



## In This Issue

The faces that you see on our cover are those of the many peoples who live in the 22 different countries of West and Central Africa that this issue features. Some of them are pictured at their traditional occupations, like weaving, fishing, or presiding over stalls at the packed outdoor markets so familiar in this region. Others are shown either acquiring or practising the skills needed to push development—surveying for new roads or seeking out mineral resources, working in the laboratory, or learning how to operate complicated modern machinery.

This special issue has been a long time in the making. It was proposed last July by the Trade Commissioners in the three posts in the area—Abidjan, Lagos, and Kinshasa. The idea was particularly timely, for several reasons. One was the opening in the spring of 1970 of a Commercial Division at the Canadian Embassy in the Ivory Coast, and the posting of a Trade Commissioner to Congo-Kinshasa after a lapse of some years. At Lagos, too, fresh opportunities are opening up with the ending of the civil war in Nigeria.

A second reason was the greater interest that Canadians have been taking in the past decade in Francophone and Commonwealth West Africa, in terms of both increased commercial trade and stepped-up development projects. The Franco-

phone Africa program of CIDA began in 1961, but received new impetus following the Canadian aid mission headed by the Hon. Lionel Chevrier that visited the Francophone African countries in 1968. (Some of the projects outlined in this issue were a direct result of that mission.) The Commonwealth Africa program, which began a year earlier, 1960, has proved equally effective.

One of the major avenues of opportunity for Canadian companies in these countries is providing engineering services and equipment for the development projects that are shaping their economic future. (See the article on page 13.) Many of these are financed either by CIDA or by the international financing organizations such as the World Bank, the UNDP, or the African Development Bank. To prove the point that Canadian firms can and do compete successfully for these assignments, "Foreign Trade" interviewed three consulting engineering firms currently at work in Francophone Africa. One of them is busy in the Ivory Coast on a CIDA-financed rural electrification program; one is working in Mali, under a World Bank loan, on studies for the improvement of two important trunk roads, and one is established in Dahomey, organizing a four-year technical aid program for the maintenance and rehabilitation of the highway system—a program financed by the World Bank and the UNDP. (See the articles on pages 20, 22 and 23.)

The date for this issue—late April 1971—was selected because during May John Tennant, Commercial Secretary in Lagos, will be making a tour covering several cities in Canada to discuss opportunities in the segment of Africa for which he is responsible. He was anxious that the businessmen to whom he will be talking should be at least partially briefed on his territory. In the fall, John Bell, Commercial Secretary in Abidjan, will be coming back to Canada on the same errand.

As this issue goes to press, we have received from the Lagos office a telex giving some details about the new Nigerian budget and of a significant liberalization of import restrictions. The Government is taking steps in the budget to deal with its pressing problems: inflation, pressure on the foreign exchange reserves, and severe unemployment. A budget surplus is to be used to finance the Four Year Development Plan, and decimal currency is to be introduced in 1973. Lower rates of duty have been introduced for industrial machinery in general but duties on some other imports have been raised. We hope to give details on these and other features of the budget in our next issue. That same issue will discuss engineering opportunities in the four Maghreb countries.

# foreign trade

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*PHOTO CREDITS: World Bank Group: pages 5, 7 (bottom),  
34 and 37; CIDA: page 6; UNDP: page 13.*

# West and Central Africa – a Developing Market for Canadian Goods, Services, and Investment



C. L. BLAND, Chief, Africa Division  
Office of Area Relations

The 22 countries of West and Central Africa covered by the three Trade Commissioner posts in Abidjan, Lagos and Kinshasa represent interesting present and potential markets for Canadian goods, services and investment. One should keep in mind that the countries of West and Central Africa featured in this issue of *Foreign Trade* represent less than half of the total countries and territories making up the African continent, and that total Canadian exports to Africa increased in 1970 by 77 per cent to \$216 million. Articles on other regions of Africa of interest to Canadian businessmen will appear in future editions.

The area of concentration in this special issue is comprised of 17 Francophone and 5 Anglophone developing African countries, ranging from tiny Gambia with a population of 325,000 to Nigeria, the African continent's most populous nation (60 million, estimated). Canadian trade and economic relations have been long established with such Commonwealth countries as Nigeria and Ghana, but links with Francophone countries—including Congo-Kinshasa, Ivory Coast and Cameroon—are more recent.

As the statistical table indicates, Canada runs an unfavorable balance of trade with the region as a whole: our 1970 exports amounted to \$24.8 million and our imports totalled \$57.9 million. Much of the over-all imbalance and the significant increase in imports from the area in 1970 resulted from a substantial jump in imports of oil from Nigeria (valued at \$34.4 million in 1970) which accounted for almost 60 per cent of the area's total exports to Canada last year. Imports into Canada from West and Central Africa are narrowly based and consist mainly of crude petroleum, cocoa beans and butter, coffee, palm and peanut oil, manganese and tropical lumber. Canadian exports to the region, on the other hand, although smaller in absolute value, are much more broadly based and include a relatively high percentage of fully manufactured goods (47 per cent in 1970). Countries such as Nigeria, Congo-Kinshasa, the Ivory Coast and Cameroon represent particularly attractive cash markets for a range of Canadian goods and services.

In Canada's relations with most developing countries, the aid and financing programs carried out under the the auspices of the Canadian International Development Agency (CIDA) and the Export Development Corporation (EDC) comprise a vital element in the over-all composition and development of Canadian economic links. The countries of West and Central Africa are no exception to this rule. Francophone Africa is one of Canada's fastest growing areas for development assistance. Canadian aid to the newly independent countries of French-speaking Africa began modestly in the early 1960's, but the cumulative total had risen to about \$90 million by 1970. Canada's allocation for Francophone Africa for the last fiscal year (1970/71) was \$51 million, plus an additional \$13 million for a special project in Niger. The above figures are somewhat inflated in terms of the Francophone countries covered by this issue because they include Canada's sizable aid programs to the Maghreb countries of Morocco, Algeria and Tunisia.

Although there is still a heavy concentration of technical assistance in Canada's aid programs to Francophone Africa, many of the development projects identified by the Chevrier Mission in 1968 are reaching maturity. Capital assistance is now being provided for a variety of projects. These include the Friendship and Unity Highway in Niger; a public health unit of the new Health Services Center at Cameroon's Federal University; the Togo-Dahomey-Ghana power transmission system, and a forest resources program in Congo-Kinshasa.

Canadian aid programs in Anglophone West Africa, which are concentrated mainly in Nigeria and Ghana, are also substantial and growing, with allocations for fiscal year 1970/71 (including carry-overs) of \$13 million and \$10 million respectively. Nigeria, faced with a massive reconstruction program resulting from the civil war, represents a prime area of concentration for Canadian financial assistance in the immediate future. There are a number of fields where Canadian capabilities and Nigerian development priorities should dovetail effectively and provide key areas for both Canadian aid and commercial penetration. These fields include transportation,



telecommunications, electric power development, education, and expertise in general industrialization programs.

During his recent visit to Nigeria, the Minister for External Affairs, Mr. Sharp, signed a development loan with that country valued at \$20 million which provides financing for 54 medium diesel-electric locomotives from Canada. This loan, plus the carry-over of \$13 million and a requested \$8 million a year aid allotment to Nigeria over the next three years, will make Nigeria the largest single recipient of Canadian aid in Africa. In Ghana, the Canadian aid program is concentrated in the education, energy and natural resource sectors. The Ghana-Togo-Dahomey transmission grid has taken a large percentage of loan funds available from Canada in 1970/71. Increased assistance is being contemplated to help develop Ghana's transportation, energy and forestry sectors.

The purpose of this short article is to introduce the West and Central African region to you in general terms and prepare the ground for the more specific articles on various countries in the region that follow. We feel the opportunities for both short- and long-

term increases in Canadian trade are good. There are, of course, problems to be overcome in strengthening Canadian trade and economic links with the region, including the area's traditional orientation towards Europe (all but Congo-Kinshasa, Togo and Guinea of the 17 Francophone countries extend preferences to the EEC); low per capita incomes ranging from \$50 per year in Upper Volta to \$270 per year in the Ivory Coast; the traditional dominance of the European-based trading companies in many of these countries, and the restrictions on payments for imports imposed by certain countries in the region for balance-of-payments reasons. However, despite these and other obstacles, Canadian exports to West and Central Africa increased by 28 per cent last year to \$24.8 million. We expect to register additional gains in 1971, particularly in sales to Nigeria, Ghana, Congo-Kinshasa, Ivory Coast and Cameroon.

In addition, these countries are eager for Canadian private investment and interested Canadian businessmen should explore the facilities now provided by the Federal Government by contacting both the Business and Industry Division of CIDA and the Investment Insurance Division of EDC. Many times, investment can be an important key to unlocking attractive commercial markets in the developing countries.

The 22 African countries included in this special issue of *Foreign Trade* collectively import nearly \$4 billion worth of goods a year. Canada's share of these markets is therefore somewhere in the neighborhood of one half of one per cent. Clearly, there is potential for greater participation. It is interesting to note that countries like the United States and Japan, which face the same obstacles as Canada in penetrating these markets, have succeeded in capturing a substantial share of the region's total imports in recent years. I hope the following articles and words of advice from our Trade Commissioners resident in Abidjan, Lagos and Kinshasa will inspire you to follow up actively those business opportunities that they identify. This will enable Canada to increase significantly its economic penetration of West and Central Africa in the years ahead.

## CANADIAN TRADE WITH WEST AND CENTRAL AFRICA

	1969	1970	Per cent
<b>CANADIAN EXPORTS</b>			
<b>Destination</b>	<b>\$'000</b>	<b>\$'000</b>	<b>change</b>
Nigeria	4,169	8,160	+95.7
Ghana	5,100	6,076	+19.1
Liberia	1,340	2,153	+60.6
Sierra Leone	538	912	+69.6
Gambia	148	156	+ 5.6
Total Anglophone countries	11,295	17,457	+54.5
Congo-Kinshasa <sup>(1)</sup>	1,394	2,262	+62.2
Cameroon	853	1,044	+22.4
Ivory Coast	651	995	+52.8
Gabon	1,000	622	-37.7
Other Francophone countries <sup>(2)</sup>	5,114	2,430	-52.5
Total Francophone countries	9,012	7,353	-18.4
<b>Total West and Central Africa</b>	<b>19,307</b>	<b>24,811</b>	<b>+28.5</b>

<b>Composition</b>	<b>\$'000</b>	<b>of total</b>
Live animals	14	0.1
Food, feed, beverages and tobacco	8,253	33.3
Crude materials, inedible	1,025	4.1
Fabricated materials, inedible	3,292	13.2
End products, inedible	11,692	47.1
Special transactions—trade	535	2.2
<b>Total</b>	<b>24,811</b>	<b>100.0</b>

## CANADIAN IMPORTS

<b>Source</b>	<b>\$'000</b>	<b>\$'000</b>	<b>change</b>
Nigeria	22,203	44,558	+ 100.5
Ghana	7,549	6,996	- 7.3
Liberia	928	659	- 29.0
Sierra Leone	144	1	- 99.9
Gambia	—	453	—
Total Anglophone countries	30,824	52,667	+ 71.0
Congo-Kinshasa <sup>(1)</sup>	1,341	1,626	+ 21.3
Cameroon	<sup>(3)</sup>	740	+17,692.8
Ivory Coast	4,710	1,289	- 72.6
Gabon	58	1,340	+ 2,210.3
Other Francophone countries <sup>(2)</sup>	483	299	- 38.1
Total Francophone countries	6,592	5,293	- 19.8
<b>Total West and Central Africa</b>	<b>37,416</b>	<b>57,960</b>	<b>+ 54.8</b>

Source: DBS

<sup>(1)</sup>Includes Rwanda and Burundi.

<sup>(2)</sup>Central African Republic, Chad, Congo-Brazzaville, Dahomey, Guinea, Mali, Mauritania, Niger, Senegal, Togo, Upper Volta.

<sup>(3)</sup>Less than \$500.

# Francophone West and Equatorial Africa – We Could Do Better

Sales of only \$5.1 million to the 14 countries in the area could be increased, especially those of machinery and equipment. Canadian exporters, supported by our aid program, should make a more aggressive effort here.

JACQUES FILION  
Assistant Commercial Secretary  
Abidjan

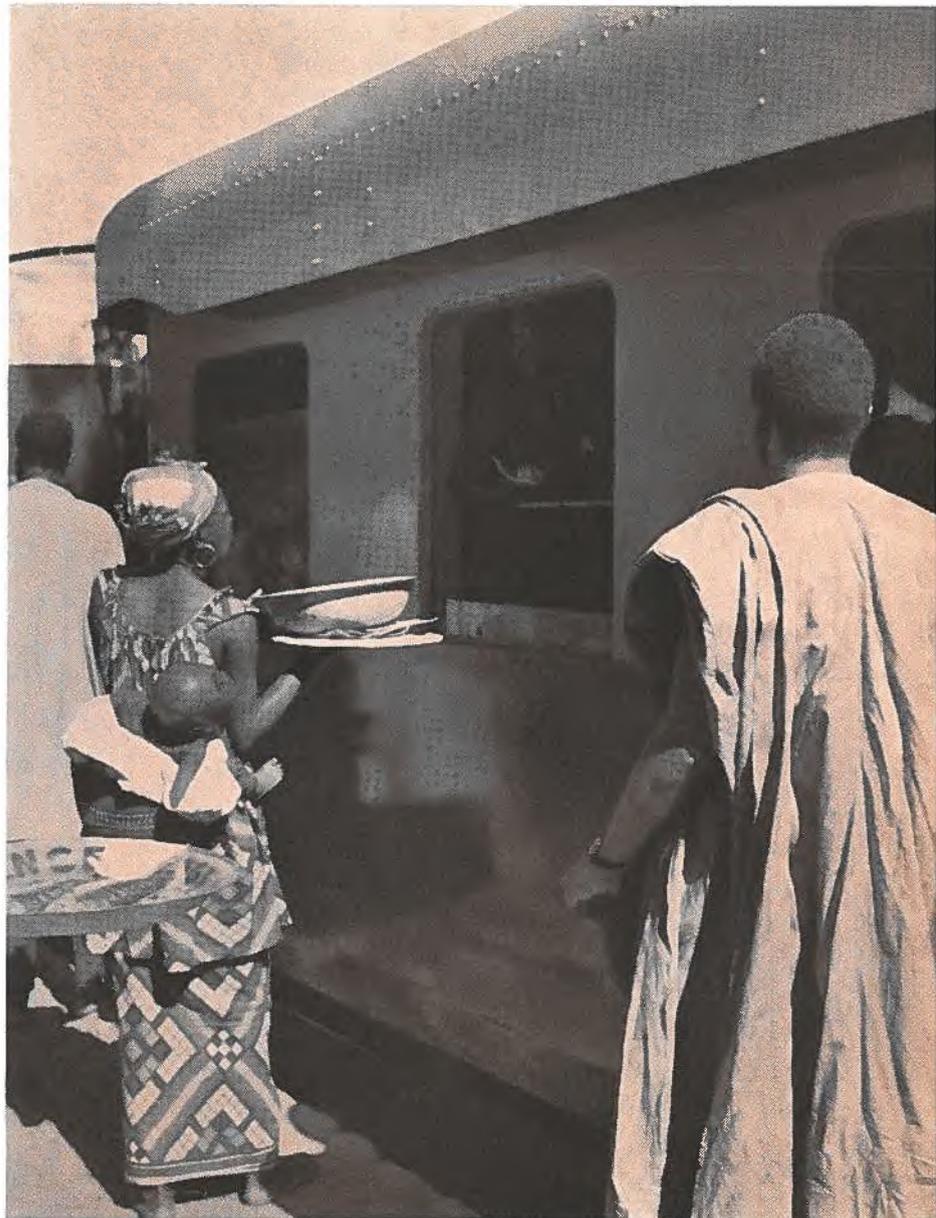
R. BRAULT  
Africa Division  
Office of Area Relations

The 14 countries of West and Equatorial Africa, with an area slightly less than that of Canada (3.1 million square miles) and once colonies or trust territories of France, have a population of approximately 45 million. From west to east they are: Mauritania, Senegal, Guinea, Mali, Ivory Coast, Upper Volta, Togo, Dahomey, Niger, Cameroon, Gabon, Chad, the Central African Republic and Congo-Brazzaville. All are developing countries but at various stages of development, with annual per capita incomes ranging from \$50 in Upper Volta to \$270 in the Ivory Coast.

The 14 countries nevertheless represent an import market of \$1.5 billion, of which Canada supplied only \$5.1 million in 1970, or approximately 0.3 per cent. In addition, Canadian exports were down 33 per cent in 1970 from \$7.6 million in 1969—and this during a period when our exports to Africa as a whole were increasing by 77 per cent. Our imports from these countries also decreased in 1970 to \$3.7 million from \$5.3 million in 1969—or by 30 per cent.

The Francophone countries of this region represent a difficult market, but given time and effort, the obstacles to Canadian sales are not insurmountable.

With the exception of Guinea, these countries are associated members of the European Economic Community



*When the train stops at Kita, in Mali, mother sells food to the passengers and baby goes along for the ride. Railroads are vital to the economy of many West African countries and foreign aid is being used to modernize and extend them.*

and their goods enjoy preferential entry into the EEC countries. In exchange, products of the European Common Market generally enjoy free entry into the Associated States. This free entry, however, is not mandatory. Some products still face duties in order to protect local industry, and Togo has chosen to give most-favored-nation treatment to all countries, including the EEC members.

The preferential status that EEC products have, plus well-established commercial and banking networks dating back to the colonial period, explain the dominance of Europe in the trade of the group. About 75 per cent of trade is carried on with the EEC and 50 per cent of this with France alone.

To believe, however, that this market is closed to outside competition would be a mistake. It would be like a foreign exporter deciding to overlook the Canadian market because 71 per cent of our imports are supplied by

the United States and a further 10 per cent by Commonwealth and preferential countries. In actual fact, a substantial portion of the import needs of the group is supplied by non-EEC countries and this portion has increased since the beginning of the association with the EEC. The United States and Japan, two countries faced with the same conditions of entry as Canada, hold respectively 12 and 5 per cent of the market. Among the reasons for this success, two stand out: aggressive selling and investment.

Taken individually, most of these countries do not represent an interesting local market for a potential investor. However, most of the region is a free trade area through various regional groupings that frequently overlap one another. With the exception of Guinea and Mali, their monetary link with the French currency provides these countries with a common monetary unit, the franc CFA (Communauté Financière Africaine). The franc-

zone arrangements provide, among other things, unlimited convertibility between the French franc and the CFA franc, and free trade among its members. In addition, two customs unions group most countries of the area and provide for free trade among the members. The first, the Union Douanière des Etats de l'Afrique de l'Ouest (UDEAO) groups the western segment of the area, with the exception of Guinea and Togo. The second, the Union Douanière des Etats de l'Afrique Centrale (UDEAC) groups Chad, the Central African Republic, Cameroon, Congo-Brazzaville and Gabon. Finally the Entente, an ad hoc grouping consisting of the Ivory Coast, Upper Volta, Niger, Togo and Dahomey, aims at planning industrial, agricultural and infrastructure investments on a communal basis. Some of its schemes, such as electric power grids and a common market for meat, are set up in co-operation with neighboring states such as Mali, Ghana and Nigeria.

*These trucks, photographed in Senegal, equipped with audio-visual aids, were bought and outfitted by CIDA to help in bringing education to people in the more remote parts of Francophone Africa, where conventional schools are still rather scarce.*



In the light of the existence of such regional groupings, an investor would be well advised to reassess the potential of this region.

The Ivory Coast and Cameroon are our main export markets and the only two countries in the area to which our exports increased in 1970. Last year, Canadian exports to the Ivory Coast were valued at \$995,000, and to Cameroon at \$1,044,000 (see tables, as well as the "Markets in Brief" on the two countries). The economic growth and favorable disposition towards Canada of both countries should favor continuing and increasing trade. In addition, Canadian consulting engineering firms are busy in both countries with contracts worth several millions.



(Above) No, this isn't a country inn; it's the railway station at Thies, in Senegal, about 40 miles east of Dakar. Note the morning's baking being "head-lifted" to customers. (Below) Clearing away the tropical rain forest is the first job in building roads in the Ivory Coast. Foreign aid helps to finance equipment purchases.

## Ivory Coast

The rate of growth of the Ivoirian economy is the highest in Francophone Africa and one of the highest in Africa. Between 1960 and 1966, the gross domestic product increased at the annual rate of 11 per cent and since then at 8 per cent. It is estimated that the rate of growth should be maintained at between 6 and 7 per cent until 1980. The secondary sector has had the most rapid growth and now accounts for 20 per cent of GDP. Production of the secondary sector increased from \$140 million in 1960 to \$560 million in 1970. Agriculture and the forest industry are the mainstays of the Ivoirian economy. The Ivory Coast is now the third largest coffee producer and exporter in the world. Other major exports are hardwood lumber, cocoa, bananas, palm oil, pineapples, cotton and rubber. Exports have increased at an annual rate of 11 per cent since 1960.

The growth of the Ivoirian economy results from a liberal policy towards foreign investment. More than 80 per cent of total investment in the Ivory Coast is French. (Bata is the only Canadian company now operating there.) To maintain momentum, it is estimated that \$1,250 million in private investments will be needed in the next ten years.



Since independence, the Ivoirian balance of payments has always been in excellent shape. The trade surplus in 1969 stood at \$118 million (imports \$319 million; exports \$437 million). With development, import needs will increase, particularly for capital and consumer goods. At the present time, the Ivory Coast is already a heavy importer of such products as (1969 figures, in million dollars): mechanical

transport equipment 50.1; apparel and textiles 44.3; primary steel products 14.0; chemical products 11.1; road construction and similar equipment 5.1; basic hardware 4.5; lifting and hoisting machinery 4.3; metal furniture 4; industrial heating equipment 3.1; pumps 2.9.

The Ivory Coast is well acquainted with North American products. The

United States holds at the present time between 6 and 7 per cent of the Ivorian market. This could no doubt help Canadian exporters who in addition will have an extra edge if their documentation, sales literature, etc., is in French.

## Cameroon

Between 1966 and 1970, the rise in gross domestic product has been estimated at 5.3 per cent a year in real terms. In fact, during the last three years the rate has been closer to 7 per cent, chiefly because of favorable export prices. During the 1970-1975 period, this rate is likely to fall because of an expected decline in export prices and transportation bottlenecks. Nevertheless, total investments during that period are expected to reach U.S. \$720 million. Cameroon is still chiefly an agricultural country although, with a growth rate of 13 per cent a year, the contribution of industry to GDP has risen from 6 per cent to 13 per cent during the last decade.

The balance of payments has been generally favorable in the past, although weaknesses are developing, mainly as a result of the slowdown in private foreign investment. In 1969, the trade surplus stood at \$25 million (imports \$207 million, exports \$232). The Cameroon's main export commodities in 1969, as a percentage of the total, were: cocoa 38.4, coffee 19.9, aluminum 10.9, and logs 6.6.

The EEC countries are the Cameroon's main suppliers, holding approximately 73 per cent of the market. The United States is the largest supplier outside the EEC, with 13 per cent of the market.

With less than 0.5 per cent of the market in 1970, Canada looms small in the over-all picture. In 1971, however, Canadian exports to Cameroon could well top \$3 million, including a sale of "Caribou" aircraft valued at \$2.5 million. It is interesting to note, on the other hand, that in recent months Cameroon has made its first large sale of coffee to Canada—a sale worth \$1.5 million.

### CANADIAN TRADE WITH FRANCOPHONE WEST AND EQUATORIAL AFRICA

CANADIAN EXPORTS			
	1969	1970	Per cent
Destination	\$'000	\$'000	change
Cameroon	853	1,044	+22.4
Ivory Coast	651	995	+52.8
Francophone Africa n.e.s. <sup>(1)</sup>	2,216	939	-57.7
Gabon	1,000	622	-37.7
Senegal	771	554	-28.2
Mauritania	606	481	-20.7
Togo	453	304	-32.9
Guinea	242	78	-67.7
Dahomey	826	74	-91.1
<b>Total</b>	<b>7,618</b>	<b>5,091</b>	<b>-33.2</b>

Composition	\$'000	of total
Live animals	—	—
Food, feed, beverages and tobacco	634	12.4
Crude materials, inedible	56	1.1
Fabricated materials, inedible	517	10.2
End products, inedible	3,546	69.7
Special transactions—trade	338	6.6
<b>Total</b>	<b>5,091</b>	<b>100.0</b>

### CANADIAN IMPORTS

Source	\$'000	\$'000	change
Cameroon	(2)	740	+17,692.8
Ivory Coast	4,710	1,289	-72.6
Francophone Africa n.e.s. <sup>(1)</sup>	76	98	+28.9
Gabon	58	1,240	+2,210.3
Senegal	12	1	-91.7
Mauritania	291	—	-100.0
Togo	3	—	-100.0
Guinea	101	199	+97.1
Dahomey	(2)	—	-100.0
<b>Total</b>	<b>5,251</b>	<b>3,667</b>	<b>-30.2</b>

Source: DBS

<sup>(1)</sup>Central African Republic, Chad, Congo-Brazzaville, Mali, Niger, Upper Volta. Includes also Reunion, Comoro Islands and French Somaliland, where Canadian trade is negligible.

<sup>(2)</sup>Less than \$500.

The Francophone countries of West and Equatorial Africa represent a growing import market. Canada's share is negligible, despite the fact that in many fields we have developed international expertise and are competitive. Such equipment as logging machinery, road construction machinery, communications equipment, etc., could find

its way to this part of the world, with aggressive selling. The exporter should, of course, be prepared to spend considerable time and energy in developing these markets. Supported by the growing Canadian aid program, however, and the disposition in this region to seek alternative sources of supply, he should and could do better.

# Visiting West and Central Africa

Travelling through this area and making business contacts can be both fascinating and worthwhile. But a successful trip calls for sound planning; reading this article can be the first step in that planning.

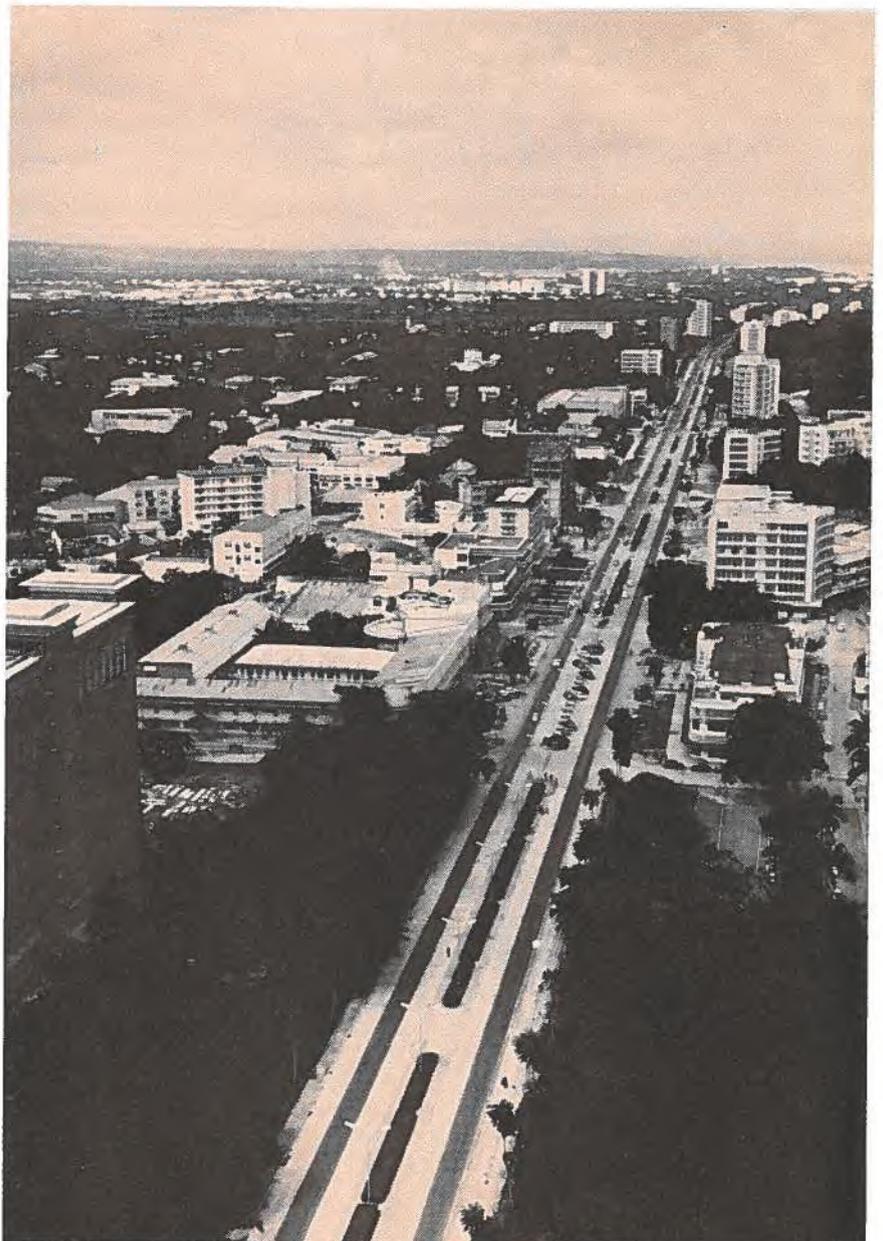
JACQUES FILION, Assistant Commercial Secretary, Abidjan

CLAUDE COURTEMANCHE, Assistant Commercial Secretary, Lagos

Africa is still a remote continent for most Canadian businessmen but markets in the developing countries there are worth attention and a personal visit may prove fruitful. To get the best possible results from your trip, we would suggest that your itinerary include West and Central Africa.

Where should you start, which countries should you visit, and how many days should you allow? For your first trip, you may want to limit the countries visited to those where there are Canadian trade offices, unless, of course, you have specific interests in other countries. It is easy to reach West and Central Africa through New York or Paris, with a first stop in Abidjan, Ivory Coast, or Monrovia, Liberia. We suggest that you spend two days in each city, then fly to Lagos for two or three days, and then on to Congo-Kinshasa for two days. You may wish to return via Nairobi, Kenya (East Africa), for a stay of another two or three days. In any event, you should consider going back to Canada via London, Paris, and/or Brussels, where it would be to your advantage to call at the headquarters or buying agencies of the various large trading firms which operate in Africa. This is only one suggestion, because there are alternative routes. The best plan is to decide which cities offer the greatest potential and then put the problem in the hands of a travel agent. It is useful to send a copy of your complete itinerary to all Trade Commissioner offices that you will be visiting so that messages can be passed to you without difficulty.

**When to Come**—The best time of the year to visit these countries is between



*A multi-lane highway, Boulevard du 30 Juin, runs through the heart of Kinshasa the capital of Congo-Kinshasa, a country with a population of 16.7 million.*

*Many cities in West Africa offer the traveller the comforts he is used to. This is the Hôtel de l'Amitié in Bamako, Mali. The Mali Government is seeking Canadian technical help and expertise in the management of this new hotel.*

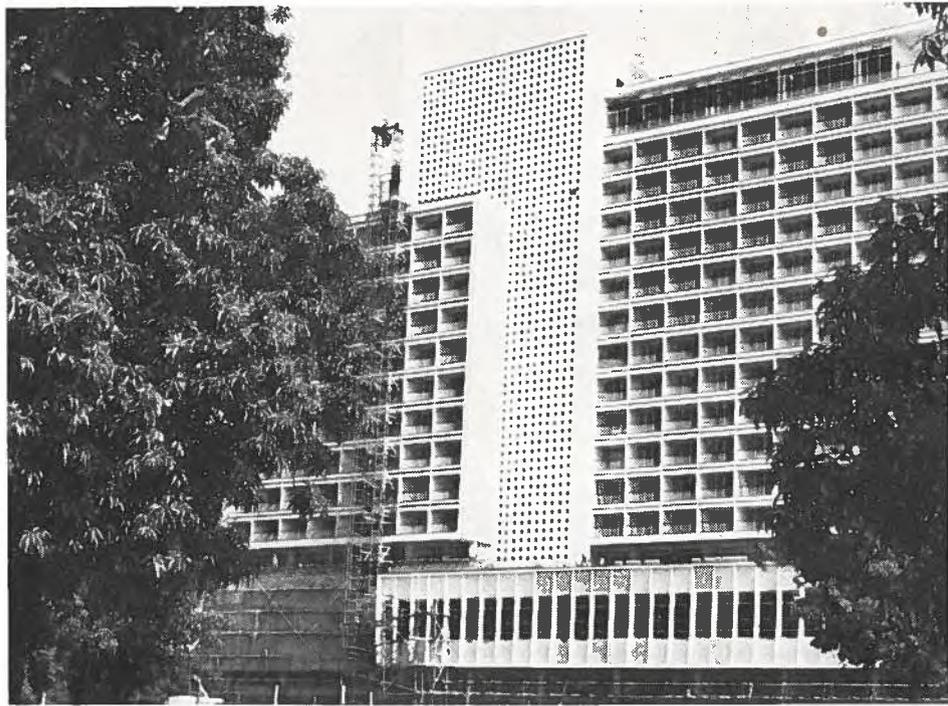
November and June. At this time you avoid both the rainy season here and the winter season in Canada, and the managers of local businesses, who generally return to Europe in the summer and autumn, are back in their offices. We suggest that you send your brochures and prices to the different Trade Commissioner offices located in West and Central Africa at least three weeks before your arrival so that we can distribute them and arrange meetings with promising contacts.

Don't plan to visit West or Central Africa as part of a long trip to Europe, the Middle East or elsewhere. We have found that businessmen who visit our posts after a two- to three-week journey to other countries are less effective than those who arrive fresh.

Airmail from Canada to Ivory Coast, Nigeria, and Congo-Kinshasa takes approximately five to ten days; surface mail takes anywhere from three to four months. Correspondence should be in English or French, depending on the business language of the country. French is spoken in Abidjan and Kinshasa, and English in Liberia, Nigeria and Ghana.

**Visas**—A Canadian visiting Africa needs visas for almost all the countries he wants to visit. Your travel agent will be able to give you the particulars. Visas for the Ivory Coast and Liberia are obtainable from the

*Those who long for the simpler life may want to follow in the steps of John Bell, Commercial Secretary in Abidjan, who poses here with a Moorish family which is living just outside Nouakchott in Mauritania. Nouakchott now has 30,000 people; in 1958 there were only 300.*



countries' Embassies in Washington, and visas for Ghana, Nigeria and Congo-Kinshasa from the Nigerian and Ghanaian High Commissions and the Congo Embassy in Ottawa. You should allow at least one month to obtain visas for these countries.

Nigeria also requires an entry permit, and because the Nigerian High Commission in Ottawa refers some applications to the Lagos immigration head-

quarters, obtaining one can be a lengthy business. In many instances the Africa Division of the Office of Area Relations in Ottawa can arrange to assist a Canadian businessman who has clearly defined reasons for his visit, if it is given reasonable advance notice.

If you have not received your entry permit at least two weeks before you plan to leave, contact the Department



of Industry, Trade and Commerce again. Although the Lagos office can attempt to assist, do not depend on getting your entry permit while you are visiting another African country. Communications between African countries are as difficult, if not more so, than they are between Canada and Nigeria.

**Health Regulations**—All visitors entering or leaving a West or Central African country must have valid international certificates of vaccination against smallpox, yellow fever and cholera. You should take anti-malaria pills both three weeks before and three weeks after your visit to Africa. Water often is not safe to drink, and it is better to use bottled mineral water—or stronger stuff. Anti-dysentery pills also might prove useful. Powder to ease prickly heat can be purchased locally.

**Currency**—The unit of currency is the CFA franc (Communauté Financière Africaine) in all the Francophone countries of West Africa, except Guinea and Mali. The Malian franc is freely convertible with the CFA franc. The present rate of exchange is approximately 278 CFA francs for one Canadian dollar. The Nigerian pound is worth \$2.80 Canadian and the Ghana new cedi is valued at par: one new cedi equals one Canadian dollar. Neither the pound nor the cedi is convertible outside of Nigeria and Ghana. The zaire used in Congo-Kinshasa equals approximately two dollars Canadian. The United States dollar is used in Liberia.

**Where to Stay**—There are hotels of international standard in all the major capitals. Prices range from \$15 to \$22 for single accommodation. However, in many centers, particularly Lagos, Douala and Kinshasa, there is a shortage of rooms and reservations should be made well in advance. The Hotel Ivoire in Abidjan is particularly attractive and provides the business visitor with the chance to swim, bowl, play tennis, ice skate and, for the non-athletic type, gamble in the Casino.

In Lagos, do not expect to get a decent hotel room if you come without a confirmed reservation. There is no such thing as a hotel “strip” where one can drive in at the first sign that flashes “vacancy”. Reservations now have to be booked over one month in

advance. The best hotels are the Federal Palace, Ikoyi, Bristol and Mainland. The Airport Hotel is also good, but remote from the business area. This office would be pleased to make reservations for you.

Meals are very expensive: a continental breakfast costs \$2.50, but other meals, either in hotels or restaurants, cost at least \$5 without drinks or tips. On one of your stopovers, you may want to taste some of the local dishes such as “Futu” (most often pounded cassava), Ghanaian groundnut soup or African snails.

**On Arrival**—Because the civil war delayed the construction of a new airport, the present Ikeja (Lagos) airport can no longer handle adequately the heavy flow of visitors into Nigeria. Moreover, it is situated some sixteen “long” miles (because of the dense traffic) away from the center of Lagos, the Canadian High Commission, and the major hotels. This is also true of Kinshasa.

Most of the time it is impossible for the Canadian Trade Commissioners, both from lack of time and lack of facilities, to meet Canadian businessmen at the airport. If the Canadian offices know about your arrival well in advance, they can arrange for a representative

of a local travel agency to meet your plane. For the normal taxi fare, this representative will guide you through customs, immigration, health formalities, etc., will assist you with your baggage, and will transport you to your hotel. This also avoids unnecessary bargaining over the taxi fare. Furthermore, if the Canadian Trade Commissioner has a message for you—such as a change in your hotel reservation or an earlier appointment than you had expected—it can be relayed to you through the agency. In Lagos, the charge for this service is approximately two pounds, or about \$5.60. This is well in line with what even the most experienced bargainer would have to pay to a local taxi-driver.

If, in spite of all advice, you get involved in some unusual problems upon arrival, keep the addresses and telephone numbers of the Canadian Trade Commissioners’ offices in Abidjan, Lagos or Kinshasa in your wallet and either phone or have the taxi-driver take you to the office whose help you need. Trouble or not, you should call upon the Trade Commissioner in the area you are visiting before starting your rounds.

**Talking Business**—In meeting with business contacts in these West and

*Drive outside almost any West African city, and the visitor finds a bustling outdoor market, overflowing with color and activity. There he can try out his skill and tenacity as a bargainer, if he wants African products to take home with him.*



Central African countries, you may need to have a certain amount of information on documentation, tariffs, terms of payment, etc., at your fingertips. (Details on shipping services to this area are given in the article on page 52.)

In documentation, a detailed commercial invoice quoting c.i.f. prices and a bill of lading or an air waybill are required. A pro forma invoice quoting f.o.b. prices should be supplied to potential importers to help them with licensing procedures.

Trade samples of no commercial value can be imported without restriction. Those with commercial value should be declared on arrival and these will be checked on departure. On samples sold locally, normal duties and taxes will be levied.

**Customs Tariffs**—The tariff is normally based on the Brussels Nomenclature system of classification. Practically all imported goods are subject to import duty, which is levied on an ad valorem basis on the c.i.f. value of the goods. In the Francophone countries, with the exception of Congo-Kinshasa, Togo and Guinea, preferences are extended to goods originating

in the European Economic Community and its associated countries. In the Francophone countries associated with the EEC there are two separate basic import duties: a fiscal import duty on all imported goods, regardless of origin, and a customs duty on imports from countries outside the franc zone. Of the Anglophone countries, only Gambia extends tariff preferences to Canada. The others—Nigeria, Ghana, Liberia and Sierra Leone—do not extend preferences to any country.

The terms of payment for commercial imports that we recommend at the beginning of a trading connection are a 30- or 60-day letter of credit until the credit line has been established. After that, sight draft of 30, 60 or 90 days, or cash against documents, can be considered. In Nigeria and Ghana, foreign exchange problems are to be expected.

**Come and See**—A visit to Africa will place you in a different civilization and you will see within a couple of miles people living as they used to live centuries ago (except for the transistor radio) and others enjoying a modern way of life. A drive outside almost any city will more often than not lead you to a festive group of

villagers celebrating some event with a village dance. A clever bargainer can make interesting bargains for such things as masks, statues, spears, knives, or paintings, as well as jewellery and ivory carvings. The local wax-print cloth is colorful and your wife will be able to make an attractive dress out of it. And don't forget to buy a "bou-bou" for yourself.

We look forward to meeting you when you follow our suggestions and come looking for business in this area. But first, communicate your special interest (and your itinerary) to us, so that we can start digging for you.

The offices of the Commercial Secretaries for Canada in this area are:

Commercial Secretary, Canadian Embassy, P.O. Box 8341, Kinshasa, Congo; telex: 268 (DOMCAN KIN)

Commercial Secretary, Office of the High Commissioner for Canada, P.O. Box 851, Lagos, Nigeria; telex: 21275 (DOMCAN LAGOS)

Commercial Secretary, Canadian Embassy, P.O. Box 21194, Abidjan, Ivory Coast; telex: 593 (DOMCAN ABIDJAN 593)

*"Eky Abo O Nigeria"—Welcome to Nigeria! This is Tinubu Square, in the heart of downtown Lagos, Nigeria's capital, with a population of over a million. It is definitely one of the places a businessman should include in his itinerary.*



# Selling Engineering Services and Equipment in French West Africa

Ten countries of West and Central Africa have many development projects under way or planned, financed by foreign aid. These are discussed below—with advice on how Canadian consultants and equipment suppliers can get some of the business.

JOHN P. BELL, Commercial Secretary, Abidjan

During the past two years, increasing numbers of Canadian consulting engineers and equipment suppliers have competed successfully for business in French-speaking West Africa and future opportunities seem promising. The nine countries in question are Ivory Coast, Upper Volta, Niger, Mali, Senegal, Mauritania, Guinea, Dahomey and Togo, but for the purpose of this article, Cameroon is also included. Responsibility for assisting Canadian firms in all of these states, (except Togo, Dahomey and Cameroon), rests with the office of the Commercial Secretary, Canadian Embassy, Abidjan. The Commercial Secretary, Canadian High Commission, Lagos, handles Togo and Dahomey, and the Commercial Secretary, Canadian Embassy, Kinshasa, is responsible for Cameroon.

Two inter-country organizations have been formed to co-ordinate developments of common interest, such as interlinking transportation and telecommunications. The Conseil de l'Entente consists of Ivory Coast, Upper Volta, Niger, Togo and Dahomey; the Organization of Senegalese River States includes Guinea, Senegal, Mauritania and Mali. The latter group works to take common advantage of

*One of the urgent needs in this region is more water, both for drinking and for irrigating dry land. This groundwater survey team in Dahomey is using a resistivity meter to establish data for the geological mapping of groundwater resources. This is a UNDP project, being carried out by the Food and Agriculture Organization, of Rome.*



development opportunities afforded by the Senegal River.

Resources in these countries (Ivory Coast is a partial exception) are limited or insufficiently developed, with the result that all depend heavily upon foreign capital and technical assistance for major improvement projects. The most important contributors are the French Aid Agency (FAC) and the Common Market Development Fund (FED). Expected assistance from these two organizations to the Ivory Coast alone is estimated at approximately \$50 million and \$60 million respectively over the coming five-year period. The situation may change, but so far aid funds provided by the FED, FAC, and other bilateral sources are normally tied to purchases of advice and equipment in the donor countries. Consequently, opportunities for Canadian firms lie with projects financed by international organizations and with those undertaken by the Canadian International Development Agency (CIDA).

CIDA's rapidly developing assistance program in French West Africa bears witness to Canada's growing involvement in the Francophone world. The 1968 Chevrier Mission to this area gave impetus to this program by identifying numerous interesting projects. Many of these projects have already progressed through the pipeline, and some have been completed. Specific figures are not easy to find, but the value of projects that Canada is currently committed to financing in these countries runs to many millions of dollars. Canadian Embassy officers accredited to these territories are constantly consulting officials about possible additional assistance projects which would aid development. The Trade Commissioner advises on Canadian competence so that projects chosen will reflect Canadian specialties but still meet development criteria.

The World Bank Group is very active in commissioning feasibility studies and financing major developments and at the moment is financing projects

in the transport (roads, ports, airports and railways), communications, agriculture (including livestock), and education sectors. The Bank has a regional office in Abidjan responsible for project identification and assessment in the fields of transportation, agriculture, and education in all the developing countries of West and Central Africa south of the Sahara. (In Nigeria and Congo Kinshasa, because of the importance of World Bank financing, the IBRD has separate offices.) The Abidjan office has a staff of 12 specialists, including three transportation experts, who travel regularly throughout the area. Representatives of the executing agencies of the United Nations Development Program (the ILO, FAO, UNESCO, WHO, and UNICEF) are also stationed in Abidjan, which is the headquarters of the African Development Bank as well. (See article on page 24.)

The following paragraphs cover opportunities in each of these countries separately.

## Ivory Coast

This country is, perhaps, ahead of its neighbors in its development efforts. Since independence in 1960, it has pursued agricultural diversification through expanding production of tropical crops such as cotton, rice, oil palm, bananas, coconut and pineapples, to reduce its dependence on coffee and cocoa exports. A number of these agricultural projects are being financed both by tied and international sources, but so far almost no Canadian expertise or equipment has been used.

Apart from agricultural diversification, the most important developments in the Ivory Coast are the Kossou Dam project; the development of the San Pedro port and its hinterland in the southwest; the exploitation of iron ore reserves at Bongolo, some 300 miles north of San Pedro; an important road construction and maintenance program; advances in telecommunications; continued expansion of the city of Abidjan and, closely linked with this, the Riviera scheme involving a major investment in tourist facilities

and low-cost housing on the edge of the city.

The Kossou Dam, financed mainly by the Italian Government and United States AID, will have an installed capacity of 175,500 kw., provide water for communities and irrigation, plus opportunities for commercial fisheries and water transportation on the large lake that will form when the dam is completed. Resettlement of between 100,000 and 150,000 people is the greatest problem created by the development; the hope is that a large number will move to the southwest region that will open up on completion of the San Pedro port and townsite. Although initial financing is secure, some studies remain to be commissioned by various UNDP executing agencies, such as the investigation to be carried out by FAO on marketing of freshwater fish. Canadian financing of \$4½ million is being provided for a rural electrification project which will transmit electricity from the dam to some 100 villages. (See page 23.)

The ambitious San Pedro port and townsite project has been financed by France, Germany, Italy and the Ivory Coast, but additional financing for related projects will be sought over the coming months. One facet of interest to Canadian firms is the proposed development of a \$70 million pulp and paper complex in the area. A Canadian forestry consultant has already undertaken a study of wood resources and additional research appears to be required in this field. If the iron ore investment in Bongolo goes ahead, a railway or pipeline and a wharf at San Pedro will be built to take iron pellets from the mine to the port. Also in the mining sector, the Ivoirian Government has requested Canadian financing for an airborne geophysical survey.

The plan for the development of Abidjan predicts a population of one million by the year 2000, and work is going forward on the orderly expansion of necessary services. At the time of writing, one consortium of Canadian consultants is front-runner in a WHO-

executed competition to choose a firm to undertake a study of Abidjan's water and sewerage requirements to handle the population increase.

The Ivoirian plan for 1970-75 forecasts a \$100 million investment in highway construction and maintenance. Although much of the engineering has already been carried out, additional feasibility and engineering studies will be needed and equipment needs will be significant. World Bank Group participation in the financing

will be important and the African Development Bank has recently undertaken to finance a road link and a car ferry to complete the Abidjan-Accra coastal road. The Ivory Coast will undoubtedly be the largest market in French West Africa in the road construction field over the next few years. There will be steady investment in the maintenance and expansion of the port of Abidjan and moderate expenditures on the maintenance of the railway from Abidjan to Ouagadougou in Upper Volta. But indications are

that, except for a small amount of World Bank aid, requirements will continue to be financed by the FAC and FED.

Finally, Ivory Coast's plans to construct an earth satellite station and to develop microwave links within the country and between its neighbors should be mentioned. Financing for some portions has already been secured. A number of UNDP/ITU engineering studies for inter-country links remain to be assigned.

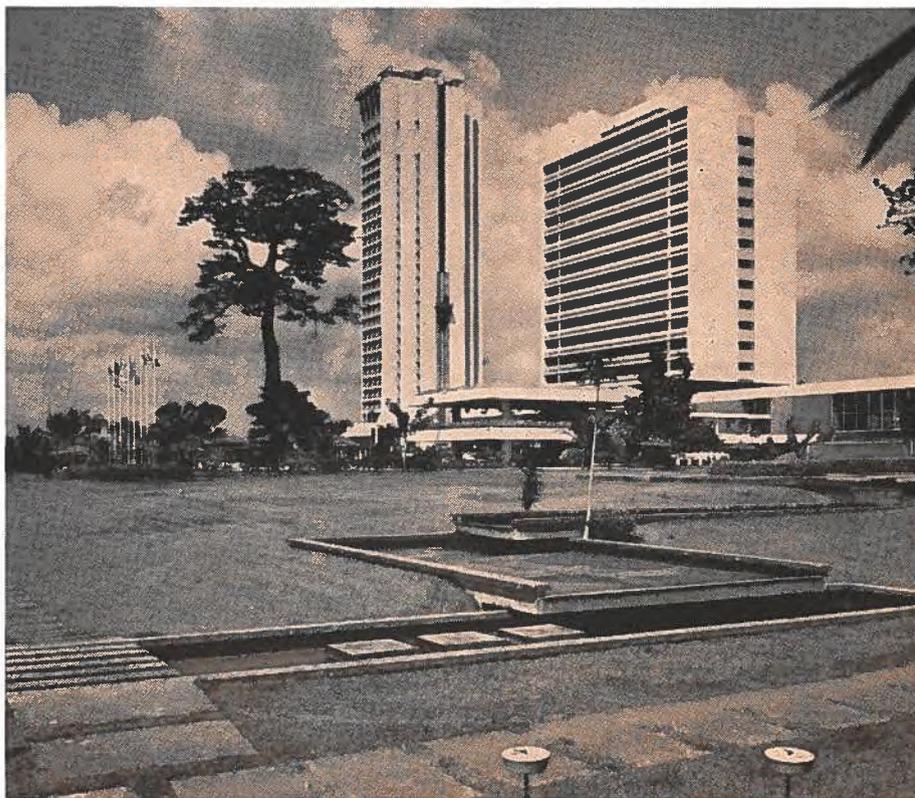
## Niger

Canada has developed a rather special relationship with this country over recent years. Niger has become a country of concentration for Canadian aid and the CIDA program there includes some large and exciting projects. Canada has already financed aerial survey work, built a girls' college, and financed over 28 studies of one sort or another. The largest project to date is our loan to Niger of \$13.2 million for the construction of the "Route de l'Unité" highway in the southwest. The 265-mile road will parallel the Nigerian border and extend from Goure to Lake Chad. It will be a key factor in unifying a large sector of the country and will stimulate advances in agriculture, fishing and mining. Purchases of road construction equipment, including spare parts, are expected to reach nearly \$1.5 million. The World Bank has lent Niger over \$4.5 million for road development and although the contractor has already been prequalified, there will be additional feasibility studies needed.

A Canadian adviser has completed a study of navigation on the Niger River which may lead to considerable purchases of river barges and other equipment. Mineral exploration is expected to continue and there may be additional aerial survey work financed by the United Nations and/or Canada. The African Development Bank recently approved a \$1 million telecommunications loan for an 800-line expansion of the crossbar switch-

ing facility at Niamey, and the extension of inter-town VHF radio and telephone lines. A number of other projects are being considered, such as the transmission of electricity from the Kainji dam in Nigeria to Niamey, the construction of an irrigation dam on one of the Niger River's tributaries, and transportation projects related to current mineral exploitation. Canadian firms will undoubtedly participate in some of these.

*Abidjan is one of the most modern cities in Africa and the Hôtel Ivoire compares favorably with its counterparts in Western Europe or America. It is air-conditioned, has a swimming pool, and—a really exotic touch in tropical Africa—a skating rink, complete with ice. Most visitors find more than a touch of Paris in this city, with its boulevards and well-planned squares, and with some smart European shops.*

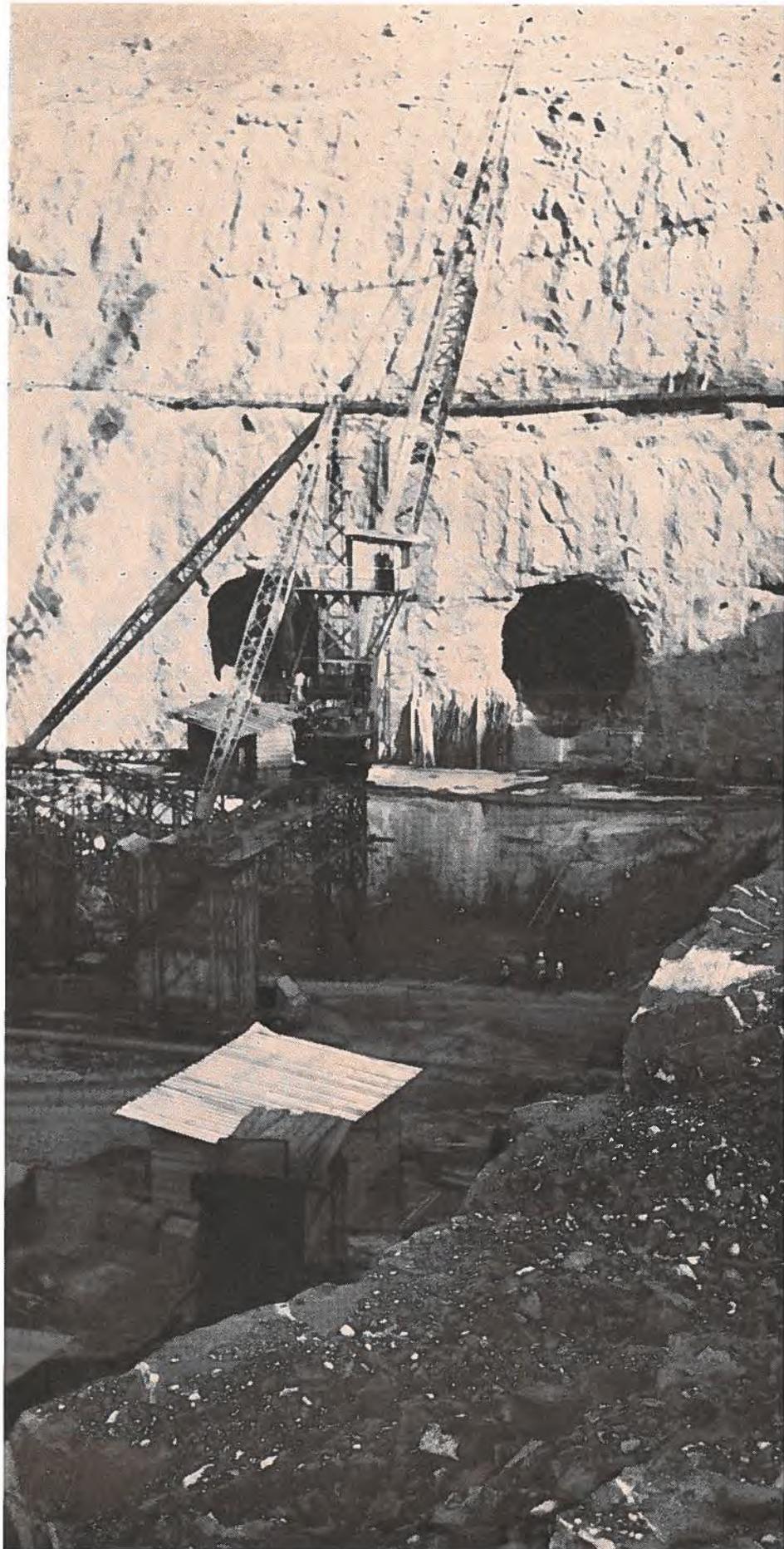


## Mali

With its limited resources, this country will continue to rely heavily on outside aid. A Canadian consultant is now executing a road maintenance program financed by the World Bank for the Bamako-Sekou (225 kilometers) and Bamako-Bougouni (160 kilometers) sections, and purchases of highway equipment will soon be made for this program. (See article on page 22). The Bank has also financed part of the upkeep of the Dakar-Bamako railway and will likely extend at least some assistance for this sector; however, traditional engineers and equipment suppliers appear well established. There will be some expenditure on airports but Canadian firms stand more of a chance with projects for local airports, because ASECNA, a French organization, is normally responsible for construction and management of most of the international airports in French West Africa.

The large Hotel de l'Amitie, Bamako, originally financed by the Egyptians, will soon be completed, and the Malian Government is seeking a Canadian firm able to provide hotel management services. Some regional development projects, particularly in telecommunications and in the exploitation of the Senegal and Niger Rivers, will probably evolve. The UN will finance water and sewerage studies for the city of Bamako.

*As part of the big Kossou hydroelectric project in the Ivory Coast, three huge tunnels are being cut through solid rock to carry water from the reservoir to three generators. The power from these will nearly double Ivoirian electric power resources. Canada is lending \$4.5 million for a rural electrification project that will use much of this added power. Altogether, 100 villages will be electrified, and Canada is supplying engineering consultants to design and supervise the construction of the transmission lines and substations.*



## Guinea

This country has considerable resources and is potentially one of the richest in West Africa. In 1958, it was the sole country of French West Africa to decide by plebiscite to break ties with France. Although this resulted in independence being obtained two years ahead of the other French-speaking countries, the French withdrew their technical assistance and ceased providing aid in any form. Since then, Guinea has received aid from many other sources, including the Soviet Union, the People's Republic of China, the United States, and the World Bank.

The most ambitious development scheme involves the development of vast bauxite reserves near Boké in the northwest. A World Bank loan of \$64.5 million, one of the largest Bank loans ever made in Africa, will finance an 85-mile railway line, a port, mining installations, and a township at the mine site. Although the project is well under way, there may be opportunities for equipment sales.

It is difficult to assess whether or not many new development projects will be started in the near future, because, in spite of Guinea's latent resources,

the economic situation is not bright. Officials of international lending agencies feel that, although there is room for many useful projects, they are thinking of the medium and long, rather than the short, term. There will be some consulting work contracted out by the private aluminum companies involved in the Boké bauxite development. One Canadian aerial survey firm was recently engaged by a Japanese group to carry out work in Guinea. The Canadian aid program in Guinea is small and consists entirely of providing scholarships.

## Upper Volta

Development efforts will continue to center on mineral exploration. The FAC has already financed research over a 140-mile area in the northeast, and the UNDP extended aid in this sector in 1967 when it financed feasibility surveys for mineral development and related transportation, also in the northeast. This was followed by a detailed assessment of the Gambao manganese deposit and initial soundings on other minerals in the area. Hydrological and railway studies related to the mineral deposit have also been made, and it seems that the mineral resources in the northeast will justify a 350-kilometer extension of the railway from Ouagadougou to Gambao.

UNDP studies in this area will continue, and could possibly include consulting subcontracting and equipment purchases. Canada has recently agreed to finance an airborne geophysical survey over an area contiguous to that being studied by the UNDP, and it is expected that CIDA will select a survey firm in the coming months.

*A rotary wire line diamond drill, made by Canadian Longyear Limited of North Bay, Ontario, at work in the tropical rain forest near Bongolo, Ivory Coast. The two men working it are also Canadians, members of the Canadian Longyear team.*



## Senegal

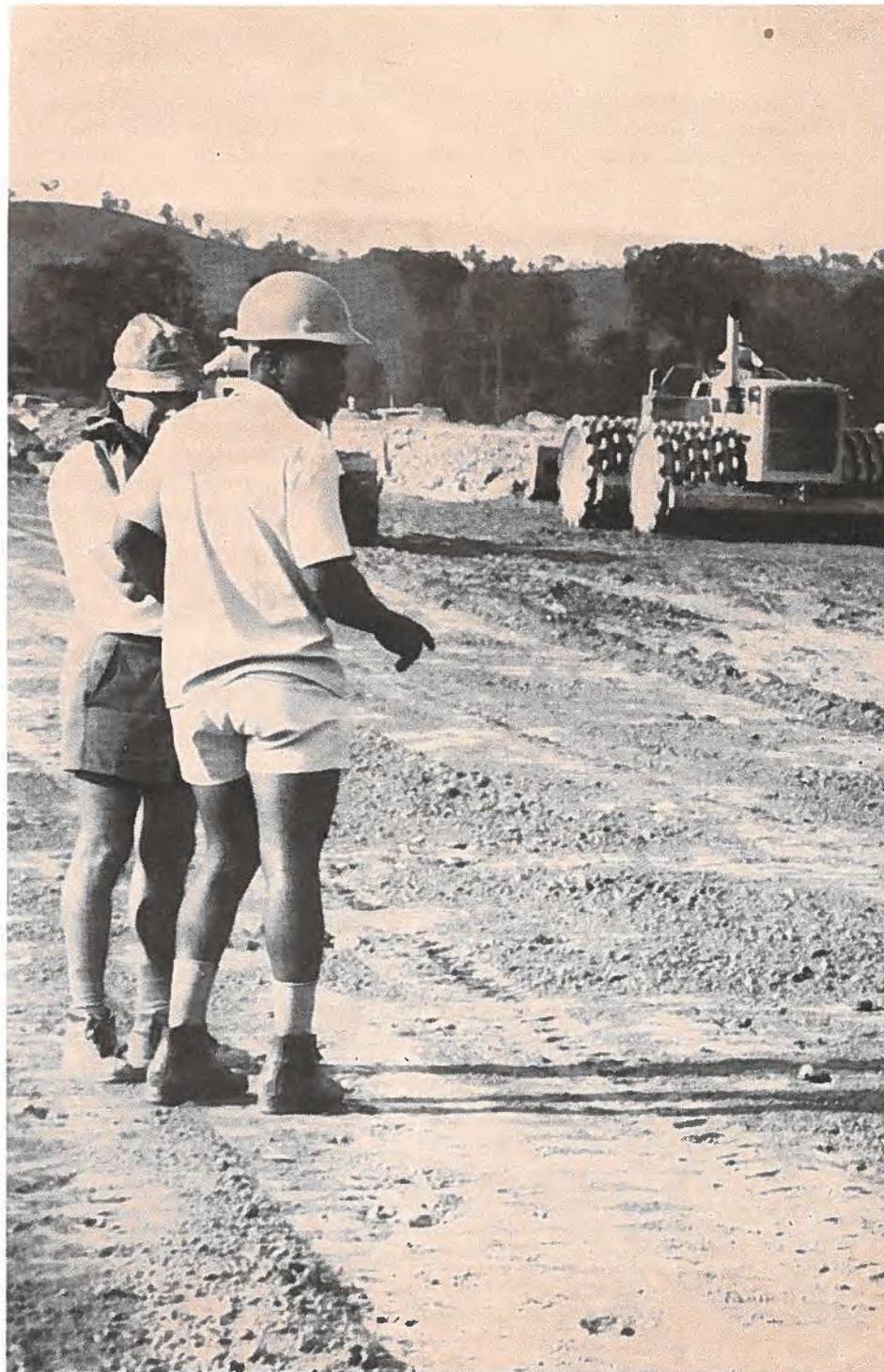
Projects to be undertaken in Senegal include the extension of the runway at the Dakar airport (IBRD financing), renewal and upkeep of the Dakar-Bamako railroad, and highway equipment purchases for the program of maintaining feeder roads into the groundnut-producing areas.

## Cameroon

The Government is in the process of putting the finishing touches to its Third Five-Year plan (mid-1971—mid-1976). Preliminary indications are that a major portion of investment during this period will be for infrastructure. The Trans-Cameroon railway extension to Ngaoundere is nearing completion under World Bank financing, but it is already apparent that the original Douala-Yaounde portion of the line will have to be relocated to meet the capacity of the new extension. At the Douala end of the railway, the World Bank is also financing a study of port facilities. This study, the results of which should be made known in mid-1971, will recommend either rehabilitation of the existing port with extensive dredging operations or a relocation of the port. Either solution will mean new engineering business and requirements for port equipment.

At the Ngaoundere end of the Trans-Cameroon railway in the north, plans are going ahead for road construction which will give this area of the Cameroon and Chad access to railhead and the sea. Similarly, in the south-east there is a need for feeder roads to the railway. These roads would permit economic exploitation of the vast forest reserves in the region. It is expected, however, that a full-scale forestry inventory (including aerial photography) to plan systematic logging and to determine the best routing for the new roads will be the first step.

The Cameroon is well aware of the necessity of developing its human resources. A \$10.3 million World Bank



*Two supervisors discuss the work at the Kossou project while standing on top of the dam, composed of carefully selected stones and soil, compacted by machine to withstand the great weight of the waters that will eventually rise behind it.*

loan will help in the financing of the construction and equipping of some 18 secondary schools, teacher-training colleges and technical institutions by 1973. Preselection documents have already gone out for the construction part of the project and it is expected that preselection on the supply of equipment will begin in May.

In the telecommunications field there are microwave links currently under construction between Douala and Yaounde and between Yaounde and Fort Fourreau. Talks are under way on further links with Bangui in the Central African Republic, Fort Lamy in Chad, and the Nigerian network to the west.

## Mauritania

This country depends heavily on the Somina copper mine and the Miferma iron ore mine, and road and port developments have tended to relate to them. The extension of the Nouakchott wharf to enable shipment of copper has been financed by Algeria and the FED. The Nouakchott-Ak-joujt road (FED/IBRD financing), which is only the second paved road in the country, was also built to transport copper. The World Bank recently financed several million dollars' worth of road-maintenance machinery. Immediate prospects, which are modest, lie in road studies, mineral exploration and other consulting work.

## Togo

Togo is in a satisfactory financial position which allows it to initiate programs of limited size, although these are usually undertaken with the help of external financing agencies. Areas of interest are road development, forestry programs, rural electrification and possibly tin exploitation in the north. Work on the CIDA-financed Ghana-Togo-Dahomey transmission line is going ahead. There is now a UN team working on the development of the country's forestry resources.

## Dahomey

Finances remain difficult and engineering projects cannot go forward without external financing covering all aspects. The main area of interest is road development. A land transport survey financed by UNDP and supervised by the World Bank is now in progress, and second-phase feasibility studies have just been completed. A Canadian consultant is executing a road rehabilitation and maintenance program (see page 20), and additional consulting services and road machinery are to be sought. A road between Parakou and Malanville in the north is to be constructed and there is talk as well of extending the railroad north from Parakou.

## Opportunities for Consulting Services and Equipment Sales in French West Africa

A country is listed only when there are, or are likely to be, financing arrangements under which Canadian consultants or equipment suppliers can compete. All ten countries plan telecommunications projects, but these are not listed when the source of financing is tied to the Common Market Development Fund (FED) or the French Aid Agency (FAC), or is undecided.

### Highways

*Consulting:* Ivory Coast, Niger, Togo, Dahomey, Cameroon

*Equipment:* Ivory Coast, Niger, Upper Volta, Mali, Togo, Dahomey, Cameroon

### Telecommunications

*Studies:* Cameroon

*Equipment:* Niger, Cameroon

### Hotel Management

Mali

### Aerial Surveys

Ivory Coast, Niger, Upper Volta, Guinea, Cameroon

### Railways

Mali, Senegal, Togo, Cameroon

### Ports

Ivory Coast, Cameroon

### Airports

Mali, Senegal

### Electrical Transmission

Ivory Coast, Niger

### Forestry

*Studies:* Ivory Coast, Togo, Cameroon

*Equipment:* Ivory Coast, Cameroon

### Urban Services

*Studies (water/sewerage):* Ivory Coast, Mali

### River Development

Niger, Mali, Senegal, Guinea, Mauritania

### Education

*Equipment:* Cameroon

**How to Get Business**—Canadian consultants are well received in French West Africa by local governments and international agencies which feel that they often offer the unusual combination of North American knowhow coupled with French-language capability and thus represent a feasible alternative to their traditional source of consultants. To determine how to go about obtaining business, one should discover where selection decisions are made. Nearly always, projects financed through grants by the UNDP Special Fund and executed by one of the several executing agencies are decided by the executing agency at its headquarters—WHO in Geneva, FAO in Rome, etc. Consultants need to be registered with these agencies. Information about upcoming projects can be obtained from R. J. Berlet, First Secretary, Permanent Mission of Canada to the UN, New York.

When a firm identifies potential consulting work or equipment sales, it should express its interest directly to the headquarters of the agency in question, sending copies of its correspondence to the Permanent Mission in New York and to this office for followup. The agency decides on a shortlist and then solicits proposals from the preselected companies, after which a choice is made. If the contract to be let is large enough, a visit to the country where the project is to be carried out is sometimes made to ensure that the best possible proposal is submitted. The shortlist and the firm finally chosen must be approved both by the recipient government or government agency and the UNDP in New York.

When projects are financed through loans as opposed to grants, the government agency receiving the loan draws

up the shortlists and makes the decisions on selection and purchasing, although the borrower normally is required to follow procedures laid down by the lending agency. Moreover, the lending agency usually has the right to approve decisions taken by the borrower. Thus a Canadian firm has to sell its services or products to both local governments and the lender—that is, the World Bank or the African Development Bank. Information about projects planned by the World Bank in this territory can be obtained from the Bank's Washington headquarters and its Abidjan regional office. Notice of upcoming African Development Bank projects can be obtained through the ADB's Operations Division in Abidjan.

A firm wishing to get a foothold in this market is advised to visit Abidjan as a first step. This office can help make initial contact with the World Bank, the African Development Bank, the Conseil de l'Entente secretariat, and local government officials in departments such as Public Works. An important criterion in consultant selection is whether or not a firm has already worked in French Africa. One road open to consultants with no African experience is to associate with a consultant already established here for a specific project.

Firms which undertake work financed by CIDA grant aid are selected by CIDA in Ottawa. Selection of firms to execute projects financed through CIDA loans are selected jointly by CIDA and the borrower. Contact with CIDA, then, is important. Note that some of the firms which have been most successful in obtaining work financed by international agencies were first introduced to Africa via CIDA's expanding Francophone Africa program.

Another approach to the problem of getting business in these countries is to promote useful projects directly with a government agency in the hope that it will obtain financing for the project under which your firm can compete. The danger here, of course, is that considerable effort may be spent on getting a project accepted but a competing firm may get the resulting business. Many consultants feel, however, that this risk is worth taking.

## It Takes a Man on the Spot

About 18 months ago, Lamarre Valois International of Montreal, working in concert with Norman Lea and Associates of Toronto, handed over to the Government of Dahomey and to the World Bank a land transport study that had been three years in the making.

A General Transportation Planning report was developed and published during the first year. Following approval of this plan by the Government and by the World Bank, the feasibility study for the improvement of the roads listed for reconstruction and upgrading was carried out as the second phase of the project.

Financed by the UNDP and with the World Bank as executing agency, the studies covered both road and rail transport within the country and included proposals about the future organization of transportation there. In that same month, September 1969, Lamarre Valois stationed a permanent representative in Dakar to cover both Francophone Africa and the headquarters of the various United Nations organizations based in Europe.

The two events were closely related. The Montreal company had been registered with the World Bank for several years when, in 1967, it was invited to participate in a technical competition for the Dahomey land transport study; the contract to undertake it, with Norman Lea and Associates, followed. It involved in the first phase eight months of work on site, with 12 Canadians participating, and a further four months of work back in Canada. At this point, Lamarre Valois realized that contacts with the international financing agencies were not enough if it wanted to obtain additional work in Francophone Africa—continuing contacts with governments there were also essential. The opening of the office in Dakar and the selection of a permanent representative followed.

Shortly after the two Canadian firms had presented their report and it had been accepted, the Government of Dahomey obtained a further loan from the World Bank and the UNDP and decided to call for technical proposals for carrying out

the measures proposed in the study. Again the work to be done was divided into two phases: first, the designing of new roads, and second, the planning and carrying out of a four-year technical assistance program for the rehabilitation and maintenance of existing roads. Again with Norman Lea and Associates, Lamarre Valois put in a bid and the Canadian joint venture won the contract for the second phase of the job, rehabilitation and maintenance of the national road network. A German engineering firm won the contract for phase one.

Work on the highway maintenance contract began in February 1970 and in March the first people were sent out from Canada to Dahomey. Among them was the project manager, always the first to arrive on site and the last to leave. On him much depends and it is vital that he be well qualified professionally and equally skilled at getting along with people. And in this area of human relations the regional representative again plays a part. During the first weeks, personnel from Canada feel their way around as they absorb the initial experience of living in a strange country and coping with an unfamiliar environment. The period of adjustment can be shortened if there is someone who has been through the same process and who can act as confidant and adviser not only to the man but also to his wife and family. Eventually up to eight people will be living in Cotonou with their wives and children as the project progresses—five engineers, one accountant, and two mechanics. And the "man on the spot" at Dakar, not too far away by air, can help them.

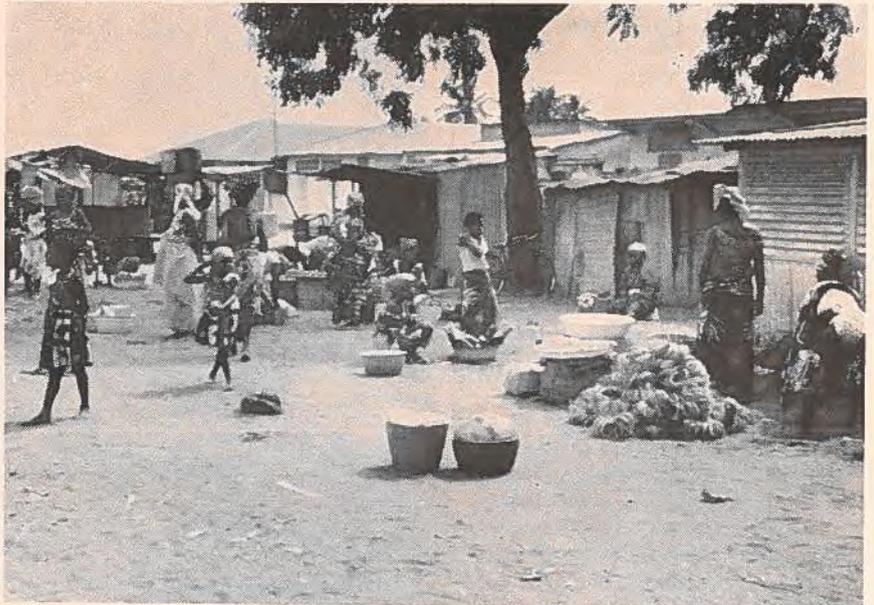
As for the work itself, much of it also involves relations with people. First existing roads and the methods of maintaining them have to be reappraised. Then a new Transport Department has to be set up to co-ordinate transport by various modes of conveyance, including roads and railroads. This means working out regulations for the movement of goods and evaluating the staff currently working on land transport and training them for new functions. The Canadians are taking this training aspect seriously. They have made arrangements for a local institution to set up courses in

*Dahomey's roads leave plenty of scope for improvement, as this close-up of a village street proves. Lamarre Valois is already at work there, helping to organize and carry out a highway rebuilding and maintenance program, in co-operation with N. D. Lea & Associates, Ltd., of Toronto.*

accounting systems, administration, and related subjects and Lamarre Valois and Norman Lea are devising a curriculum on maintenance in general and providing much of the subject matter for the courses. The Government is selecting suitable candidates to take the course. By 1974, when the highway maintenance contract is completed, a trained and efficient local staff will have taken over the full responsibility.

Maintenance involves more than people—it also involves machines. Step one in this area is taking an inventory and determining the actual condition of the existing equipment for road maintenance. Second, the highway maintenance expert establishes the list of equipment and spare parts needed to maintain the road network properly. By co-ordinating the two lists, a new one is established for the equipment, spare parts and tools to be ordered. When this list is completed and specifications drawn up, the consultants will call for international bids to supply what is needed. And they will encourage Canadian suppliers to send in bids and compete for the forthcoming orders. Some of the needed equipment will be used to modernize the repair and maintenance shops. This emphasizes once more that where the consulting engineer leads, equipment and other suppliers can often follow.

Lamarre Valois engineers point out that one of the problems in undertaking work in developing countries is the keeping up of contacts and the fostering of cordial relations with governments. In some of these countries, changes of government and personnel are frequent and affect both elected and appointed officials. Usually the firm must report to the Minister of a department or a high-placed official on all important aspects of the contract,



and this procedure is slowed up when there are personnel changes. It therefore becomes one of the duties of the regional representative to keep in touch with senior government representatives in various countries and quickly make new contacts.

Some of the problems in doing international work of this kind are obvious. One is facing up to and beating the competition; in Francophone Africa, the principal competition comes from France and then from United States, British, German and Italian firms. Most of the large international financing agencies have literally thousands of firms on their lists of qualified consultants. The important thing is to be able to prove to them the experience and the qualifications of one's firm in the field in which work is being solicited, so that the firm will be requested to submit a technical proposal on a specific project.

Another problem is the time that elapses between the first hint that a project is being mooted through to the signing of a contract. Most of the international contracts, say these engineers, take at least two years to develop. This means quick action when one first gets wind of a project

and then the patience to wait it out as financing is sought, terms of reference prepared, shortlists of bidders established, technical proposals requested and then submitted, a choice made, and price negotiations completed.

Lamarre Valois believes firmly that entering into a joint venture with another Canadian or a foreign firm increases the chances of a successful bid. "In international work today", says one of its executives, "you must be the best"—and teaming up with a firm which may have special expertise in a different but related field is a definite plus. This dictum it has proved through its various joint venture agreements in Dahomey and other African countries.

As the Dahomey contract moves ahead, this Canadian firm, one of whose specialties is transportation, is also completing for the Canadian International Development Agency a study of transport and of energy resources in Niger. With its French-language capability, its new office in Dakar, and its increasing contacts in the area, it looks confidently for further participation in the development of Francophone Africa.

# Making Road Studies for Mali

Mali, a country of 465,000 square miles and some 4½ million people, badly needs more modern and more adequate highways to hasten its development. Some of the roads were built by the French in the early 1930's but have deteriorated badly with the passing of years. Most important are two trunk routes, running from Bamako to Segou (235 km.), paralleling the Niger River, and from Bamako to Bougouni (170 km.) on the border with the Ivory Coast.

By 1969, the Government of Mali was facing a number of transportation problems. Should these vital trunk roads be repaired or completely rebuilt? How much would it cost? What sections of a roads program should be completed first and what sections could safely be deferred? What would be the economic effects of various possible courses of action?

These and related questions are now being studied by a Montreal firm of consulting engineers, Kez International Limited, under contract with the World Bank, which is providing the financing. Its assignment, according to Mr. Kez, falls into two phases. The first covers the assessment of existing roads; technical studies of various solutions to the road problem; the setting up of criteria for reconstruction and/or reinforcement, and a traffic survey plus an economic comparison of alternative solutions. The second phase will involve the preparation of detailed cost estimates, engineering drawings and specifications, and tender documents, according to the technical standards selected by the Mali Government.

Kez International Limited began work on phase one early in January, when six engineers and two economists from the firm arrived in Mali. They will participate in and direct about 12 different assignments, involving altogether about 15 people. These will include soil studies, investigation of the current road system, technical engineering problems, study of current traffic, and so on. These studies are expected to take about five months, and a further two months' work will be carried out in the Montreal office, using the data gathered on site. At the end, the various solutions will be ranked, taking



*This is a typical road in Mali, where a Canadian consultant is assessing present roads and blueprinting a program for reconstructing important trunk routes.*

into account both the technical and economic aspects of each.

When the report resulting from phase one has been sent to the World Bank and to the Government of Mali, phase two will get under way. It is expected to take only three months to complete.

The Kez firm obtained this Mali contract in competition with two French firms and one German firm, which the World Bank selected to submit non-price proposals. It was, of course, already favorably known to the World Bank officials and to a number of governments in Francophone Africa because of work already done in that area. One was an economic and feasibility study of 270 km. of roads in the Republic of Togo. Another was to review for the African Development Bank and give technical advice on the ADB "Survey of Regional Transport Studies in Africa". A third consisted of a study of a railway in Cameroon that needed modernizing.

Mr. Kez emphasizes that it is, of course, essential to have French-speaking engineers

on the staff if one wishes to obtain business in Francophone Africa. It is equally necessary to keep in close touch with the various governments in the region. His firm has stationed a representative in Lomé, who maintains liaison, helps with problems, and keeps a lookout for possible assignments.

As soon as it hears of a mooted project, the Kez firm takes action. This was true of the Mali contract. When he first heard of it in October 1969, Mr. Kez at once expressed his interest in it both to the World Bank and to the Mali Government. Early in 1970, things began to move, and in May Kez was shortlisted by the World Bank and asked to submit non-price proposals. On the basis of these, the competitors were graded and the Kez firm selected in June 1970 to go on to price negotiations. The contract was signed in August and the contract documents exchanged with the Government in Mali. The span of 15 months from first hearing about the project in October 1969 to the start of work on it in January 1971 is, says Mr. Kez, about par for the course in such projects.

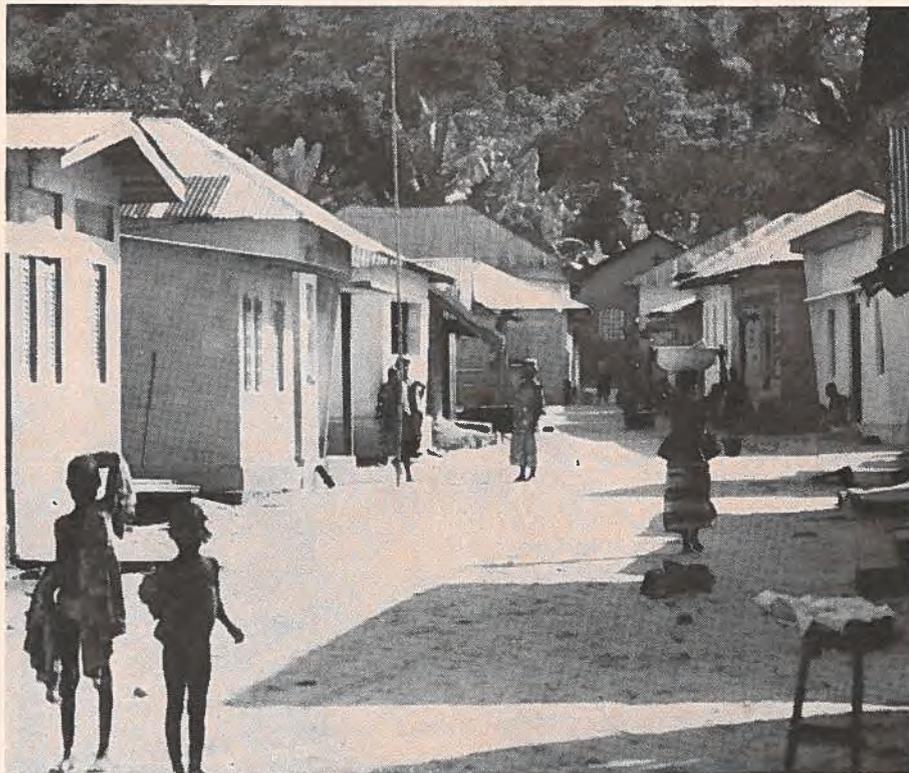
# More Power for the Ivory Coast

In a busy engineering office in Montreal's North End, engineers and draftsmen are already at work on a project that will, by the end of 1974, bring electric power to hundreds of towns and villages in the Ivory Coast. R. B. Brosseau and Associates are designing and supervising the construction of transmission lines—some of 30 and some of 90 kv.—and the substations for this project, financed by the Canadian International Development Agency. Most of the power will come from a plant at Kossou, in the center of the country, being built by Italian contractors to a United States design.

For R. B. Brosseau himself, working on power transmission problems in a developing country is no novelty. As far back as 1954 he was called in to help with a transmission line at the big Warsak project in Pakistan. Later his firm co-operated with another Canadian company on a power project in East Pakistan. He also worked for the Government of East Pakistan, under an ECIC loan, on the electrification of 14 municipalities in remote areas.

In a search for further foreign assignments, Mr. Brosseau visited the UNDP headquarters in New York. There he heard of a planned electrification project in the Ivory Coast which the UNDP was considering financing. Aware that it is important to contact both the financing agency and the potential client, he flew to Abidjan to look into the project. There he discovered that the Ivoirians were already working on electrification in a "pilot zone". He visited this zone, talked with the engineers, made a study of single-phase distribution, and eventually did a comparison of North American and European-type distribution systems. This later stood him in good stead.

Meantime, the financial aspect of the project changed. The UNDP decided not to continue with it. At this point, in 1968, a Canadian mission headed by the Hon. Lionel Chevrier came to the Ivory Coast while it was looking into the development needs of Francophone Africa. Mr. Chevrier told the Ivoirians that CIDA might consider financing the electrification project. The Ivoirians, in their turn, mentioned that a Canadian consultant had already been



*Before long, Ivoirian villages like this one will see the lights go on, as power comes in. A Canadian firm is working on this project, under a CIDA contract.*

investigating their pilot studies. In November 1968, R. B. Brosseau and Associates was engaged by CIDA to study the Ivory Coast electrification plan and how Canadian materials and equipment could be fitted into it. This theoretical study took some three to four months, with some of the work done in the field and some at the Montreal office.

Eventually, Mr. Brosseau's firm was awarded the contract, under CIDA, to design and supervise the construction of the transmission lines and the substations, with local firms carrying out the actual work. Some Brosseau engineers had already made studies there, looked into the matter of what type of supports should be used, and investigated other problems. Orders for the big power transformers have been placed with Canadian Westinghouse, and tenders advertised for the supply of \$1.5 million worth of conductors.

The main problem—and it has not proved to be too difficult, thanks to Mr. Brosseau's earlier studies—has been adapting the equipment to European standards and adjusting to slightly different engineering concepts.

So far, the work has centered around the Montreal office, with occasional trips to the Ivory Coast. This spring, at least one engineer will be sent over to be on site; at the peak, about three from the firm will be working in the Ivory Coast. There will, of course be no language problem, with French the common tongue. By the end of 1974, the power will begin flowing over the lines, in some instances replacing diesel power and in others, bringing the benefits of electrification to rural areas for the first time. Canadians and Ivoirians will see the results of working as partners, with each contributing both money and skills to this development.

# The ADB Underwrites Progress

The African Development Bank has almost completed five years of operation, with emphasis on financing feasibility studies and providing development loans. It also has plans for mobilizing private capital to aid in African progress.

JOHN P. BELL, Commercial Secretary, Abidjan

The idea of a development bank for Africa was initially advanced at the All African People's Conference in 1960, at the time when a number of African countries were achieving independence. In 1961 the United Nations Economic Commission for Africa began a study of the possibility of establishing an African Development Bank and its subsequent report was agreed upon at a meeting of African finance ministers in Khartoum in 1963. The Bank became a legal entity in 1964 and started operations at its headquarters in Abidjan, Ivory Coast, on July 1, 1966. In 1970 the Central African Republic became the 32nd member state of the Bank.

In August 1970, at the annual meeting of governors of the Bank held at Fort Lamy, Chad, Abdelwahab D. Labidi of Tunisia was elected president. For a few months before that meeting he had been the ADB's acting president and before this he had spent five years setting up and organizing the National Development Bank of Niger. It is generally felt that Mr. Labidi has brought a dynamic and fresh approach to the ADB; this is apparent in the projects that have been financed since last August. It is expected that in 1971 the ADB will commit \$25 million towards development projects and that this rate of involvement will be maintained over the next few years. And if the Special Fund mentioned farther on in this article is established, this amount will rise considerably.

The Bank's capital is set at \$250 million, split into paid-up and callable shares, and members' subscriptions are also divided equally into callable and paid-up shares. Unfortunately, paid-in



*These three men direct the operations of the African Development Bank. From left to right they are: Ola Vincent of Nigeria, vice-president; Abdelwahab D. Labidi, of Tunisia, president, and Sheikh M. A. Alamoody, of Kenya, vice-president. Thirty-two countries are members of the ADB whose headquarters are in Abidjan.*

subscriptions, which must be in gold or convertible currencies, have lagged somewhat behind schedule because of economic difficulties facing some of the member states. As of July 31, 1970, \$66,213,000 of the \$109 million subscribed capital had been received by the Bank in convertible currencies, and 12 member states had met their capital subscription obligations in full. The fact that the Bank hesitates to lend money for projects to member states that have not met their obligations has slowed up the flow of development funds.

The African Development Bank adheres to the philosophy that development must be the responsibility of the

people who are going to benefit from it. Its stated objective is to contribute to the economic and social development of members, either regionally or individually. To this end, it aims to promote investment of public and private capital in Africa, to use its normal capital resources to make or guarantee loans and investments, and to provide technical assistance in the preparation, financing, and implementation of development projects. The ADB may grant specific or global credits and it may operate alone or in concert with other financial institutions.

The ADB and the United Nations Development Program (UNDP) have co-operated in the formation of a Pre-

Investment Unit within the Bank for the purpose of identifying, evaluating and preparing projects in member countries. The unit includes experts in economics, agriculture, industry, water resources, power, engineering, transport and communications and they work in close co-operation with the Bank's own staff. In addition, the Bank has a co-operative program with the FAO and a co-operative agreement with UNESCO. Canada is providing technical assistance to the Bank itself in the form of an adviser on information and public relations services, an adviser on bilingualism, and assistance in the formation and staffing of an economic research unit.

The Bank's endeavors to date can be divided into two principal spheres: first, the financing of feasibility studies to determine whether development loans will be made and also to provide a backdrop for action by member states, and second, providing development loans to member states. It normally commissions studies directly through its own resources or through special earmarked funds from the donor institutions of United States AID and the UNDP. United States AID has provided \$500,000 of tied financing for studies undertaken by United States consultants and it is expected that this sum will be increased to a million dollars in 1971. The UNDP has provided a \$2 million untied grant that the Bank uses to finance studies and firms from any country are eligible to compete for the execution of studies under this financing. Besides project feasibility studies, the ADB has undertaken a number of regional studies, sometimes in concert with other organizations. Among these are:

- Possibilities of co-operation between Ghana and the surrounding Entente states in the fields of telecommunications, transport and communications, trade, and industrial and agricultural development. CIDA may finance a study of the transportation aspects.
- Study of tourism potential of 14 West African countries.
- African energy survey.
- Insurance and re-insurance study.

By the end of 1969 the ADB had approved eight loans totalling \$13.6 mil-

## African Development Bank Members

Algeria	Mauritania
Burundi	Morocco
Cameroon	Niger
Central African Republic	Nigeria
Chad	Rwanda
Congo (Brazzaville)	Senegal
Congo (Kinshasa)	Sierra Leone
Dahomey	Somalia
Ethiopia	Sudan
Ghana	Tanzania
Guinea	Togo
Ivory Coast	Tunisia
Kenya	Uganda
Liberia	United Arab Republic
Malawi	Upper Volta
Mali	Zambia

lion; however, \$12.8 million of this remained unspent. In the first six months of 1970, loans totalling the equivalent of \$6.8 million for projects in four member countries were approved. As of July 31, 1970, loans approved totalled \$17.8 million, of which \$2.16 million had been spent. The four projects approved in the first half of 1970 were:

1. Power project in Morocco—\$2.8 million to cover foreign exchange costs of erection and construction of transmission lines, substations and high frequency lines.
2. A \$2 million line of credit for the National Development Bank in Upper Volta.
3. A loan of \$540,000 to the National Development Bank of Mali.
4. A loan of \$4.45 million to the Pan African Paper Mills, Kenya, for the establishment of a kraft, pulp and paper mill.

In the latter part of 1970, the ADB lent a million dollars to the Government of Niger for telecommunications installations and \$5 million to Air Afrique Lines to co-finance its purchase of a DC-10 air bus. Air Afrique is a regional airline representing 11 French-speaking African countries.

In 1969 the ADB committed resources in several directions: for engineering

studies for water supply and sewerage schemes to Uganda; participation in equity capital of the East African Development Bank; a loan for installation of gas turbines, Monrovia, Liberia; transmission and distribution of electricity in southern and central Malawi, and for waterworks at Sierra Leone.

ADB officials indicate that their organization is currently studying 56 projects seriously, of which 38 are for national development projects and 18 for regional projects, and say that an additional 33 projects are at the idea stage. A list of these projects is available at the office of the Commercial Secretary, Canadian Embassy, Abidjan.

The ADB requires that goods or services needed for projects financed by ADB development loans shall be purchased at the lowest available market price, taking due account of such factors as quality, specifications, and delivery time. For public projects, international public tendering is the method of selecting suppliers. The Bank is, however, prepared to allow borrowers to accept quotations from firms in member countries even if they are higher than other quotations—provided that it does not consider the difference excessive and provided that, in other important respects, the offers are comparable.

The idea of African self-help is certainly valid; however, one cannot help agreeing with the statement made by

Ivory Coast's President, Felix Houphouët-Boigny, that the ADB is a case of poor nations helping one another. Indeed, in West Central Africa, per capita income runs from \$50 a year in Upper Volta to a high of \$270 a year in Ivory Coast. Consequently the Bank seeks the aid of donor countries in the establishment of a special fund to be used for financing development projects in member states at concessional rates of interest. The current rate of interest on Bank loans varies between 5 and 6 per cent, with an additional statutory commission of 1 per cent and a service charge of  $\frac{3}{4}$  of 1 per cent. Obviously, only development projects with a high rate of financial return can support such financing, with the result that infrastructure projects in the relatively less developed countries often cannot be undertaken. The Canadian Government, with the Scandinavian countries, has played a leading role over the past 18 months in the encouragement of this special fund. The Bank hopes that donor countries will decide on its creation in 1971. Needless to say, if such a fund is created, opportunities for participation by Canadian firms in ADB projects will increase significantly.

The ADB has also promoted the mobilization of private capital for the African continent because it considers that development there is inhibited by a shortage of capital, technological skills, and entrepreneurial ability. To this end the Bank, with industrialists and bankers from Britain, Europe, Japan, the United States, and Canada, has agreed to set up a multinational finance company registered in Luxembourg to promote viable and profitable private mixed ventures in independent and developing countries of Africa. A subcommittee composed of the ADB, Britain, France, Italy, Canada and Japan has been set up and a consulting firm has been appointed to work out technical, financial and legal details pertaining to the creation of the proposed company. It is to be called International Finance Corporation for Investment and Development in Africa (SIFIDA). Its authorized capital will be U.S. \$50 million and paid-up capital will be U.S. \$12 million.

An article on the use of consultants by the ADB, based on an African Development Bank publication, was published in the June 7, 1969, edition of

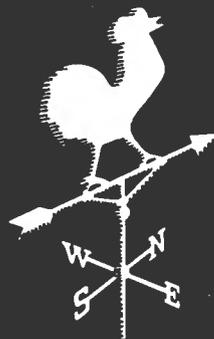
*Foreign Trade*, and readers should refer to it for the procedure followed in the selection of consultants. It pointed out that both individual consultants and consultant firms may be employed by the ADB and its borrowers. Bank studies financed through the UNDP grant are commissioned directly by the Bank. When Bank funds are lent to member states, it is the borrower who is responsible for choosing a consultant; however, this is done with the concurrence of Bank officials.

The Bank does not intend to establish a list of approved firms but it does maintain an extensive file of information on professional consulting firms from as many countries as possible. It prefers to produce a shortlist of firms for each individual assignment, rather

than to maintain a long list of those approved for a wide variety of works. Canadian consulting firms are encouraged to make their capabilities known to the Bank and should direct their correspondence to: Director of Operations, The African Development Bank, B.P. 1387, Abidjan, Ivory Coast.

Already over 40 Canadian firms have written to or visited the African Development Bank. Because French and English are the official languages of the ADB, Canadian firms with bilingual competence have a decided advantage. This office keeps in touch with operation sections at the ADB and can assist Canadian firms seeking work through that organization. Firms writing to the Bank might find it useful to direct copies of their correspondence to this office for follow-up.

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# Don't Overlook Liberia

... a country of 1.1 million people that imports goods worth \$125 million a year. Canadian companies have increased their sales significantly in the last six years.

JOHN P. BELL, Commercial Secretary, Abidjan

Liberia is a small country but is becoming increasingly interesting to a growing group of Canadian exporters. In fact, Canadian sales have expanded from only \$190,000 in 1964 to almost \$2 million in 1970.

The Republic of Liberia, Africa's oldest independent republic, was formed in 1847 through the efforts of a number of United States citizen groups to return freed American slaves to Africa. Though the descendants of ex-slaves form only a small part of today's population, they continue to be the most influential group. The country, which has an area of 43,000 square miles, is bordered by the ex-French colonies of Ivory Coast and Guinea and the ex-British colony of Sierra Leone. Physically it consists of coastal marshes, tropical rain forest, and a mountain range along its common border with Guinea. Its population is estimated at 1.1 million, of which 85 per cent is said to function outside the money economy. For the most part this group practises a slash-and-burn style of subsistence agriculture.

Liberia has a strong American tradition, typified by its form of government with a President, Vice-President, Senate and House of Representatives, and its flag, and consequently differs greatly from its neighbors, with their French and British traditions. President Tubman, the present government leader, has held office since 1943.

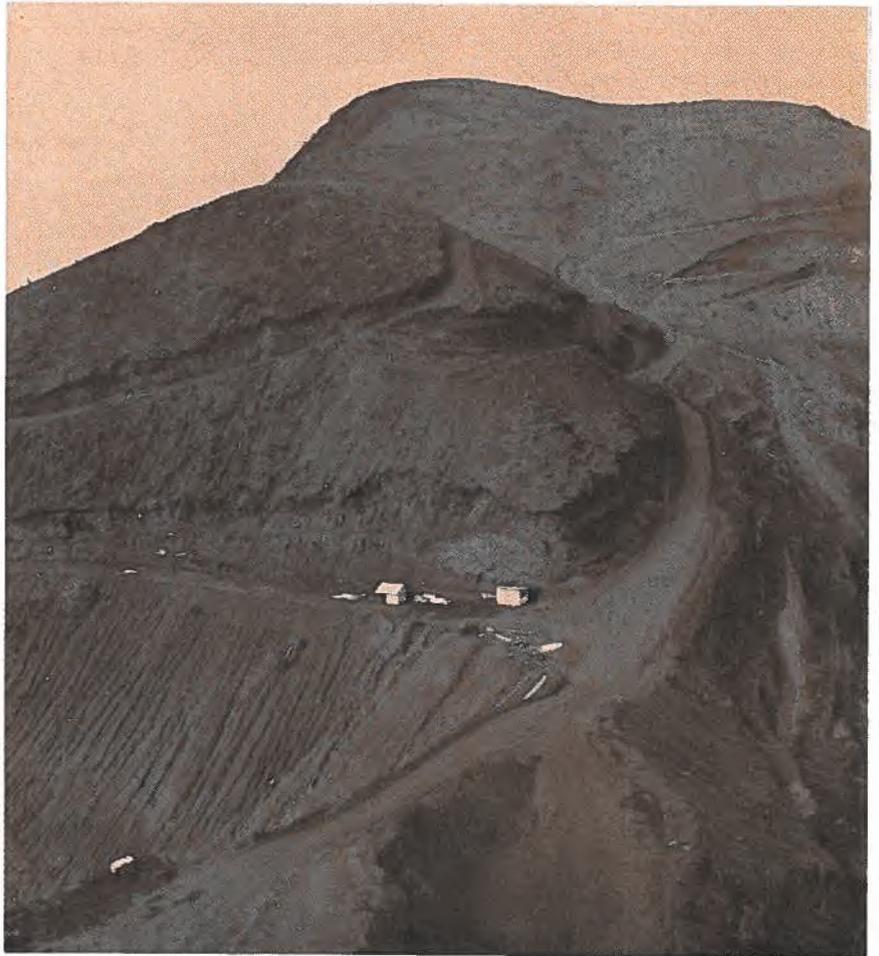
Monrovia, the capital and largest town, has about 110,000 inhabitants, or well over half the Liberians living within the money economy.

Given Liberia's size and population, one wonders how it was able to support imports valued at U.S.\$125 million in 1969. Economic development dates from 1926 when Firestone began its vast rubber plantations, but the

main impetus came only after World War II, with the inflow of capital to exploit the iron ore deposits in the mountain areas bordering Guinea and Ivory Coast. Today there are four large mines in operation, owned by combinations of Swedish, United States, German and Liberian interests. The value of their combined exports in 1968 was U.S.\$118 million. After iron ore and rubber, industrial diamonds and coffee are the leading export commodities.

Forestry resources, though important, have not yet been seriously exploited, but the depletion of hardwood reserves in neighboring Ivory Coast has focused interest on this sector during the past three years. Further investment is contingent on the construction of roads into new logging areas and on an increase in demand for tropical hardwood.

Liberia has considerable offshore fishing resources which are being ex-



*This mountain at Nimba, Liberia, contains the richest iron ore mines in the world; the mine operators have been shipping iron ore abroad for the past eight years.*

ploited more and more, mainly by foreign companies, for local consumption and export. And because of its liberal ship-registration regulations, it has one of the largest merchant shipping fleets in the world flying its flag.

The immediate economic picture is modest only because of the present sluggish demand for most of the country's export products. Offshore oil exploration now under way will, if successful, provide the country with an economic lift.

Liberia has an open-door investment policy that encourages foreign investment through inducements such as tax holidays, duty-free imports of raw materials and initial equipment requirements, and guaranteed repatriation of profits. One Canadian firm, Canadian Industries Limited, has already taken advantage of this policy and has a subsidiary company here manufacturing slurry explosives for the Liberian iron ore mines and for open pit mines in other West African countries.

The most recent statistics for Liberian imports and exports are for 1968 and are summarized in the accompanying table.

The country's main customers, in order of importance, are the United States, West Germany, Netherlands, Italy, Belgium, Britain, France and Japan, and its main suppliers are the United States (all figures in U.S. dollars) (\$43.3 million), Britain (\$13.3 million), West Germany (\$10 million) Japan (\$9 million), Netherlands (\$4.5 million), Sweden (\$4 million) and France (\$3.3 million).

Canadian imports from Liberia in 1970 totalled Cdn.\$658,000 and consisted principally of green coffee.

Canadian exports to Liberia last year, covering approximately 130 DBS export classifications, were valued at \$2.2 million. The main items were: flour \$695,000; industrial chemical specialties \$282,000; log-skidding vehicles and parts \$225,000; mining, quarrying machinery and parts \$168,000; trucks and trailers \$156,000; hoisting machinery and parts \$108,000; auto parts \$28,000; refractories, n.e.s. \$110,000; measuring and testing equipment \$27,000, and prefabricated fence

\$26,000. In spite of the fact that most of the logging tractors were re-exported, this is a considerable improvement over recent years.

The use of the United States currency and the lack of any foreign exchange controls facilitate exporting to Liberia. The tariff applied on imports can be specific or ad valorem, with ad valorem rates varying between 5 and 40 per cent, depending on the product. Liberia has no preferential arrangements, so exporters from all countries face the same tariff.

Most distributors and agents operating in Liberia are centered in Monrovia and most of them are non-Liberian—usually Lebanese, European, Indian or American. The new exporter is advised to sell against secured payment, at least initially, but he could extend normal credit terms later, especially to the larger distributors. Shipping connections between Canada and Liberia have tended to be irregular in the past, but the situation has improved now that Elder-Dempster has started regular service from Toronto, Montreal and Quebec to Monrovia, as well as to other West and Central African ports.

American products are well known in Liberia, which means that local taste is already attuned to many items that could come from Canada. There will be an increasing need for equipment and machinery for the mining, communications, transport and forestry sectors, as well as for building materials, materials handling equipment, air conditioners, packaged foodstuffs, wheat flour and consulting services.

The Commercial Secretary resident in Abidjan also holds the title of Canadian Government Trade Commissioner to Liberia and, in his efforts to promote Canadian business interests

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## LIBERIAN TRADE BY PRINCIPAL COMMODITIES, 1968

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U.S.\$\*000

### Imports

Machinery and transport equipment	29,379
Manufactured goods classified chiefly by material	24,154
Food and live animals	18,264
Miscellaneous manufactured articles	10,975
Mineral fuels, lubricants, etc.	8,356
Chemicals	7,633
Beverages and tobacco	3,781
Crude materials inedible, excluding fuels	1,292
Animal and vegetable oils and fats	544
Others	4,084
<b>Total imports</b>	<b>108,462</b>

### Exports

Iron ore	118,028
Rubber	25,582
Diamonds, industrial	9,073
Coffee	2,903
Others	13,439
<b>Total exports</b>	<b>169,025</b>

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in Liberia, he or someone from his office makes regular visits to Monrovia. If you are a Canadian businessman interested in exploring the Liberian market for your product, write to: Commercial Secretary, Canadian Embassy, B.P. 21194, Abidjan, Ivory Coast, Telex: 593 (DOMCAN ABIDJAN 593).

This office has complete lists of importers and distributors in most fields and can put you in touch with someone who will be able to introduce your product or service into Liberia. We can also inform you about the duty on your product, about competitive suppliers, and about the creditworthiness of firms there. We are here to help you.

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## IDA Helps Niger's Road Network

The Republic of Niger has been given a credit of \$5.7 million from the International Development Association to help extend the country's transportation network. It will be used to improve existing roads and open up export routes to the sea through Nigeria. Niger depends on its road network for the movement of goods over a landlocked area more than twice the size of France. About nine tenths of the country is desert.

The project for which the loan will be used will help to improve about 95 miles along three main highways, including the Niamey-Tillabery road running northwest from the capital along the Niger River. The funds will also partially finance consultant services and supervision of construction, the training of technicians, and the purchase of laboratory and traffic-counting equipment.

# Markets in Brief

## Liberia

**Area:** 43,000 square miles.

**Population:** 1.1 million.

**Climate:** tropical and humid.

**Language:** English.

**Currency:** Liberian dollar, at par with U.S. dollar. Currency in circulation consists of notes of \$20 and less and Liberian and U.S. coins of various denominations.

**Foreign exchange and import controls:** there are no foreign exchange controls on the movement of capital or import controls but special import licences are required for firearms, ammunition and plants of all kinds.

**Weights and measures:** imperial standard.

**Capital:** Monrovia (population) 180,000.

**Chief port:** free port of Monrovia and Buchanan (for export of iron ore).

**Marketing centers:** Monrovia.

**Economy:** depends on export of iron ore, diamonds and coffee.

**Total Liberian imports:** 1969—U.S.\$125 million; 1968—U.S.\$118 million.

**Chief imports:** (U.S.\$ million) 1968—machinery and transport equipment 29, manufactured goods classified chiefly by materials 24, food and live animals 18, miscellaneous manufactured goods 11.

**Chief suppliers:** (\$ million) 1968—United States 43.3, Britain 13.3, West Germany 10, Japan 9, Netherlands 4.5, Sweden 4, France 3.3.

**Value of imports from Canada:** 1970—\$2.2 million; 1969—\$1.3 million.

**Chief imports from Canada:** (\$'000) 1970—flour 695, industrial chemical specialties and explosives 282, log-handling equipment 192, mining machinery and parts 168.

**Total Liberian exports:** 1969—U.S.\$180 million; 1968—U.S.\$169 million.

**Chief exports:** (U.S.\$ million) 1968—iron ore 130.4, rubber 26.6, diamonds 5.6, coffee 2.8, palm kernels 2.1, cocoa 1.1.

**Chief markets:** United States, Britain, Germany, Japan.

**Value of Canadian purchases:** 1970—\$659,000; 1969—\$928,357.

**Chief Canadian purchases:** (\$'000) 1970—coffee 531, crude rubber 88.

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

**Terms of payment:** normal credit terms can safely be extended to large general stores and the big concessionary companies. But great care must be taken with smaller firms, especially outside Monrovia.

**Samples:** enter duty-free if of no commercial value.

**Visas:** visas are required by all travellers.

**Inoculations:** valid international certificates of vaccination against smallpox, yellow fever and cholera are necessary.

**Trade agreements:** no trade agreement between Canada and Liberia but trade relations are governed by GATT.

**Documentation, customs tariffs, marking and labelling:** a commercial invoice, a certified consular invoice and a bill of lading or air waybill are required for all imports. Customs duties are either generally specific, based on net weight or measure, or ad valorem, based on c.i.f. value. No special marking or labelling is required but should be distinct and agree with the documents.

**Correspondence:** correspondence should be in English. Airmail essential; 25 cents each half ounce. Valuable documents should be registered.

**For detailed information on this market write to:** Africa Division, Office of Area Relations, Department of Industry, Trade and Commerce, or Commercial Secretary, Canadian Embassy, P.O. Box 21194, Abidjan, Ivory Coast.

# Ivory Coast

**Area:** 127,000 square miles.

**Population:** 4,550,000 in 1970.

**Climate:** tropical and humid.

**Language:** French.

**Currency:** CFA franc (Communauté Financière Africaine); one Cdn. dollar = 277.78 francs (April 1971).

**Foreign exchange and import controls:** exchange control applies to all currencies other than the French franc and the CFA franc. Generally, there is no difficulty in making dollar imports. Restrictions are imposed on certain articles, such as alcoholic beverages, arms and ammunition, living plants and seeds, import of which can be authorized only if it is considered necessary.

**Weights and measures:** metric system.

**Capital:** Abidjan.

**Chief port:** Abidjan.

**Marketing centers:** Abidjan (population) 480,000, Bouake 120,000, Korhogo 25,000, Daloa 45,000, Grand Bassam 18,000.

**Economy:** export of agricultural products such as coffee, cocoa, timber and bananas, is the mainstay of the economy.

**Total Ivory Coast imports:** 1969—U.S.\$319.2 million; 1968—U.S.\$287.4 million.

**Chief imports:** (approx. per cent) 1969—machinery and equipment 31.8, food and beverages 15.8, textiles 14.2, energy 7.6.

**Chief suppliers:** France, United States, Germany, Italy and the Netherlands.

**Value of imports from Canada:** 1970—\$995,000, 1969—\$650,000 (not including consulting fees).

**Chief imports from Canada:** (\$'000) 1970—drilling equipment 234, log-skidding equipment 221, notebooks and pads 91.

**Total Ivory Coast exports:** 1969—U.S.\$437.7 million; 1968—U.S.\$388.1 million.

**Chief exports:** (U.S.\$ million) 1969—coffee 114.8, timber 129.6, cocoa 97.4.

**Value of Canadian purchases:** 1970—\$1.3 million; 1969—\$4.7 million.

**Chief Canadian purchases:** (\$'000) 1970—cocoa butter 848, tropical lumber and veneers 306.

**Prices:** quote c.i.f. in CFA francs or U.S. dollars.

**Terms of payment:** cash against documents or sight draft based on arrival of goods at destination, or letter of credit.

**Samples:** enter duty-free if of no commercial value.

**Visas:** visa is required.

**Inoculations:** valid international certificates of vaccination against smallpox, yellow fever and cholera are required. Anti-malaria pills should be taken two weeks before and after arrival.

**Trade agreement:** GATT member. There is no bilateral trade agreement between Canada and the Ivory Coast.

**Documentation, customs tariffs, marking and labelling:** a detailed commercial invoice quoting c.i.f. values. Customs tariff is based on the Brussels Nomenclature system of classification. For further information, consult the Africa Division, Office of Area Relations, Department of Industry, Trade and Commerce in Ottawa.

**Correspondence:** airmail essential; 25 cents each half ounce. Valuable documents should be registered.

**For detailed information on this market write to:** Africa Division, Office of Area Relations, Department of Industry, Trade and Commerce, or Commercial Secretary, Canadian Embassy, P.O. Box 21194, Abidjan, Ivory Coast.

# Opportunities Are Waiting in Commonwealth West Africa

They're particularly promising in Nigeria, with its rich resources and expanding industry, but the other three countries also offer scope to the enterprising exporter.

J. D. TENNANT, Commercial Secretary, Lagos

The general economic and trade climate in Commonwealth West African countries is as good or better than it has been in over six years. Especially in Nigeria—traditionally Canada's largest West African market, and certainly the one holding the most promise

for the future—prospects are particularly bright now that it has emerged from the civil war relatively strong economically. The other major market, Ghana, though still hampered by critical long-term balance-of-payments problems, has begun to show some

growth and a limited return of economic dynamism.

Sierra Leone and The Gambia are more limited markets because of their size, but none the less they offer interesting opportunities to Canadian businessmen.

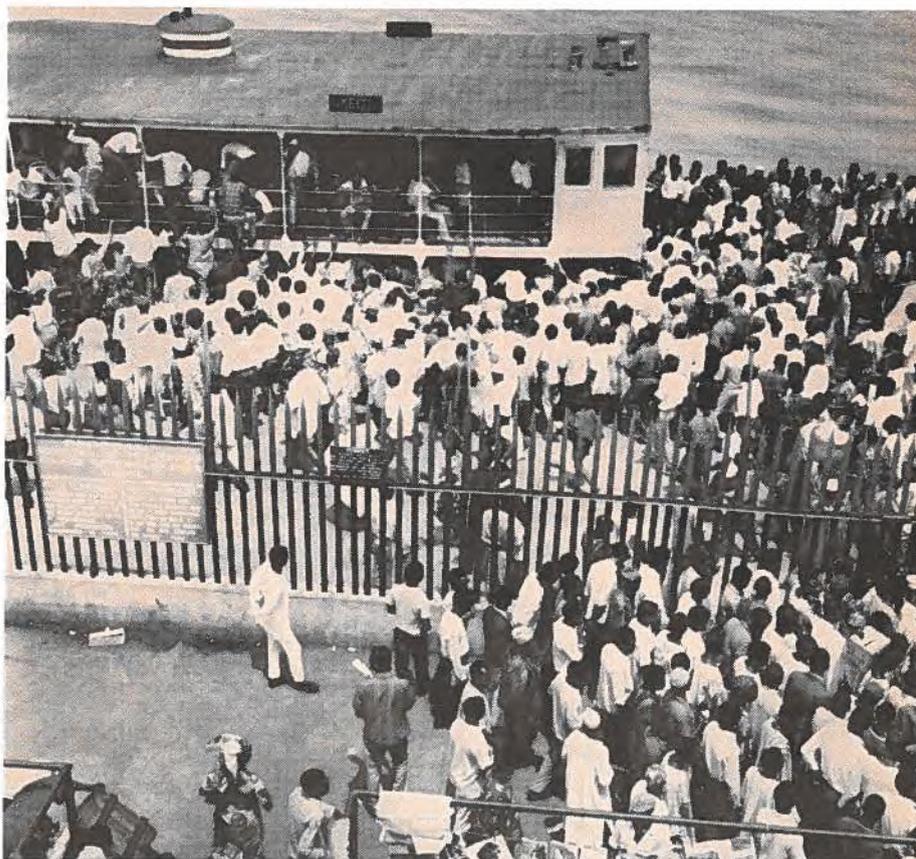
## Nigeria

At this particular point in time, Nigeria probably offers Canadian businessmen more potential than any other developing country. Indicative of this potential is the Nigerian Second National Development Plan (1970-74) which carries a price tag in public sector capital investment of nearly \$3 billion.\* (See separate article on page 35.)

Nigeria is the African continent's most populous country (over 60 million) and its gross national product is only slightly less than the combined total of the other 13 West African countries. It has always had a broad resource base and relatively diversified agricultural exports. Prospects have been brightened dramatically by the petroleum bonanza which now ranks Nigeria in the top ten crude oil producers.

Expenditures on the two-year Nigerian civil war are generally reckoned to have been in the order of \$1 billion. The great majority of the expenditures were financed within the country rather than from foreign sources, so that Nigeria does not carry a heavy foreign debt.

\*All figures in Canadian dollars unless otherwise noted.



*It is easy to believe that Nigeria is the most densely populated country in Africa when you see passengers scrambling onto the ferry that connects Lagos Island with the port of Apapa. Nigeria's coastline is low-lying, with many rivers, swamps and islands. The city of Lagos, for instance, is spread over three islands.*

The main economic scar left by the civil war is a backlog of foreign exchange payments. Although the relatively bright economic outlook suggests that the backlog will be whittled away, it has not yet been seriously reduced—principally because imports rose 55 per cent in 1970 to a total of over \$1.1 billion. At the present time, importers deposit local currency and make application for foreign exchange after receipt of the goods in the country. Remittances then normally take three to five months. Dividend payments overseas have also been blocked, though the Government has indicated its intention to allow remittance of 40 per cent of the outstanding profits before the middle of 1971.

Fairly stringent import controls also still apply, particularly against imports of goods similar to those manufactured in Nigeria. Again, however, a relaxation of these controls over the next few years is likely, bringing with it some increased opportunities for Canadian suppliers of food products, building materials, and consumer goods.

Canadian exports to Nigeria, before the civil disturbances, peaked at \$10.1 million in 1966, but dropped in 1967, 1968 and 1969 to about \$4 million per year. Strong recovery is already evi-

dent in the 1970 total of \$8.2 million, and they should pass the \$20 million-a-year mark in 1972.

The main opportunities for Canadian business lie in public sector programs outlined by the Development Plan. These include:

Consulting engineering services for electricity, railways, aviation, roads, forestry and industry

Airport design and construction

Road construction and civil engineering, in partnership with Nigerian interests

Telecommunications equipment

Construction equipment and special-purpose vehicles

Electrical generating and transmission equipment

Aerial surveys

Aircraft and aviation electronics

Forestry equipment and investment in the forestry sector

Railway locomotives; rails and track-laying equipment.

Industrial growth was spurred by the war to an annual rate of about 20 per cent, one of the highest in the developing world. Although the rate is somewhat artificial, substantial industrialization is expected to continue, particularly because many projects were shelved during the war. There are resulting opportunities for Canadian businessmen for the supply of raw materials, including asbestos, synthetic fibers, malt, metals and chemicals—not to mention plant and equipment for expanding and for new industries.

There are also excellent prospects for Canadian investment in a number of fields, including forestry, wire and cable, foundries, flour milling, fisheries, hotels and petrochemicals.

*Agriculture is still Ghana's economic mainstay and cocoa is the main export. In the first eight months of 1970, Canada bought \$2.6 million worth of cocoa beans. Here a farm worker sprays cacao trees with insecticide on a farm near Tafo.*



## Ghana

Ghana, whose 8.5 million people enjoy one of Africa's highest per capita incomes, appears to have consolidated its economic position within the past two years, though it still has the burden of long-term balance-of-payments problems. It will be a number of years before it will be in a position to allow dramatic relaxation of import controls. With some exceptions, therefore, trade opportunities are principally confined to projects for which soft-term financing is available. As both the World Bank and the Canadian International Development Agency are important sources of finance, there are many worthwhile prospects for Canadians.

## Sierra Leone

Sierra Leone, with a population of 2.5 million, has been only a limited market for Canada. Traditional sales of flour have been eliminated by the establishment of a flour mill there. There are opportunities, however, for other food products, for building materials, and for construction equipment. Depending on the availability of finance, projects in the tourist, forestry, electrical and water and sewerage sectors could offer major potential.

The Sierra Leone economy has recovered considerably from its difficul-

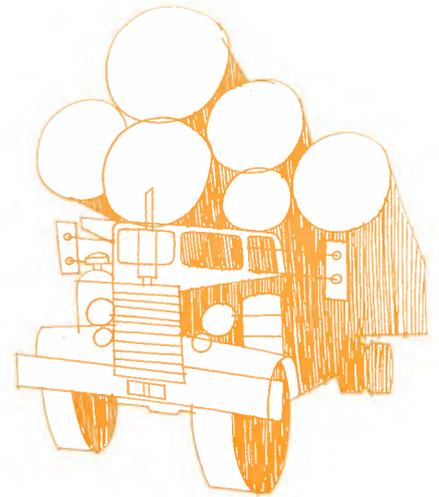
ties in 1966 and 1967. This recovery has, however, recently been slowed by a decline in the world diamond market on which Sierra Leone depends for 70 per cent of its export earnings.

There are immediate opportunities for Canadian forestry equipment, telecommunications equipment, consulting services in the rail and aviation sectors, electrical generating and transmission equipment, and management consulting services. Longer-term potential is also evident for dairy cattle, newsprint, construction equipment and a wide range of consulting services. A new Development Plan which will identify other opportunities is expected during 1971.

Some relaxation of import controls occurred during 1970. In return for temporary surcharges ranging from 5

to 150 per cent, the Government placed a number of items on Open General Licence. By and large, these consisted of equipment and raw materials for industry.

Because of Ghana's foreign exchange problem, most imports must carry 180-day terms, the interest rate on which is limited to 6 per cent a year. At the expiry of the 180 days, the importer may apply to the Central Bank for foreign exchange. The delay in getting it varies between one and three months.



The other three firms are in bauxite, rutile and iron ore.

The Sierra Leone Government has announced its intention to acquire a 51 per cent interest in the country's four foreign-owned mining companies, which together account for 16 per cent of the gross domestic product. Negotiations have already been concluded with Sierra Leone Selection Trust (Lonhro), the diamond-mining firm.

ing opportunities for Canadian hotel suppliers.

Traditionally Canada has exported only flour to The Gambia, though there are possibilities in other food-stuffs, building materials, and prefabricated steel buildings. Alone among the Commonwealth West African countries, The Gambia offers Commonwealth preference.

**CIDA's Role**—The Canadian International Development Agency has substantial programs in Nigeria and in Ghana. Areas of special interest in Nigeria are telecommunications, energy, transportation and education. In

## The Gambia

The Gambia, a sliver of land on both sides of the Gambia River reaching 300 miles into Senegal on the westernmost tip of Africa, has a population of only 325,000. The country achieved full independence within the Commonwealth in 1965 and a republican form of government in 1970. For the last five years it has been able to balance its current budget, though it depends to a great extent on soft-term financing, particularly from Britain.

The port, currently one berth, is being expanded with IDA finance and agreement has been reached with the British Government on the first phase of the expansion of the airport. As The

Gambia depends heavily on groundnuts, diversification of agriculture is a major priority.

Blessed with long stretches of good beaches and a nearly ideal climate, The Gambia is currently enjoying a minor tourist boom. One major Swedish tour operator is bringing up to 100 Scandinavians per week during the winter months by chartered flights. One attraction is the guarantee of their money back should it rain during their visit. Hotel capacity is almost totally committed to the Swedes and two new hotels of 100 rooms are under construction. Substantial further growth is indicated, with correspond-



addition to wheat, special attention in Ghana is focused on energy, transportation and forestry. The World Bank Group is also a large lender in all these countries.

The potential, particularly in Nigeria, is apparent also to other suppliers. This makes regular personal visits to the market virtually essential. Little is accomplished and little impact gained by correspondence and by brief sporadic visits. The breadth of the opportunities alone easily justifies such visits.

In a more general context, we would also recommend that letters soliciting

*Two Hausa women gaze at the railway bridge spanning the Gongola River near Bauchi, an important regional center. Nigeria is fast rebuilding its economy and has allotted \$705 million to transport, \$64 million of this for railways.*

business received from West African firms with whom the Canadian exporter is not acquainted should be referred either to the closest Regional Office of the Department in Canada, the Africa Division of the Office of Area Relations, or direct to the Commercial

Division, Canadian High Commission, P.O. Box 851, Lagos, Nigeria.

Advance planning of your trip is advisable (see article on page 9). The Commercial Division of the Canadian High Commission in Lagos is, of course, anxious to assist Canadian businessmen to identify opportunities and obtain good local contacts. One way to start might be a talk with me during my visits in May and June to a number of Canadian cities. For an appointment, simply contact the nearest Regional Office or Regional Co-ordinator (Africa), Trade Commissioner Service (Operations), Ottawa.

# Nigeria Programs Its Development

Moving quickly to reshape the war-damaged economy, Nigeria has published its Four Year Development Plan on which \$5.2 billion will be spent. Canadian companies should study the detailed program to pinpoint opportunities.

J. D. TENNANT, Commercial Secretary, Lagos

Nigeria's new Four Year Development Plan (1970-74) is a clear indication that the country will regain the economic dynamism it lost during the economically and socially costly civil war that ended over a year ago.

Because Nigeria is Africa's most populous country, the Plan has attracted wide interest. Released last November, it runs to over 300 pages and provides a detailed outline of major federal and state government capital expenditures in all sectors. This makes it essential reading for businessmen interested in Nigeria. Moreover, it also sets out the Federal Military Government's policy on a number of important issues, including Nigerianization of employment opportunities, concessions offered to new industries, and West African economic integration. The targets of the First National Development Plan (1962-68) were only partly realized because of the outbreak of the Nigerian civil war in 1967.

The new Plan's main aim is to rebuild the Nigerian economy and get it moving again, now that the difficult 2½-year civil war has ended. Virtually all spending during that period was directed to the war effort and much of the infrastructure suffered from outright loss and from over-use with little maintenance.

Thus, a public investment program by State and Federal Governments totaling Nig. £1,025 million (\$2.9 billion) has been drawn up. As a complement, the Federal Government forecasts gross private investment in the order of Nig. £815 million (\$2.4 billion), bringing the total public and private investment expected over the four years to more than Nig. £1,800 million (\$5.2 billion),



*This steam locomotive was shipped to Nigeria in 1919. Early this year the same maker, now MLW Industries, received an order for 54 modern "M" line diesel-electric locomotives. (Left), R. C. Marriott, manager, international sales, MLW's Transportation Group, and John Tennant, Commercial Secretary in Lagos (right).*

or over 22 per cent of the total gross national product predicted for the same period.

Actual spending during the four-year period 1970-74 on the planned public-sector programs is expected to reach \$2.3 billion. This will be financed principally by Nigeria's own resources

(budget surpluses 58 per cent, operating surpluses of public corporations 14 per cent, and domestic borrowing 9 per cent). External finance is expected to be required for less than 20 per cent of the total program. This reflects Nigeria's ability, proved during the civil war, to marshal large sums of money within the country.

**Transportation**—Transportation receives the largest single chunk of federal and state capital spending—\$705 million. This total includes a whopping \$477 million for roads, \$64 million for rail-ways, \$51 million for ports, \$41 million for civil aviation, and \$35 million for Nigeria Airways.

**PROPOSED NIGERIAN PUBLIC SECTOR CAPITAL INVESTMENT, 1970-74**

	Distribution	
	\$ million	% of total
<b>Economic</b>		
Agriculture	312	10.5
Livestock, forestry and fishing	72	2.4
Mining	6	0.3
Industry	249	8.4
Commerce and finance	55	1.8
Fuel and power	130	4.4
Transport	701	23.7
Communications	125	4.2
Resettlement and rehabilitation	29	1.0
	1,679	56.7
<b>Social</b>		
Education	403	13.5
Health	156	5.2
Information	32	1.1
Labor and social welfare	35	1.2
Town and country planning	55	1.9
Water and sewerage	151	5.0
	832	27.9
<b>Administration</b>		
General administration	151	5.1
Defence and security	278	9.4
	429	14.5
<b>Financial</b>		
Financial obligations	26	0.9
<b>Nominal total</b>	<b>2,966</b>	<b>100.0</b>

*Nigeria has budgeted close to \$500 million for the 1970-74 period to repair road damage after the civil war and to modernize and extend the highway network. Traffic jams such as the one seen here at the Apapa Causeway in Lagos may disappear in time. Note the elevated highway under construction at the right of the picture.*

Indicative of the size of the Nigerian program is the proposed annual capital expenditure on roads—roughly equivalent to the 1970/71 Alberta Government budget, both current and capital, for the same item.

**Education**—The education sector ranks second, with a proposed outlay of \$403 million. The Plan aims at increasing primary school enrolment from about 30 to 50 per cent of the total potential. Substantial sums will also be spent on improving secondary, technical and university education.

**Agriculture**—Agriculture, still the mainstay of the Nigerian economy, employing about 70 per cent of the labor force and contributing over 50 per cent of the gross domestic product, will receive \$386 million. This program will include livestock, forestry and fishing. With a broad agricultural base and more than half of the potential agricultural land in the country not used, the investment will be spread over a large number of areas, including cocoa, oil palm, rubber, ground-nuts, sugar cane, beef cattle, fisheries, coffee, wheat, tobacco, fruits and vegetables. Irrigation in the more arid north will be substantially expanded.

**Programs for Industry**—A large portion of the \$249 million allotted to the industrial sector will represent govern-

ment participation, both directly and through development banks, in new industry. The Federal Government, for instance, has allotted \$119 million as its contribution to industrial projects that will total \$681 million. In most instances, therefore, the government share, if any, will be a relatively small portion. However, the Government has clearly stated that it intends to hold at least 55 per cent of the equity in the iron and steel complex, petrochemical industries, fertilizer production, and industries producing petroleum products. In resource-based industries (such as agriculture, forestry, and building materials and construction) it wishes to see a minimum Nigerian investment (public and/or private) of at least 35 per cent.

Although industrial incentives will continue to be offered to investors, the Government clearly indicates in the Plan that only carefully selected industries, meeting the requirements of national priorities, will qualify. Priority sectors are agro-allied industries, chemical, textile, iron and steel, vehicle assembly and export industries.

Specific projects in which the Government intends to invest include pulp and paper, fishing, nitrogenous fertilizers, liquefied petroleum gas, a second petroleum refinery, an iron and steel complex, passenger car assembly, wooden



furniture for export, sugar estates, tourism, textiles, cement, bicycles, and vegetable oil production.

The Government's approach to petroleum exploration and production has not yet been fully outlined. It has indicated that it will form a national oil company to be involved in all sectors of the petroleum industry. In addition, negotiations are under way with several companies for additional offshore oil concessions. However, in neither case have details yet been given.

**Water and Sewerage**—Expansion of water and sewerage installations, a responsibility of the state governments, has been budgeted at \$151 million over the four-year period. Major projects are programmed for Lagos, Jos, Ilorin, Zaria, Katsina and Kano.

Health expenditures will reach \$157 million, over 80 per cent of which will be spent by state governments. As with education, a principal objective is to begin to reach a broad section of the population with basic services.

**Power and Communications**—Expenditures in the fuel and power sector are estimated at \$130 million. Projects include a second 330 kv. transmission line from the Kainji Dam, to which two additional 80 Mw. generating units will be added, and an ambitious program to electrify more outlying areas.

The cost of continuing expansion of communications facilities will reach approximately \$125 million. A sizable portion of this is a continuation of already committed projects for the expansion of telephone facilities and the construction of a communications satellite earth station.

Re-equipment and re-organization of the Nigerian armed forces, which expanded greatly during the civil war, is budgeted at \$278 million.

**Oil**—Of the total of \$2.4 billion expected from the private sector, about \$768 million is expected to come from petroleum and other mining activities. Nigeria already ranks in the top ten crude oil producers in the world, and doubled its oil production in 1970 over 1969. Current production of about 1.5 million barrels per day is generally forecast to double again by 1973-74.



*Rebuilding after the civil war is not the only problem facing Nigeria. The country still has to bring certain features of life up to date, such as this ferry across the Gongola River, operated by pulling ropes. A bridge is planned to replace it.*

Total private investment during the prewar years was estimated at about \$348 million per year. The new Plan's estimate of \$502 million a year reflects the Government's confidence that the size of the country, the basic strength of the economy, and the political stability envisaged by the conclusion of the civil war, will attract investment both from inside and outside Nigeria.

**Opportunities for Canadians**—For the Canadian businessman, the Plan pro-

vides a comprehensive summary of detailed plans for the next four-year period. It suggests a great number of opportunities for consultants, contractors, equipment suppliers and investors. Some, but certainly not all, are enumerated in an accompanying article. In its broad aspects, however, the Plan definitely confirms Nigeria's wish to regain the momentum lost during the disruptive years of civil war. Clearly, Nigeria is a country not to be overlooked.



## Trade Commissioner on Tour

John Tennant, Commercial Secretary in Lagos, Nigeria, will be touring Canada in May and June to pursue contacts with Canadian businessmen. His schedule, which is subject to minor changes, is as follows:

Calgary, May 13-15  
Vancouver, May 16-19  
Edmonton, May 20-23  
Winnipeg, May 23-26

Toronto, May 27-June 1  
Ottawa, June 2-7  
Montreal, June 8-13

# Markets in Brief

## Nigeria

**Area:** 356,669 square miles.

**Population:** 55.6 million at the 1963 census; over 60 million as a 1970 estimate.

**Climate:** tropical, with a rainy season extending roughly from April to September and a dry season from October to March. Average temperature in the southern part about 85 degrees, with a high humidity content all year round.

**Language:** English is the official and commercial language, but Yoruba is also widely spoken in the Lagos area, Ibo in the east and Hausa in the north.

**Currency:** one Nigerian pound = Cdn.\$2.8376. There are 20 shillings in a pound and twelve pence in a shilling.

**Foreign exchange and import controls:** under current foreign exchange controls, goods must arrive in Nigeria and be cleared through Customs before the importer can apply to the Central Bank of Nigeria for release of foreign currency. Once the application is filed with the Central Bank, it can take up to 180 days before the transfer of foreign exchange to the exporter's bank is actually made.

Practically all goods are subject to import duty and many can only enter the country under specific import licence. Canadian exporters should make absolutely sure that their importers have obtained this licence before shipping.

**Weights and measures:** British standards are now used, but the country is considering conversion to the metric system (and to left-hand drive).

**Capital:** Lagos (approximately one million population).

**Chief ports:** Lagos/Apapa—14 berths and over two million tons of cargo; Port Harcourt—nine berths.

**Marketing centers:** Lagos: industry, trade and petroleum (offices); Port Harcourt: petroleum (refinery, exploration, offices); Kano and Ibadan.

**Economy:** large agricultural base—fruit and vegetables, coffee, cocoa, spices, hides and skins, oilseeds, nuts and kernels, crude rubber, wood, etc. Industry still at early stage of development, but rate of industrial growth reached 20 per cent a year during the civil war period.

**Total Nigerian imports:** (c.i.f.) 1970 (estimated)—\$1,000 million; 1969—\$697 million; 1967 (before civil war)—\$637 million.

**Chief imports:** (\$ million, c.i.f.) 1969—machinery and transport equipment 204, manufactured goods 201, chemicals 84, food and live animals 59.

**Chief suppliers:** (\$ million) 1969—Britain 240, United States 81, West Germany 73, Italy 36, Netherlands 31.

**Value of imports from Canada (including aid):** 1970—\$8.2 million; 1969—\$4.2 million.

**Chief imports from Canada:** (\$'000) 1970—telephone apparatus and equipment 2,550, asbestos fibers 746, newsprint 840, road construction and maintenance machinery 365, wire and cable 329.

**Total Nigerian exports:** (f.o.b.) 1970—\$1,100 million (est.); 1969—\$895.1 million.

**Chief exports:** (\$ million) 1969—mineral fuels, lubricants and related materials 380, crude materials 204, food and live animals 196.

**Value of Canadian purchases:** 1970—\$44.6 million; 1969—\$22.2 million.

**Chief Canadian purchases:** (\$ million) 1970—crude petroleum 34, cocoa beans 4, palm and peanut oil 4.

**Prices:** whenever possible, prices should be quoted c.i.f. in U.S. dollars or pounds sterling.

**Samples:** if clearly of no commercial value, no duty is payable. However, many items which would appear to us to have no commercial value are ruled of value by Nigerian Customs.

**Entry permit:** absolutely necessary; must be obtained before arrival through the High Commission for Nigeria, 151 Slater St., Ottawa 4. Consult the Office of Area Relations for proper instructions.

**Inoculations:** smallpox, yellow fever and cholera. Visitors are advised to take anti-malaria pills.

**Correspondence:** airmail essential; 25 cents each half ounce (seamail can take up to three months).

**Trade agreements:** member of GATT. There is no bilateral trade agreement. Canada extends preferential tariff treatment to Nigeria and receives MFN treatment in return.

**Documentation, customs tariff, marking and labelling:** consult the Africa Division, Office of Area Relations, Department of Industry, Trade and Commerce, Ottawa.

**For detailed information on this market write to:** Africa Division, Office of Area Relations, Department of Industry, Trade and Commerce, Ottawa, or the Commercial Division, Office of the High Commissioner for Canada, P.O. Box 851, Lagos, Nigeria.

# Ghana

**Area:** 92,000 square miles.

**Population:** 8.5 million (1969 estimate).

**Climate:** tropical and humid. Less humid but hotter in the northern part of the country. Rainy (but coolest) season is from May to September.

**Language:** official and commercial language is English.

**Currency:** one new cedi = Cdn.\$1.01 (April 1971). There are 100 pesawas in a cedi.

**Foreign exchange and import controls:** in view of Ghana's shortage of foreign exchange, Central Bank regulations make it compulsory for exporters to extend 180 days' credit for most goods imported. The rate of interest is set at a maximum of 6 per cent per annum. After this six-month period, the importer can apply at the Central Bank for foreign exchange. It takes approximately another 60 days before the payment in foreign currency can be transferred to the exporter's bank account.

Following a recent revision of the customs licensing and tariff act, a large number of goods can now be imported under an Open General Licence. Temporary surcharges have, however, been introduced.

**Weights and measures:** British standards.

**Capital:** Accra.

**Chief ports:** Tema/Accra, Takoradi. Both are modern harbors with up-to-date cargo-handling facilities.

**Marketing centers:** Accra/Tema (population) 650,000, industry and trade; Takoradi 150,000, railway, timber; Kumasi 350,000, cocoa-producing center.

**Economy:** infrastructure is relatively well developed. Agricultural sector largely dependent on cocoa. Also has mining (gold, bauxite and diamonds) and forestry resources. A wide range of basic articles is manufactured locally. Unfortunately, the large debt service obligations on loans incurred before 1966 still weigh heavily on the economy.

**Total Ghana imports:** (c.i.f.) 1968—\$314 million; 1967—\$216.5 million.

**Chief imports:** (\$ million) 1968—textile yarn and fabrics 30, machinery 28, transport equipment 25, cereals, electrical machinery and petroleum products.

**Chief suppliers:** (\$ million) 1968—Britain 87, United States 51, West Germany 22.

**Value of imports from Canada:** 1970—\$6,075,659; 1969—\$5,099,992.

**Chief imports from Canada:** (\$'000) 1970—wheat 4,399, wheat flour 1,014, log-handling equipment 161, tallow 145.

**Total Ghana exports:** 1968—\$338.7 million; 1967—\$245.1 million.

**Chief exports:** (\$ million) 1968—cocoa beans and powder 214, lumber 29, aluminum and aluminum alloys 28.

**Chief markets:** (\$ million) 1968—Britain 92, United States 60, Netherlands 38, West Germany 34.

**Value of Canadian purchases:** 1970—\$7.0 million; 1969—\$7.5 million.

**Chief Canadian purchases:** (\$'000) 1970—cocoa beans and butter 5,986, manganese in ores and concentrates 570, lumber, mainly mahogany 424.

**Prices:** should be quoted in U.S. dollars or pounds sterling c.i.f. Tema/Accra whenever possible.

**Samples:** samples of no commercial value are free of duty and bona fide trade samples are on Open General Licence.

**Visas:** entry permit is required and must be obtained before arrival through the High Commissioner for Ghana, 85 Range Road, Suite 810, Ottawa 2.

**Inoculations:** smallpox, yellow fever and cholera. Visitors should arrange to start taking anti-malaria pills before their arrival in Ghana.

**Correspondence:** airmail essential; 25 cents each half ounce. (Seamail can take up to three months.)

**Trade agreements:** GATT member. There is no bilateral trade agreement. Canada extends preferential tariff treatment to Ghana and receives MFN treatment in return.

**Documentation, customs, tariff, marking and labelling:** consult the Africa Division, Office of Area Relations, Department of Industry, Trade and Commerce. Ottawa.

**For detailed information on this market write to:** Africa Division, Office of Area Relations, Department of Industry, Trade and Commerce, Ottawa or Commercial Division, Office of the High Commissioner for Canada, P.O. Box 851, Lagos, Nigeria.

# The Congo Re-equips for the Future

An open-door policy on imports and on investment and the emphasis on development in many fields make Congo-Kinshasa worth attention. This article details a few of the many opportunities there.

T. G. TAIT

Commercial Secretary, Kinshasa

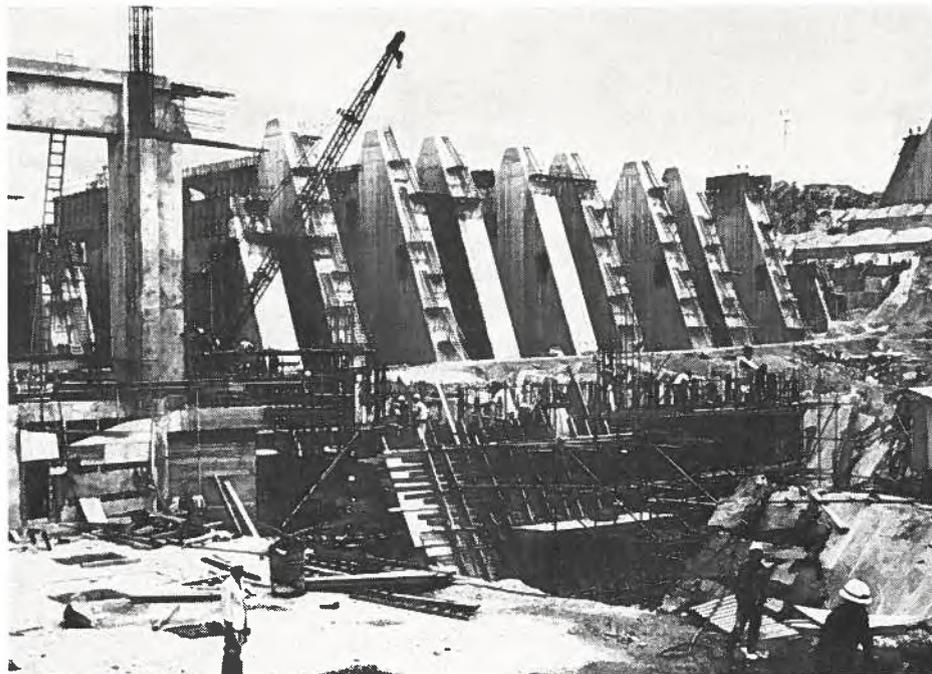
Dynamic Canadian investors and exporters in a wide variety of industries should be able to take advantage of the Congo's open-door policy. This policy has evolved from the need to stabilize the economy, badly shaken by post-independence troubles, and from the necessity to develop it further.

Stabilization was achieved through tighter budgetary controls, reorganization of the customs administration, improvement of tax collection, monetary reform, and liberalization of imports in order to reduce inflation and stabilize wages.

The policy has resulted in an increase in the real gross domestic product of 8.2 per cent in 1968 and 8.8 per cent in 1969, to a year-end 1969 total of \$1,758.9 million. Foreign exchange reserves, which stood at \$45.6 million in 1967, had increased to \$226 million by the end of 1969.

Much of this success, however, was due to strong copper prices. With the dampening of prices in the latter half of 1970, final 1970 figures for gross domestic product are expected to show a real increase of 6.5 per cent. For 1971, and for a long time in the future, government revenues will depend very much on the price of copper. In fact, the revenues provided by the government-owned GECOMINE (formerly Union Minière du Haut Katanga) accounted for about 50 per cent of the Government's total revenues in 1969. It is none the less expected that increased copper production and the rejuvenation of the agricultural sector will mitigate the effect of continued low copper prices.

The highly successful first International Fair in Kinshasa in July 1969 was



*The first stage in harnessing the 30,000 Mw. potential at Inga is this dam seen under construction. When it is finished in 1973, this first phase of the project will bring 150 Mw. into production, most of it destined for the copper industry.*

dedicated to presenting the Congo as a full participant in the world market. A great effort was made to demonstrate that foreigners and foreign investment were welcome there. This effort was heightened just a few days before the opening of the Fair by the promulgation of a new Investment Code. It provides desirable new industries (or expanded existing industries) with exemption from import duties on the import of capital equipment and with a five-year exemption from corporate income and real estate taxes. Qualified companies can also be absolved from the special tax on the earnings of their expatriate employees until the firm has begun production. For large projects, special conventions with the Government can provide additional guarantees and tax benefits.

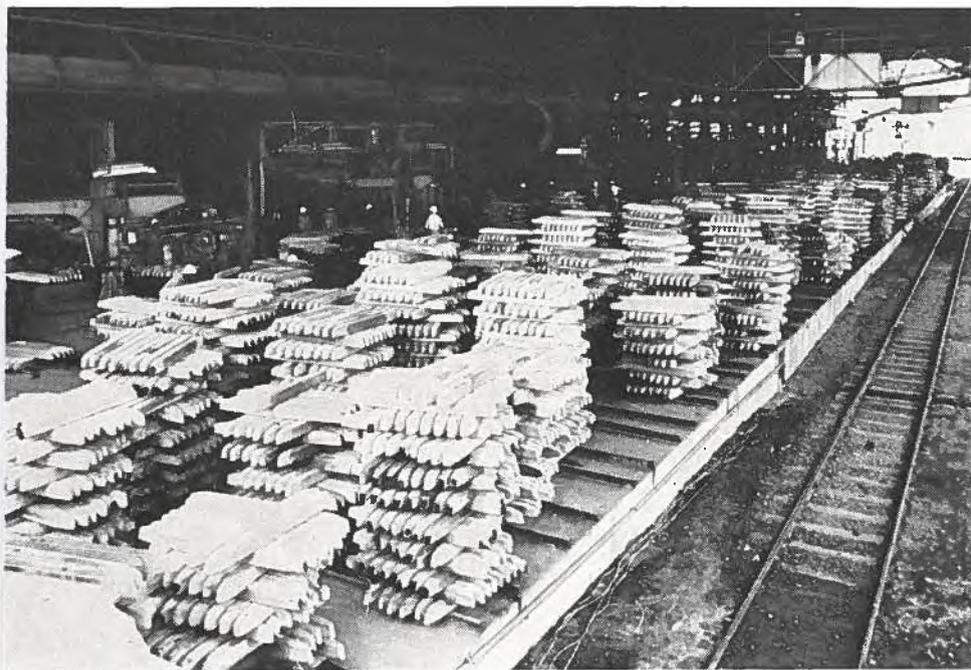
Through September 1970 the Investment Commission had approved some 47 projects involving proposed expenditures of some \$160 million.

Many of the new investors will be taking advantage of the facilities of the recently-created Société Congolaise de Financement et Développement (SOCOFIDE), a private financial institution created to provide medium- and long-term loans and to take equity participation in commercial enterprises. Private Congolese enterprises hold the largest portion of the capital (30 per cent) with a group of private international banks holding 26.25 per cent, the Congolese Government 25 per cent, and the International Finance Corporation (IFC) and the International Development Association (IDA) the remainder.

There is no requirement for government participation in any investment in the Congo and each new project must be negotiated separately. However, the Government's general policy has been to take a small equity in especially large undertakings and in those that exploit natural resources or that are particularly 'visible', such as hotels. In small and medium-sized businesses in the manufacturing or distribution fields, government participation is rare, but prospective investors

can give you detailed background information on the Congo and indicate how you might take advantage of CIDA financing for a 'starter' study.

The Government recognizes that it must import more and more if it is to establish the proper framework for development. The 1970 import figures are estimated to be up 27 per cent over 1969 (from U.S.\$370 million to \$470 million) and an increasing proportion of these imports consists of equipment.



*Copper is king in the Congo, and accounted for about 50 per cent of the country's revenue in 1969. Looking like giant French loaves, these copper ingots lie ready for shipping. The Congo also produces cobalt and industrial diamonds.*

are encouraged to associate themselves where possible with Congolese capital.

**Opportunities for Canadians**—One example of an immediate investment need is in general contracting. Firms already established here have more work than they can handle and with a major road construction program soon to begin, there is a clear need for new contractors. There are also investment possibilities in the timber industry (including pulp and paper), in the tourism field, and in food processing. A great many projects are at the talking stage, and for every one realized, there are countless others not even thought of. You have to come and look for yourself. The Business and Industry Division of the Canadian International Development Agency

It has also been made clear that no one supplier is in a privileged position. (See Table 1.) Although associated with the EEC, the Congo does not accord tariff preferences to EEC products. There are no quotas on imports and the ad valorem customs duties and fiscal tax are relatively low. The former average 5 to 10 per cent, the latter about 30 per cent.

Despite the most-favored-nation treatment Canadian products receive in the Congo, Canada's share in the market is small. Our exports to the Congo totalled \$2.3 million in 1970 or less than 0.5 per cent of the Congolese import market. Despite an increase of 63 per cent over 1969, when they stood at \$1.4 million, the 1970 figure was still below pre-independence levels. In

1959, for instance, our exports to the Congo stood at \$2.7 million. It is nevertheless interesting to note that our sales have diversified a great deal since that time (see Table 2) and now include a high proportion of fully manufactured products.

**How to sell**—To sell in the Congo, the exporter is strongly encouraged to come and assess prospects himself. The size of the market may warrant the setting-up of a direct manufacturer-distributor link, without passing through the traditional intermediate step of a European-based buying organization. Many manufacturers have also created their own distribution subsidiary in the Congo.

Long-term financing is required for most capital goods purchased, in spite of the country's relatively strong foreign exchange position. The World Bank is very active in the Congo, as are United States AID, the Eximbank and the FED (see page 13).

This month these agencies and others, including CIDA, which are members of the Consultative Group on the Congo, are meeting for the first time as a group with representatives of the Congolese Government to determine the aid requirements and to ensure that their roles are effective and complementary. Although the Congo has not published a comprehensive development plan, it has, under World Bank guidance, been establishing its priorities. Indications are that the Consultative Group talks in Paris will center on the sectors listed below. Many of these planned investments could mean sales opportunities for aggressive Canadian exporters.

**Transport**—Efforts to date have been primarily in emergency rehabilitation and reconstruction of the network that existed before independence. However, a World Bank-financed study is currently looking at the complete Lubumbashi-ocean portion of the network, which will probably require a deep-water port, new materials-handling equipment at transshipment points, and an updating of railway rolling-stock. No doubt other consulting services will be needed for further studies in the transportation sector.

To complement the rail-water network, new roads will also be required and

that will mean new opportunities for sales of heavy construction equipment. There will be contracts for road improvement on some 20,000 miles of existing secondary roads. Many of the necessary studies and a large portion of the construction will be financed by the World Bank as well as the FED and U.S. AID.

For airport infrastructure, the Civil Aviation Authority plans the following projects requiring consulting services and equipment during the next five years: improvement of the air terminal and extension of the maintenance hangars at Ndjili (the international airport serving Kinshasa) and at Lubumbashi; airport expansion at Luluabourg, Mbandaka and Kindu; a new airport at or near Goma; establishment of primary and secondary circuits of telecommunication navigation aids and landing system runway lighting; provision of fire, crash and rescue vehicles.

**Agriculture**—This is considered the second development priority. With total agricultural exports (\$92 million) in 1969 still at about one-half pre-independence levels, much remains to be done. One of the most exciting projects is the Presidential Farm at N'Sele near Kinshasa, where experimental work is being carried out on various vegetable crops and in animal husbandry. In addition, Canadian suppliers will be interested in the Government's plans to develop veterinary laboratories and to establish and

equip dispensaries. In the agricultural equipment field, the Ministry of Agriculture is planning a project for the purchase and re-sale of equipment on long-term credit to farmers.

The Congo has forest reserves covering almost 60 per cent of the country. However, the industry has been stagnating since the Government prohibited log exports to counteract uncontrolled cutting. It is anxious to get the industry moving again and it is hoped that the recently announced five-year, \$5 million CIDA technical assistance program in this sector will lead to an effective forestry management plan. Long-term prospects are for a rapidly increasing market for forestry equipment.

**Communications**—The Congo is determined to have a modern communications network linking its diverse regions by 1975. As a member of Intelsat it has also committed itself to being part of a world communications network. Work has already begun on a ground satellite station and the first interior microwave link (Kinshasa-Matadi) has been finished. Studies have been completed on the Kinshasa-Lubumbashi section and the Government is considering proposals on the following links in the network: Luluabourg-Kindu-Bukavu, Luluabourg-Kisangani, Kinshasa-Mbandaka-Kisangani, Busia-Goma-Bukavu-Lubumbashi.

**Power**—The current installed hydro-electric power capacity in the Congo is

about 680 Mw. This is complemented by a series of small thermal units totalling 62 Mw. This current production is dwarfed, however, by the 30,000 Mw. potential of the Inga site near Matadi. The first phase of the project, which is already under way (see photo), will bring 150 Mw. into production by 1973 at a cost of \$65 million. This power will serve new industry, such as an aluminum smelter and the expanding requirements of Kinshasa. But the largest customer for power (77 per cent of current production) is the copper industry of Katanga Province. With new mining concessions being undertaken, the need for more power is growing. It is planned to develop local potential, such as Businga on the Lualaba River, which will generate about 275 Mw.

**Mining**—New mining companies in the Congo—such as the Japanese SODIMICO and the U.S.-led AMOCO mineral consortium—could be in the market for Canadian equipment. SODIMICO, which has been prospecting in Katanga since 1965, plans to move into production in 1973 with 50,000 to 60,000 tons of copper a year. This will increase to 100,000 annually by 1980. SOCOTEFA (one of AMOCO's Congolese companies) will soon begin production in a 1,400 square kilometer prospected area, with an initial investment of \$20 million.

In addition, the firmly established GECOMINES has announced plans to increase copper production to

TABLE 1  
CONGO-KINSHASA'S TRADING PARTNERS

	U.S.\$ million							
	1966		1967		1968		1969	
	Exports to	Imports from	Exports to	Imports from	Exports to	Imports from	Exports to	Imports from
<b>Total exports and imports</b>	<b>570</b>	<b>253</b>	<b>527</b>	<b>221</b>	<b>637</b>	<b>293</b>	<b>789</b>	<b>370</b>
<i>of which</i>								
EEC	461	131	425	120	514	164	633	215
BLEU	309	66	255	51	325	70	428	90
France	55	17	58	22	58	29	62	36
Italy	51	15	65	20	69	19	80	19
Germany	35	23	36	19	46	30	41	41
Holland	9	9	20	7	16	16	21	30
United States	50	60	45	50	47	52	40	44
Britain	28	14	32	20	42	19	55	27
Other OECD countries	14	23	13	17	20	36	46	61
Others	16	25	11	15	13	21	15	23

400,000 tons in 1972, 450,000 in 1973 and 540,000 by 1978.

**Medical equipment**—A recent government report shows that the number of hospitals, clinics and dispensaries in the Congo is only now back to its pre-independence level. A great deal of new building and re-equipping remains to be done, particularly in the interior.

For suppliers of pharmaceuticals and medical equipment, it should be noted that the largest importer is the government-controlled Depot Central Medico-Pharmaceutique (DCMP) which purchases about \$4 million of medicines and \$2 million of medical equipment annually on the basis of international bidding. Tender documents are received regularly by the Commercial Division of the Embassy in Kinshasa and are forwarded to the appropriate Commodity Officer in Ottawa for transmission to interested firms.

**Tourism**—With the creation of a Commissariat du Tourisme in 1969, the Government provided the administrative framework for a serious new effort to attract visitors. A five-year plan by the Commissariat du Tourisme may point the way to the supply of Canadian equipment and services. Four new national parks will be created in the next five years and facilities will be renewed in the existing Parc Albert, Parc de la Garamba and Parc de l'Upemba. New roads within and around the parks and a new airport at Goma will improve access to the major tourist sites. It is also expected that the available accommodation in the Congo will be increased to 9,000 beds by 1975 compared with 6,300 in 1958. This will provide a potential capacity for 100,000 tourists a year.

The selection and training of hotel personnel is also being undertaken, with many Congolese already trained in Europe and with a hotel training school to be built in Kinshasa in the near future.

**Education**—In 1968 the Congo had the highest rate of literacy in Africa—81 per cent in the 6-12 age bracket—some 2.4 million students, and good prospects for achieving 100 per cent literacy within five years. This concentration on education is no longer limited to the primary level as it was before 1960. It extends right up to the

TABLE 2

CHIEF CANADIAN EXPORTS TO THE CONGO

	\$'000			
	1967	1968	1969	1970
Wheat flour	108.9	158.1	177	282.0
Asbestos milled fibers, groups 4 and 5	80.4	237.5	96.1	191.5
Asbestos shorts, groups 6-9 grades	45.4	76.6	33	17.8
Pipes and tubes, iron and steel, n.e.s.	—	—	—	5.7
Steel castings	—	6.6	150.1	72.4
Bars, steel, hot rolled	—	—	—	27.4
Pumps, pumping systems and parts	2.2	3.9	23.2	23.0
Woodland, log-handling equipment	39.8	269.4	399	61.7
Excavating, dredging equipment and parts	—	—	—	148.5
Mining, quarrying machinery and parts	.9	11.3	13.1	132.0
Shoemaking industry machinery and parts	.7	48.7	.9	8.5
Locomotives and tenders, engines and parts	—	1.1	18	2.1
Railway, street rollingstock and parts n.e.s.	—	—	—	15.8
Passenger automobiles and chassis	17.9	44.2	—	—
Trucks and chassis, commercial n.e.s.	—	—	—	751.0
Aircraft engines and parts	126.3	37	23.2	—
Passenger car tires, pneumatic, new	4.6	61.9	31.3	—
Truck and bus tires, pneumatic, new	1.4	187.5	93	6.6
Electronic equipment, components n.e.s.	—	—	—	6.2
TV receiving sets, exc. combination	14.8	—	16.9	—
Air-conditioning and refrigeration equipment and parts	—	—	—	8.9
Non-electric equipment for cooking and parts	.9	14.5	56.1	84.4
Batteries, wet cell and dry cell	18.9	8.9	21.5	11.7
Card punch sorting tab computers and parts	52	14.6	—	1.9
Office machines and parts	—	—	—	13.3
Biological products for humans	—	16.1	.3	15.3
Non-electrical lighting fixtures and parts	11.4	47.9	125.1	80.9
Others	59.3	401.0	116.5	293.7
<b>Total</b>	<b>585.9</b>	<b>1,636.8</b>	<b>1,394.3</b>	<b>2,262.4</b>

university, with some 6,000 students enrolled in the three Congolese universities in 1970. The Congo has been and continues to be dependent on bilateral aid in the education field. However, the budget for the Centre d'Achat et de Distribution du Materiel Pedagogique, which buys and distributes schoolbooks and teaching materials, has been set at almost \$5 million in each of the last two years and it will no doubt rise substantially as the Government allocates more resources to education.

There is stiff competition in the Congo market. European suppliers are determined to maintain their traditional place and the Americans, the British and the Japanese are going all out to establish a foothold.

From a distance it is a difficult market to crack, and the rapidly increasing needs of the country have led many importers to take on more lines than they can handle properly. You need

to come, see for yourself, and select your own representative. In preparing your visit you should contact the Africa Division of the Office of Area Relations, Department of Industry, Trade and Commerce, Ottawa 4, Canada. In addition to providing background information on doing business in the Congo, they can tell you where to get up-to-date shipping schedules. (See also article on page 52).

You should also send descriptive literature and c.i.f. prices in U.S. dollars to the Commercial Secretary, Canadian Embassy, B.P. 8341, Kinshasa, so that we can undertake to present your product to potential importers and arrange appropriate interviews for you during your visit.

Given the economic and political stability of the Congo and its outward looking import policies, the future seems promising. A closer look on the part of our suppliers should bring Canada a larger share of the market.

# Markets in Brief

## Democratic Republic of the Congo

**Area:** 904,747 square miles.

**Population:** 16.4 million.

**Climate:** the Congo is separated by the equator into northern and southern climatic areas with reverse seasons. In the north, the rainy (summer) season lasts from April to October; in the south from November to March. Temperatures in the Central Basin vary from 60 to 100 degrees, but normally remain close to 90. Average temperature in the rest of the country is 77 degrees but varies with altitude.

**Language:** French is the official language. Other languages commonly spoken are Lingala, Swahili, Kikongo and Tshiluba.

**Currency:** zaire; 1 zaire = 100 makutas; Cdn. \$1 = 46 makutas (April 1971).

**Foreign exchange and import controls:** there is strict control over foreign exchange and imports by the National Bank of the Congo. All imports require licences.

**Weights and measures:** metric system.

**Capital:** Kinshasa (formerly Leopoldville).

**Chief ocean ports:** Matadi, Boma.

**Marketing centers:** Kinshasa (Leopoldville) (population) 2 million; Lubumbashi (Elizabethville) 450,000; Mbuji-Mayi 200,000; Kisangani (Stanleyville).

**Economy:** principally mining and agriculture; investment code and development bank are encouraging creation of secondary industries.

**Total imports:** 1970—\$470 million (est.).

**Chief imports:** consumer goods, raw materials, capital goods.

**Chief suppliers:** 1969—(\$ million) EEC 214.6 (incl. Belgium-Luxembourg 89.5, France 35.6, West Germany 40.8); United States 44.1, Britain 26.9.

**Value of imports from Canada (including aid):** 1970—\$2.3 million.

**Chief imports from Canada:** 1970—(\$'000) trucks and chassis, commercial n.e.s. 751, wheat flour n.e.s. 282, asbestos milled fibers, groups 4 and 5 192, excavating, dredging equipment and parts 149, mining and quarrying machinery and parts n.e.s. 132.

**Total Congo exports:** 1969—\$788.7 million.

**Chief exports:** 1968—(\$ million) copper 450, diamonds 46.0, coffee 45.8, cobalt 26.8, palm oil 22.45, zinc 14.9, rubber 17.4, timber 11.7, cassiterite 13.0.

**Chief markets:** 1969—(\$ million) EEC 663 (incl. Belgium-Luxembourg 428.2, France 62.0, West Germany 41.4, Italy 80.5); United States 39.7, Britain 54.8.

**Value of Canadian purchases:** 1970—\$1.6 million.

**Chief Canadian purchases:** 1970—(\$'000) coffee 890, manganese 513, tea 222.

**Prices:** quote in U.S. dollars, c.i.f. whenever possible.

**Samples:** if of negligible value, allowed to enter duty-free; valuable samples allowed temporary duty-free import under bond.

**Visas:** must be obtained before arrival. Embassy of the Democratic Republic of the Congo in Canada: 18 Range Road, Ottawa 2, Ontario.

**Inoculations:** smallpox, yellow fever, cholera (recommended).

**Correspondence:** airmail essential; 25 cents each half ounce.

**Trade agreements:** there is no bilateral trade agreement but both countries are members of GATT and exchange most-favored-nation tariff treatment.

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

**For detailed information on this market, write to:** Africa Division, Office of Area Relations, Department of Industry, Trade and Commerce, Ottawa or Commercial Secretary, Canadian Embassy, P.O. Box 8341, Kinshasa, Democratic Republic of the Congo.

# Cameroon

**Area:** 183,591 square miles.

**Population:** 5,470,000.

**Climate:** in the mountainous north, a tropical climate of two seasons, one wet, the other dry; in the south, an equatorial climate of four seasons.

**Language:** French and English are the two official languages.

**Currency:** francs CFA; Cdn. \$1 = 277.78 francs CFA (April 1971).

**Foreign exchange and import controls:** recently liberalized import quota system on imports from non-EEC sources.

**Weights and measures:** metric system.

**Capital:** Yaounde.

**Chief port:** Douala.

**Marketing centers:** Douala (population) 250,000, Yaounde 120,000, Victoria.

**Economy:** mainly agricultural.

**Chief imports:** machines and electrical appliances, transport equipment, textiles, chemicals.

**Total imports:** 1968—\$171.6 million.

**Chief suppliers:** (\$ million) 1968—France 90; EEC (excluding France) 30; United States 9.6; countries of UDEAC 8.2; Britain 8.2.

**Value of imports from Canada (incl. aid):** 1970—\$1,044,179.

**Chief imports from Canada:** (\$'000) 1970—log-handling equipment 241, prefab building structures and parts n.e.s. 230, asbestos, asbestos-cement building materials 216, contractors' equipment and tools 115.

**Total exports:** 1968—\$173 million.

**Chief markets:** (\$ million) 1968—France 58.5, EEC (excluding France) 63.3, United States 17.7, countries of UDEAC 11.5, Britain 3.7.

**Value of Canadian purchases:** 1970—\$739,970; 1969—\$418.

**Chief Canadian purchases:** (\$'000) 1970—green coffee, 512, veneer 88.

**Prices:** quote in CFA francs or in U.S. dollars, c.i.f. if possible.

**Samples:** if of negligible value, allowed to enter duty-free; valuable samples allowed temporary duty-free import under bond.

**Visas:** must be obtained before arrival. The address of the Cameroon Embassy in Canada is 85 Range Road, Ottawa 2, Ontario.

**Inoculations:** smallpox, yellow fever, cholera.

**Correspondence:** airmail essential; letters 25 cents each half ounce.

**Trade agreements:** member of GATT. There is no bilateral trade agreement.

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

**For detailed information on this market write to:** Africa Division, Office of Area Relations, Department of Industry, Trade and Commerce, Ottawa or the Commercial Secretary, Canadian Embassy, P.O. Box 8341, Kinshasa, Democratic Republic of the Congo.

# Wanted: Manufacturers

## **Prefabricated Building System**

British firm offers a licensing arrangement to a Canadian manufacturer for its system of building construction using prefabricated modular components over a treated timber frame. The basis of this process is a unique type of polyester reinforced with glass fiber which is applied as the external skin. It also provides an attractive range of colors, textures and profiled finishes. This moulded laminate includes joint detail, drip sections, openings, etc. Some advantages claimed are easy handling, quick erection, durability, low maintenance costs and good insulation properties. Literature available. **Item 2383**

## **Trailer Unit**

Canadian company offers under licence the Canadian manufacturing and marketing rights to its new type of trailer with a roll-back body designed to protect the load, and provide quick access. The unit can be opened for loading or unloading from any side and can be completely sealed and bonded for travel. The special unit can be removed if the trailer is required as a "flat deck". It is adaptable to existing trailers and, according to the licensor, can provide substantial cost savings by reducing loading and unloading time. Literature available. **Item 2384**

## **Corrugated Sheets for Roofing and Wall Covering**

Swiss firm seeks Canadian licensee to manufacture and market, in Canada only, bituminous corrugated sheets for use as roofing and wall covering for agricultural and industrial buildings. The company claims that, because of its composition of asphalt, fibers and minerals, this material is very durable, lightweight, flexible and resistant to all weather conditions, and provides excellent thermal and sound insulation. Installation is rapid with no predrilling required. Literature available. **Item 2385**

## **Grinding Fixture**

American company offers under licence the Canadian manufacturing and marketing rights to its grinding fixture which ensures precision grinding of round parts of any material. Accuracy to within 50 millionths of an inch presents no problem. The fixture's capacity ranges from .005 inches to 5 inches in diameter. It incorporates a fully-enclosed, heavy duty, variable speed motor with positive drive for smooth and quiet operation through timing belt and pulleys. A built-in cooling system with submersible

pump is part of the equipment. Literature available. **Item 2386**

## **Portable Electric Arc Welding Gun**

British inventor seeks Canadian licensee to manufacture and market his portable electric arc welding gun. This tool is operated by either two or three 12 volt batteries, depending on the thickness of the steel, or by a transformer with an output of 24 to 40 volts. By using three batteries or a transformer, the gun is suitable for welding steel up to 1/2" thick with a 100 per cent weld. It can also be used for brazing. The gun itself is a sealed unit, made of unbreakable fiberglass. CSA approval will be required on this product prior to marketing it in Canada. Literature available. **Item 2387**

## **Housing by Containers**

French inventor offers under licence the Canadian manufacturing and marketing rights for his method of building construction which employs prefabricated containers. Underground cisterns provide fuel, water and waste disposal. A central core chimney placed on top of the cistern encloses heating ducts, stairs, etc., and is equipped with a simple mechanism which enables the house to be rotated as required. The house consists of a number of containers in which furniture and equipment has already been installed. One side of the structure is claimed to reflect noise, heat and cold; another opens and is transparent. A dome serves as a roof. These units are not yet in commercial production. Literature available. **Item 2388**

## **Disposable Barbecue**

Danish firm offers under licence the Canadian production and marketing rights to its disposable barbecue with grill, built-in insulator, igniting material and high-quality hardwood briquettes. The company claims these units are inexpensive and can be used safely anywhere indoors or outdoors. The effective cooking time is about 90 minutes. The grill can handle three hamburgers or two small steaks at the same time. Literature available. **Item 2389**

## **Chemical Injector Pumps**

American company offers under licence the Canadian manufacturing and marketing rights to its series of chemical injector pumps. Equipped with a pneumatically-driven plunger, they are designed to pump all types of liquids at a constant rate into a high pressure medium. The rate is adjustable from less than a gallon a day to over 100

gallons. The pumps are made of corrosion-resistant materials with teflon packing to reduce friction. Company claims that the applications for this pump are limited only by the imagination. Literature available. **Item 2390**

## **Motorized Cultivators**

French firm offers a licensing arrangement to a Canadian firm to produce and sell its rototillers and motorized cultivators. These multiple-use machines, after undergoing very simple modifications, are suitable for market-gardening, and for horticulture and arboriculture. They are driven by conventional gasoline engines. One of the models can be equipped with a snow blower and a whole assortment of equipment such as hayrakes, ploughs, drills, pumps, hedge-trimmers, wood-saws, etc. Literature available. **Item 2391**

## **Pipe-Handling Apparatus**

American inventor offers for licence the Canadian production and marketing rights to his pipe-handling apparatus. This device is designed for lifting heavy sections of concrete or metal pipe and installing them in a narrow trench or ditch. It features a simple latching mechanism which permits easy attachment, with automatic unlatching for releasing the pipe after positioning. The unit weighs approximately 75 lb. and is suitable for laying 16 to 18 inch pipe. Literature available. **Item 2392**

## **Masonry Coating Products**

American company seeks Canadian licensee to manufacture and market its line of paints and coating products which includes water-proof masonry paint, latex basement paint, concrete hardener and sealer, concrete patcher, exterior house paint, swimming pool coating, etc. Licensee should be a manufacturer of cement blocks, paint, or ready-mixed bagged cement, with good distribution facilities. Literature available. **Item 2393**

## **Automatic Bricklayer**

American company seeks a Canadian licensee to manufacture and market its automatic bricklaying machine for the construction of walls and the prefabrication of brick panels. This machine, which is simple in design, operation and maintenance, can lay, with mortar, up to 20 bricks per minute in single, double, cavity or veneer walls—either straight or curved. Company claims its bricklayer is capable of producing

close to 100 sq. ft. of wall every hour and cutting in-place costs by as much as 50 per cent. Literature available. **Item 2394**

#### **Autodynamic Generator**

Canadian inventor offers under licence the Canadian production and marketing rights for his autodynamic generator. The unit is equipped with an external armature (without coils), permanent magnets, and a wiring layout which coincides with the magnetic polarity in the internal armature. The main advantages claimed for this generator are that it requires much less copper wire than the conventional type, for an equivalent quantity of material its performance is superior, and it can be used as a motor without reversing its magnetic field. It can be converted to produce alternating current and can function under water without short circuiting. Literature available. **Item 2395**

#### **Toilet Flushing Device**

Scottish inventor offers a licensing arrangement to a Canadian manufacturer to produce and market his toilet flushing device designed to conserve water. Installed in a toilet tank, this unit can be adjusted to partially flush approximately 1½ pints to 1½ gallons of water, or to fully flush approximately two gallons. If the full amount of water in the tank has been used on a full flush, it automatically resets itself to the partial flush position. Licensor will provide technical information and drawings. Literature available. **Item 2396**

#### **Fiberboard Caskets**

American company is seeking a licensing arrangement with a Canadian firm to manufacture its line of fiberboard caskets. The casket is made from 350 pound test, double walled fiberboard. Each unit weighs 24 pounds and will hold up to 275 pounds. Since the casket is lightweight and inexpensive, it can be used for air shipment, indigent burial and transfer of remains. Licensee could be a fiberboard manufacturer. Literature available. **Item 2397**

#### **Special Purpose Adhesive**

American development company offers under licence the Canadian production and marketing rights to a series of copolymers which show promise as remoistenable hot melt applied adhesives. Adhesives developed from these copolymers should have excellent adhesion to the substrate as applied, and develop rapid adhesive tack on remoistening with water. Some product formulation and development remain to be done. Substrates which have been bonded by the adhesives developed include paper, cellulosic fibers, paperboard, wood, and aluminum foil. Literature available. **Item 2398**

#### **Mullite Formation**

Canadian firm offers under licence the Canadian manufacturing and marketing rights to its method of creating the formation of mullite in clay products at low processing temperatures. It is claimed that small additions of fluoride to the clay enhance the mullite formation without any effect on the physical properties of the finished product. The process reduces the amount of heat normally required for the formation of mullite, thereby lowering manufacturing costs. This development should be of interest to all clay product manufacturers. Literature available. **Item 2399**

#### **Panoramic Theater**

Czechoslovakian trade corporation seeks a Canadian licensee to produce and market a new design of panoramic theater. The system consists of revolving seats supported on hydraulically actuated, vertically movable platforms. Around this system of seats, several stages are arranged. A system of electric circuits with light sources is arranged in ring shape above the seats for the respective stages. The spectator can turn his own seat but the vertical movement of seats is controlled centrally. The claimed advantages of this system are that it gives the spectator an active panoramic observation of the show and a simultaneous uninterrupted continuity of the stage performance. Literature available. **Item 2400**

#### **Device for Detecting Coolant Loss**

British firm offers under licence the Canadian manufacturing and marketing rights to its new level probe device which gives motorists instant warning of engine coolant loss. This unit consists of a probe attachment connected to the radiator tank which detects the presence of water in the tank. When the coolant level is below the probe, a light fitted to the dashboard is illuminated. The device is suitable for either private or commercial vehicles and is easily installed. Literature available. **Item 2401**

#### **Infant Respiration Monitor**

American company offers a licensing arrangement to a Canadian manufacturer to produce and market its device for monitoring an infant's breathing. While the child is breathing, a blinking light provides visual assurance of operation. If respiration stops, an audible alarm is sounded. The unit is a telemetric device which does not require the attachment of wires to the infant. A small transducer, weighing less than one-third of an ounce, may be laid on, or taped to the infant's stomach. A receiver alarm unit is attached to the side of the bassinet and a pickup antenna is placed under the infant. Literature available. **Item 2402**

The following products and processes are offered for manufacture in Canada by Licensintorg, the U.S.S.R. state licensing

organization. Interested Canadian manufacturers wishing to consider the production of any of these items should contact: V/O "LICENSINTORG", 31 Kakhovka Street, Moscow, M-461, U.S.S.R.

A method for the fabrication of complex wave-guide components

A method of processing fine-grained materials containing heavy non-ferrous, rare and precious metals, and a unit for effecting same

A method of treating vascular and other diseases affecting extremities, and device for carrying the method into effect

A self-discharge railway car for loose and powdered cargo

Apparatus for finding the points for acupuncture on the skin of man or animals

Coke-oven door-cleaning mechanism

Device for coating lateral surfaces of metal articles

Device for magneto-impulsion welding and the machine-finishing of metals by deformation

Device for positioning the prefabricated elements of tunnel facing

Device for drawing gas out of coke oven

Glass-fibre semiconductive tape of copper-containing composition

Machine for removing and setting coal hatch covers in coke ovens

Method of and apparatus for continuous casting of aluminum

Method of explosive welding of metal plates and sheets

Method of manufacturing products of silicate concrete

Overhead travelling cranes for use in circular space of blast furnaces

Pneumomechanical spinning frame

Process for obtaining avissan

Process for obtaining a sensitized pigmented paper and a composition for the sensitized coating

Process for obtaining sulphur dioxide and an appliance for carrying out this process

Processes for manufacturing non-woven substances of the CBAM type

Production method and application processing of inhibitors for anti-corrosion protection of metals	Unitized set of edgewise scale instruments	<p>pective Canadian manufacturers only. No responsibility is assumed for claims or statements made. Address inquiries, quoting item numbers, to: Industrial and Trade Enquiries Division, Department of Industry, Trade and Commerce, Ottawa, K1A 0H5 Canada</p>
Smoke ducts for coke-oven battery	More Information	
Switching devices	This information is intended to promote additional manufacturing in Canada. Further material on items listed are for pro-	

## Foreign Tariffs and Trade Regulations

### Colombia and Peru

In an effort to promote development of the jungle areas, Colombia and Peru signed a protocol on November 23, 1970, revising the Colombian-Peruvian Customs Tariff Agreement established on May 10, 1938. Under the protocol, duty-free entry or reduced rates is granted to equipment and supplies for agriculture and industry. Goods from all countries may be introduced into the jungle areas of Colombia and Peru at the rates of duty specified for each item in the revised tariff agreement, regardless of any ban or prohibition that applies to imported goods in the remaining territory of both countries. The revised list covers approximately seven hundred items.

Additional information regarding the new rates of duty applicable to specific products imported into the jungle areas may be obtained from the Latin America Division, Office of Area Relations, Department of Industry, Trade and Commerce, Ottawa, Ontario K1A 0H5.

### Japan

#### LIBERALIZATION OF IMPORTS

##### Items to be liberalized as of April 30, 1971:

Tariff Item	Description
01.01	Live horses
ex 08.02	Grapefruit, fresh
08.06	Apples, fresh
08.10	Pineapples (whether or not cooked) preserved by freezing, not containing added sugar
ex 08.11	Grapes, apples and limes, provisionally preserved by sulphur dioxide gas or other preservative gases
09.02	Black tea
10.07	Kao-ling and other grain sorghums
ex 12.01	Groundnuts for oil extraction, rapeseed and mustardseed

15.07	Soyabean oil, groundnut oil, rapeseed oil, mustardseed oil, cottonseed oil, corn oil, safflowerseed oil and sunflowerseed oil
16.01	Sausages and the like, of meat, meat offal or animal blood
ex 17.04	Chewing gum
20.03	Pineapples preserved by freezing, containing added sugar
ex 21.07	Bases for beverages, non-alcoholic
ex 22.02	Lemonade, flavored spa waters and flavored aerated waters containing added fruit juices, excluding nectar
23.04	Oil-cake and other residues resulting from the extraction of soyabean oil, rapeseed oil or mustardseed oil
25.02	Unroasted iron pyrites
25.04	Other natural graphite, amorphous
26.01	Tungsten ore
28.42	Soda ash
29.23	Sodium glutamate
30.03	Preparations of chloramphenicol, tetracycline and cycloserine
41.08	Patent leather and imitation patent leather
42.03	Articles of apparel of leather
44.02	Wood charcoal
64.05	Parts of footwear of leather
84.06	Internal combustion piston engines for motor vehicles, and parts of internal combustion piston engines

Note: ex items—"ex" indicates only part of item is liberalized.

##### Items scheduled to be liberalized as of September 30, 1971:

01.02	Live animals of the bovine species
01.03	Live swine
ex 02.01-2	Meat and offals, of pigs, fresh, chilled or frozen
07.06	Manioc, arrowroot, salep, Jerusalem artichokes, sweet potatoes and other similar roots and tubers
11.06	Flour and meal of sago and of manioc, arrowroot, salep and other roots and tubers
17.03	Molasses

- 17.04 Sugar confectionery (candies, caramels and others)
- 17.05 Flavored or colored sugars, syrups and molasses
- 18.06 Chocolate confectionery and other food preparations containing cocoa and added sugar
- 19.08 Biscuits, cookies and crackers
- ex 20.02 Mashed potatoes and potato flakes
- ex 21.07 Canned sweet corn
- 22.02 Nectar
- 22.08 Ethyl alcohol and denatured spirits
- 23.01 Flours and meals of fish, residues of fish
- ex 27.01 Part of heavy coking coal
- 27.02 Lignite
- 29.05 Menthol
- 33.01 Peppermint oil and crude peppermint
- 35.05 Dextrins and dextrin glues, soluble or roasted starches, starch glues
- 38.12 Prepared dressings for starching
- 84.05 Steam turbines
- ex 84.54 Digital-analog converters and analog-digital converters
- 85.13 Telephone switchboards and exchanges (electronic system)
- 85.22 Controllers for digital type electronic computers

As of October 1, 1971, some 40 tariff items will remain subject to import restrictions which are inconsistent with the provisions of the GATT.

In addition, 45 tariff items are considered to be of a national security nature and will not be liberalized.

### **New Zealand**

Import Control Exemption Notice No. 7, 1971, lists an extensive number of items which will no longer be subject to import licensing on entry into New Zealand on and after July 1, 1971.

Further information on this subject may be obtained from the Pacific Division, Office of Area Relations, Department of Industry, Trade and Commerce, Ottawa, Ontario K1A 0H5.

### **Nigeria**

Information has recently been received concerning the new invoices that are required for shipments to Nigeria. The use of these new forms came into force on March 1, 1971.

Further information relative to these documents may be obtained from the Africa Division, Office of Area Relations, Department of Industry, Trade and Commerce, Ottawa, Ontario K1A 0H5.

## **Trade Commissioners on Tour**

### **In Territory**

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

#### **Algeria**

D. P. Lindores, Assistant Commercial Secretary in Paris, France, will visit Algeria June 7-12.

#### **Bahamas**

An officer from the Kingston, Jamaica, office will visit Nassau May 3-12 and Freeport May 13-14.

#### **Brazil**

P. A. Théberge, Consul and Trade Commissioner in Sao Paulo, will visit the states of Parana, Santa Catarina and Rio Grande do Sul early in May.

#### **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 ad-

vance. 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.

#### **Ireland**

R. A. Bull, Commercial Counsellor in Dublin, will visit Cork May 24-26, and Galway and Sligo June 14-16.

#### **South Korea**

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

#### **Turkey**

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

# Foreign Exchange Rates

These nominal quotations may help exporters in checking prices, but they should consult their banks before making any firm commitments. When more than one rate is shown, the one to be used depends on the commodity traded. Information on the rate for any specific commodity may be obtained from the Office of Area

Relations, Department of Industry, Trade and Commerce, Ottawa.

The mid market rates only are quoted, except when buying and selling rates are specified. The buying rate is that at which banks purchase exchange from exporters; the selling rate is that at which banks sell exchange to importers.

Rates used exclusively in non-merchandise trading are *not* included in this table.

For conversion of column one to the U.S. dollar equivalent *multiply* by .99.

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

Country and Currency	Value of		Country and Currency	Value of	
	foreign currency unit in Canadian dollars at March 25	Canadian dollar in foreign currency units		foreign currency unit in Canadian dollars at March 25	Canadian dollar in foreign currency units
Algeria Dinar	.2053	4.87	Dominican Republic Peso	1.0069	.99
Argentina Peso (free)	.2512	3.96	Ecuador Sucre (official)	.0403	24.81
Australia Dollar	1.1365	.88	El Salvador Colon	.4028	2.48
Austria Schilling	.0389	25.68	Fiji Dollar	1.1623	.86
Bahamas Dollar	1.0069	.99	Finland Markka	.2397	4.17
Belgium and Luxembourg Franc	.0203	49.26	France, Monaco, etc. <sup>2</sup> Franc	.1825	5.48
Bermuda Dollar	1.0069	.99	Franco-African Republics <sup>3</sup> Franc	.0036	277.78
Bolivia Peso	.0845	11.83	French Pacific <sup>4</sup> Franc	.0100	100.0
Brazil Cruzeiro (official free)	.1976	5.06	Germany D Mark	.2773	3.61
Britain Pound	2.4354	.41	Ghana New Cedi	.9867	1.01
British Honduras Dollar	.6078	1.64	Greece Drachma	.0335	29.85
Burma Kyat	.2114	4.73	Guatemala Quetzal	1.0069	.99
Ceylon Rupee	.1692	5.91	Guyana Dollar	.5884	1.69
Chile Escudo (bank rate) (free)	.0851 .0702	11.75 14.25	Haiti Gourde	.2014	4.97
China, People's Republic of Renminbi	.4125	2.42	Honduras Lempira	.5034	1.99
Colombia Peso (fixed)	.0517	19.34	Hong Kong Dollar	.1661	6.02
Congo (Kinshasa) Zaire	2.144	.46	Hungary Forint (official)	.0921	10.85
Costa Rica Colon	.1520	6.58	Iceland Krona (official)	.0114	87.72
Cuba <sup>1</sup> Peso	.....	.....	India Rupee	.1347	7.42
Czechoslovakia Koruna	.1398	7.15	Indonesia <sup>5</sup> Rupiah	.0027	374.22
Denmark Krone	.1346	7.43	Iran Rial	.0131	76.41

Country and Currency	Value of		Country and Currency	Value of	
	foreign currency unit in Canadian dollars at March 25	Canadian dollar in foreign currency units		foreign currency unit in Canadian dollars at March 25	Canadian dollar in foreign currency units
<b>Iraq</b> Dinar	2.8193	.35	<b>Peru</b> Sol (free)	.0232	43.08
<b>Ireland</b> Pound	2.4354	.41	<b>Philippines<sup>6</sup></b> Peso (free)	.1568	6.38
<b>Israel</b> Pound	.2877	3.48	<b>Poland</b> Zloty (fixed basic rate)	.2537	4.01
<b>Italy</b> Lira	.0016	617.66	<b>Portugal &amp; Colonies<sup>7</sup></b> Escudo	.0350	28.53
<b>Jamaica</b> Dollar	1.2177	.82	<b>Saudi Arabia</b> Riyal	.2062	4.84
<b>Japan</b> Yen	.0028	354.73	<b>Sierra Leone</b> Leone	1.508	.66
<b>Kenya</b> Shilling	.1412	7.08	<b>Singapore</b> Dollar	.3273	3.05
<b>Korea, Republic of</b> Won	.0032	317.08	<b>South Africa</b> Rand	1.4225	.70
<b>Lebanon</b> Pound (free)	.3121	3.20	<b>Spain &amp; Dependencies</b> Peseta	.0145	68.97
<b>Malaysia</b> Dollar	.3289	3.04	<b>Sweden</b> Krona	.1951	5.13
<b>Mexico</b> Peso	.0805	12.42	<b>Switzerland</b> Franc	.2344	4.27
<b>Morocco</b> Dirham	.2023	4.94	<b>Syria</b> Pound (free)	.2819	3.55
<b>Netherlands</b> Florin	.2801	3.57	<b>Thailand</b> Baht (free)	.0488	20.49
<b>Netherlands Antilles</b> Florin	.5339	1.87	<b>Trinidad &amp; Tobago<sup>8</sup></b> Dollar	.5034	1.99
<b>New Zealand</b> Dollar	1.1398	.87	<b>Tunisia</b> Dinar	1.9179	.52
<b>Nicaragua</b> Cordoba	.1438	6.95	<b>Turkey</b> Lira	.0671	14.90
<b>Nigeria</b> Pound	2.8376	.35	<b>United Arab Republic</b> Pound (official)	2.3158	.43
<b>Norway</b> Krone	.1411	7.09	<b>United States</b> Dollar	1.0069	.99
<b>Pakistan</b> Rupee	.2114	4.73	<b>Uruguay</b> Peso (free)	.0040	248.13
<b>Panama</b> Balboa	1.0069	.99	<b>Venezuela</b> Bolivar (official free)	.2242	4.46
<b>Paraguay</b> Guarani (free)	.0081	123.46	<b>Yugoslavia</b> Dinar (official)	.0671	14.90

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.

# New Shipping Services to West Africa

## Industrial Traffic Services Division

The brightening of trade prospects between Canada and West Africa is reflected in the establishment of two new shipping services operating between Eastern Canadian and West African ports.

Furness, Withy and Company Ltd. announced on January 28 that a regular scheduled shipping service by Elder Dempster/Chargeurs Reunis will be inaugurated this year from Toronto, Montreal and Quebec to West African ports. During the winter months, service will be maintained by regular fortnightly sailings from Halifax. The line is prepared to berth ships of its United States service in Halifax or Saint John during the Great Lakes open season if there is a demand for West African services from the Canadian Atlantic ports, and provided that there is sufficient inducement.

Although shipping services between Eastern Canada and West Africa generally have met the requirements of Canadian exporters reasonably well, there was a gap in service to ports in Central West Africa, following the discontinuance a number of years ago of Elder Dempster services to this area. The new service will offer comprehensive coverage through direct calls at West African ports, including Matadi and Lobito. Transshipment arrangements to other ports are offered where the existing cargo volume does not justify a direct call.

The first westbound sailing for the new service will be the *Inger Skou*, leaving about March 4 from Matadi, the first West African port of loading,

followed by the *Mette Skou* on April 8. A round trip voyage will take approximately 70 days; seven voyages are scheduled for 1971. Both ships have tanks for bulk liquid and are equipped to handle heavy lifts.

Late in 1970, Garcia and Diaz of New York announced that Volta Lines, Ltd., a Ghanaian shipping company located in Accra, was beginning a monthly shipping service between Halifax and West African ports. The new non-conference liner service, operating to West African ports in the range of Dakar, Senegal, to Douala, Cameroon, was inaugurated on December 30 with the westbound sailing of the *Aegis Spirit* from Tema, Takoradi and Abidjan. The first eastbound sailing of the *Aegis Spirit* took place on February 11, 1971, from Halifax, with a transit time of approximately two weeks to Dakar and four weeks to Douala, the last port within its West African range of operations.

At the present time, the following are the shipping services from Eastern Canadian ports to West African ports:

**Barber Line (West African Express Service)**—Year-round monthly direct service from Halifax to Freetown, Monrovia, Abidjan, Tema, Lagos/Apapa. Space accommodation for general and refrigerated cargo and bulk liquids. Agents: Hurum Shipping and Trading Co. Ltd., Montreal, Toronto: Pickford and Black Limited, Halifax.

**Black Star Line**—Monthly summer direct service from Toronto, Hamilton and Montreal to Dakar, Monrovia,

Abidjan, Tema, Takoradi, Lagos and Douala. Space accommodation for general and refrigerated cargo. Agents: March Shipping Limited, Montreal and Toronto.

**Elder Dempster/Chargeurs Reunis**—Monthly direct service in summer from Toronto, Montreal and Quebec and fortnightly from Halifax during the season of closed navigation on the Seaway and St. Lawrence River to Dakar, Monrovia, Abidjan, Tema, Lobito, Matadi, Pointe Noire, Douala and Lagos/Apapa. Although cargo is accepted on through bills of lading with transshipment to Freetown, Takoradi, Lome, Cotonou, Libreville, Port Gentil, Port Harcourt and Warri, direct calls are made subject to inducement. There is space accommodation for general and refrigerated cargo and bulk liquids. Agents: Furness, Withy and Company Ltd., Toronto, Montreal, Halifax and Saint John.

**Seven Stars (Africa) Line**—Three sailings during the shipping season from Hamilton, Toronto and Montreal to Dakar, Freetown, Monrovia, Abidjan, Lagos/Apapa, Takoradi, Tema, Douala. Space accommodation for general cargo. Agents: Clarke Traffic Services Limited, Hamilton, Toronto and Montreal.

**Volta Lines**—Year-round direct monthly service from Halifax to Dakar, Freetown, Monrovia, Abidjan, Takoradi, Tema, Lome, Cotonou, Lagos/Apapa and Douala. Space accommodation for general cargo and bulk liquids. Agents: Shipping Limited, Toronto, Montreal and Halifax.

# Canadians Meet at Abidjan



The Hon. Mitchell Sharp, Secretary of State for External Affairs, visited the Bata shoe factory at Abidjan during his recent tour of Africa. The photographer caught him as he was talking to Georges Charpentier (center), Canadian Ambassador to Ivory Coast, and Karel Kanka, Bata's resident manager at Abidjan. Standing directly behind Mr. Sharp is John Bell, Com-

mercial Secretary at Abidjan. During his visit to the factory Mr. Sharp was shown several new injection molding machines that had recently arrived from Canada. The machines are used for molding PVC or other synthetic materials used in the footwear industry. Mr. Sharp toured Nigeria, Congo-Kinshasa, Tanzania and Zambia, as well as the Ivory Coast.

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