	.0804	12.44
Morocco Dirham	.2018	4.96
Netherlands Florin	.2795	3.58
Netherlands Antilles Florin	.5327	1.88
New Zealand Dollar	1.1374	.88
Nicaragua Cordoba	.1435	6.97
Nigeria Pound	2.8376	.35
Norway Krone	.1408	7.10
Pakistan Rupee	.2110	4.74
Panama Balboa	1.0047	.99
Paraguay Guarani (free)	.0080	125.00
Peru Sol (free)	.0232	43.08
Philippines[6] Peso (free)	.1565	6.39
Poland Zloty (fixed basic rate)	.2537	4.01
Portugal & Colonies[7] Escudo	.0350	28.53
Saudi Arabia Riyal	.2062	4.84
Sierra Leone Leone	1.508	.66
Singapore Dollar	.3273	3.05
South Africa Rand	1.4195	.70
Spain & Dependencies Peseta	.0144	69.44
Sweden Krona	.1946	5.14
Switzerland Franc	.2336	4.28
Syria Pound (free)	.2819	3.55
Thailand Baht (free)	.0487	20.53
Trinidad & Tobago[8] Dollar	.5023	1.99
Tunisia Dinar	1.9137	.52
Turkey Lira	.0670	14.93
United Arab Republic Pound (official)	2.3108	.43
United States Dollar	1.0047	.99
Uruguay Peso (free)	.0040	248.13
Venezuela Bolivar (official free)	.2236	4.47
Yugoslavia Dinar (official)	.0670	14.93

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

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

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

4. New Caledonia, New Hebrides, French Polynesia.

5. Exchange rate at December 9, 1970.

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

7. Approximately same rate for Portuguese territories in Africa.

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

MEXICO

Area: 762,500 square miles.

Population: 49 million (1970).

Climate: varies from tropical in the coastal plains to temperate in the central plateau.

Language: Spanish; sales literature in Spanish preferred.

Currency: peso; fixed rate, U.S.$1.00 equals 12.50 pesos. One peso = Cdn.$0.0807 (February 1971).

Weights and measures: metric system.

Electric current: 110-125 volt, 50 cycle, three phase in Mexico City; 60 cycle throughout rest of Mexico.

Capital: Mexico City; altitude 7,300 feet.

Main entry points: on Pacific Coast—Guaymas, Manzanillo, Mazatlan, Acapulco; on Gulf of Mexico—Tampico and Veracruz; at United States border—Matamoros, Nuevo Laredo, Piedras Negras, Ciudad Juarez, Mexicali, Tijuana.

Marketing centers: Mexico City (population 1970) 8,500,000; Guadalajara, 1,487,000; Monterrey, 1,200,000; Puebla, 521,000; San Luis Potosi, 274,000; Merida, 254,000.

Economy: principally an agricultural country producing grain, livestock, industrial crops, fruit, vegetables. Considerable industrial development in progress, which Government actively encourages. Mining is important, particularly base metals and precious minerals. GNP in 1969 was Cdn.$32 billion with a per capita income of over Cdn.$650.

Total Mexican imports: 1969—Cdn.$2,244.2 million; 1968—Cdn.$2,119.3 million.

Chief imports: (per cent) 1969—machinery and mechanical equipment 23.0; chemical products 10.4; automobiles, trucks and parts 9.0; electrical machinery, equipment and electronic parts 7.6; iron and steel products and scrap 4.7; railway equipment 2.5; newsprint, pulp and paper products 2.5; precision instruments 2.4; petroleum products and derivates 2.1; agricultural tractors 1.0.

Chief suppliers: (per cent) 1969—United States 62.3, West Germany 7.5, Japan 4.5, France 4.1, Canada 3.2, Britain 3.1, Sweden 2.0, Italy 1.9.

Value of imports from Canada: 1969—Cdn.$72.9 million; 1968—Cdn.$54.6 million.

Chief imports from Canada: (Cdn.$ million)—parts and accessories for motor vehicles 16.0, newsprint 15.2, asbestos fibers 5.2, milk powder 4.2, wood pulp 4.2, railway rails 3.3, motor vehicle engines and parts 2.8, combine reaper-threshers 2.1, dairy cattle purebred 1.4, non-metallic minerals, crude 1.2.

Total Mexican exports: 1969—Cdn.$1,477.3 million; 1968—Cdn.$1,276.6 million.

Chief exports: (per cent) 1969—foodstuffs 38.0, raw cotton 11.6, minerals 9.1, machinery, electrical material and mechanical parts 7.0, sulphur 3.5, petroleum and derivates 3.3, cotton yarn, vegetable fibers, textiles and clothing 3.1, iron and steel products 3.1.

Chief markets: (per cent) 1969—United States 58.8, Japan 7.0, Canada 4.4, Switzerland 3.6, West Germany 2.2, Italy 1.3.

Value of Canadian purchases: 1969—Cdn.$64.1 million; 1968—Cdn.$52.2 million.

Chief Canadian purchases: (Cdn.$ million) 1969—raw cotton 22.7, fresh tomatoes 10.3, green coffee 4.7, frozen strawberries 3.5, fluorspar 2.6, frozen orange juice concentrate 2.1, fresh fruit n.o.p. 1.9, cotton yarn 1.7, oranges, mandarines, tangerines, fresh 1.2, vegetables n.o.p. 1.1, industrial machinery and equipment 1.0.

Prices: quote in United States dollars c.i.f. or c. & f. the nearest border point of entry.

Usual credit terms: sight up to 180 days.

Samples: permitted entry under bond or treated as normal imports if of commercial value, otherwise free. Some samples prohibited entry without payment of duties, such as canned foodstuffs and finished consumer goods.

Visas: tourist card for survey of market only; otherwise visa required.

Inoculations: none required if coming from Canada.

Transportation: regular flights from Vancouver, Calgary and Montreal-Toronto.

Trade agreements: most-favored-nation agreement with Canada. Member of LAFTA and exchanges certain preferences with LAFTA countries.

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

Correspondence: airmail preferable; letters 15 cents each half ounce.

For detailed information on this market write to: Latin America Division, Office of Area Relations, Department of Industry, Trade and Commerce, Ottawa, or Commercial Counsellor, Canadian Embassy, Apartado 5364, Mexico 5, D.F. Mexico. Telex: 017-71-191.

How's business?

Some businessmen get lucky some of the time. But few count on it.

Most businessmen, even the lucky ones, know they must have hard facts on which to base their business decisions. They want to offer the right product—or service—to the right market at the right time and they need good information.

That's where DBS comes in.

We are one of the sources of information the businessman can use. We can offer you a surprising amount of information to help you make good decisions—for example: Price changes, Employment and unemployment, Salaries and wages, Exports and imports, Consumer credit, Operating costs by industry, Construction and housing, Merchandising and distribution, Industrial output, Government employment and finances, Investment intentions and Corporation profits.

Just fill in the coupon below and send it back to us. We'll be glad to put together a package of information relating to your business field and send it to you as soon as we can.

Free.

Please send me your statistical information concerning:

Kind of business: _____

_____

_____ No. of employees _____

Name: _____

Address: _____

City: _____ Province _____

VB0358

Ask us.

DBS Dominion Bureau of Statistics,
Ottawa 3, Ontario.

HOW'S YOUR FOREIGN EXPOSURE?

Reaching 200,000 international buyers regularly?

Canada Courier Does and it's free to you.

This international marketing paper is produced by the Canadian Department of Industry, Trade and Commerce to help Canada's exporters. The newspaper is printed in English, French, Spanish, German, Japanese and circulates to almost every area of the world.

And it gets results. Trade inquiries are generated for Canadian business at the rate of several thousand each month as buyers outside Canada are put into contact with Canadian producers.

Canada Courier is marking its tenth year of helping Canadian companies win international sales. If you've an exportable product then don't miss this opportunity to be seen... and it's all so easy. Simply send information to The Editor,

Canada Courier
Publicity Branch
Department of I, T and C
Ottawa 4