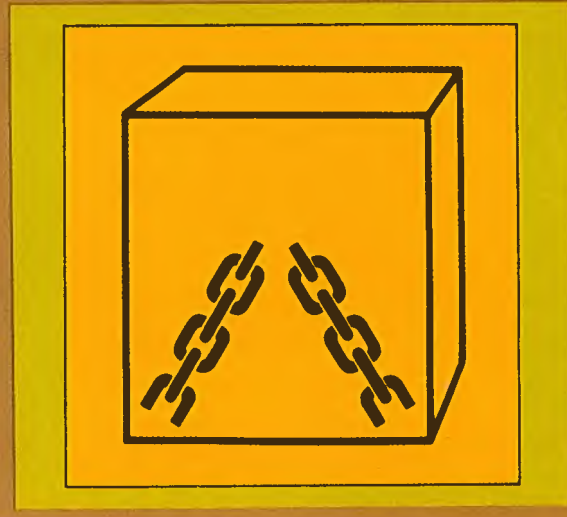


November

Canada Commerce

1972



DECLASSIFIED

THIS CANADIAN CITIZEN IS WAITING TO CAST HIS BALLOT FOR THE FIRST TIME IN 24 YEARS.



Most Canadians would protest loud and long if their voting privileges were denied for even one year, let alone 24 years. But Harry Horne, who recently cast his ballot for the first time in 24 years, had accepted not being able to vote as just part of his job.

Mr. Horne is a foreign service officer who has spent most of his career outside Canada. Until the Canada Elections Act was amended two years ago, no civil servant or his dependents could vote while posted abroad, even though armed forces personnel have been able to do so since the summer of 1942.

This election year, about 3,200 civil servants and their dependents cast their ballots in advance polls in addition to some 13,000 armed forces voters abroad. They had the option of having their votes recorded in the riding in which they lived immediately before joining the federal government, or in the riding in which they lived before their posting overseas, or in the riding of a relative. Of 264 electoral districts, about 225 were covered by the civil service overseas vote.

Voting in most parts of the world took from October 16 until October 18 but the deadline was the 21st. Mr. Horne, who voted in Sydney, Australia, was the first Canadian to vote in that country but it appears the first civil service ballot cast anywhere was that of Mrs. Charles Svoboda, wife of the First Secretary at the External Affairs office in Wellington, New Zealand. There was voting at 105 posts in 83 countries.

One family voted aboard a submarine. Dr. S. M. Lesley, a biochemist stationed in Hawaii, whose home riding is in the Ottawa area, took his wife June and son David aboard HMCS Rainbow when the submarine docked at Pearl Harbour on the 16th. They were joined by two Department of National Defence officers stationed in Hawaii and cast their ballots with the officers and crew of Rainbow.

In This Issue

An inefficient container is an invitation to pilferers and undermines good will, says our leading article this month. A container, in the context of the article, is anything that contains a product and does not mean, in the narrower and newer sense, 'containerization'. As almost any manufacturer must package his product in some way before it leaves his plant, whether for export or just for shipping across the country, this article should contain much of interest to every reader. Even the wood products man may pick up a hint or two — the packaging industry is the biggest user of wood products in the country. Packaging all too often, apparently, is a hit and miss affair. It should be taken into account at the design stage of the product, and not left as it sometimes is to the package designer to compensate for inherent weaknesses in the product.

Every year, Canada Commerce publishes a list of trade fairs for the coming fiscal year at which the Department of Industry, Trade and Commerce will sponsor exhibits. We have managed to get the information together a little earlier this time and the list of fairs will be found in the centre pages of this issue. We suggest you pull it out, together with the list of Trade Commissioners and their posts, and keep it handy for reference. We will try to keep you informed of any change in the program.

K. R. Higham, Commercial Secretary at Bangkok, visited Bangladesh this summer to see conditions there and assess the market potential. He found that Canada enjoys a good reputation and that there is a lot of buying going on, with agents on the lookout for Canadian representation. His article on page 16 makes interesting reading and should encourage more Canadians to investigate this area.

Next month we bring our annual survey of the East European market, together with an up-to-date look at what is happening in the technological agreement area between Canada and the U.S.S.R.

Articles

Packaging: No Room for Amateurs	2
EDC: Financier to Canadian Exporters	10
They're Buying in Bangladesh	14
Canada's Trade Fair Program	19
Lending Policies of the Inter-American Development Bank	27
There's Room for You in the U.S.	30
Canadian Electronics Equipment Seller. Meet Your Netherlands Buyer	32
Sell Your Furniture in the Seattle Area	34

Departments

Foreign Trade Service Abroad	15
Export Opportunities	36
Wanted: Manufacturers	36
Foreign Tariffs and Trade	38
International Loans	39



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PACKAGING

No Room for Amateurs

Packaging is big business—worth about \$1 billion a year in Canada. To find out just how vital a role it plays in Canada's export trade, "Canada Commerce" talked recently with export product manufacturers, export packaging manufacturers and with some of the people who handle claims that arise from faulty packaging.

FRAGILE, HANDLE WITH CARE

MARION C. SMYTHE, Publicity Branch

"An inefficient container is a menace to the successful development of a flourishing trade. An inefficient container starts by being a cause of claims for transportation damages, thus tending to raise freight and insurance rates. It proceeds by inviting pilferage, as its appearance of weakness or its failure to enclose the contents effectively provides many temptations when opportunity serves. An inefficient container undermines goodwill by causing irritation over delays while claims are investigated and damage made good, and by permitting minor blemishes not worth the effort on the part of the recipient to do other than place his orders elsewhere in future." (W. Butterworth in *Canadian Packaging*, June 1951).

In too many cases, the need for effective packaging is still not taken seriously by Canadian manufacturers, in spite of the evidence to the contrary that is presented in claims arising from faulty packaging. The Insurance Company of North America, in its booklet "Ports of the World . . . A Guide to Cargo Loss Control", has this to say:

"Eighty-three per cent of all cargo losses are preventable . . . (but) the past five years have witnessed increased losses due to theft and poor handling and stowage. Attention to the basic principles and techniques of . . . export packing will reduce the susceptibility of cargo to casual or organized pilferage and theft, and will minimize damage from improper or unskilled handling and stowage."

Over the last five years, most preventable losses — 40 per cent — were due to handling and stowage, and a further 32 per cent to theft. By comparison, losses due to sinking, stranding, fires, collision, water damage and heavy weather accounted for only 28 per cent of total claims. The statistics are surprising, considering the number of organizations there are in Canada whose business is to help

Canadian exporters avoid the pitfalls of packaging.

One such group is the Packaging Association of Canada whose purpose, as outlined by L. G. Jamison, its executive vice-president, is to improve packaging techniques and broaden the knowledge of packaging for the domestic and export markets. The Association is a member of the European Packaging Federation and the North American Packaging Federation. It also maintains contact with the Asian Packaging Federation and Mr. Jamison is one of the 12 councillors of the World Packaging Organization.

"Packaging is both an end and a beginning," Mr. Jamison says. "It is a vehicle that contains the product, protects the product from the distributing environment, merchandises the product and is flexible enough to meet shipping regulations."

PAC is a horizontal organization, representing packaging suppliers, converters and users, and product distributors including carriers and shipping agents. Its main concern is with effective and efficient package design.

"Efficient economical package design depends on the product itself," Mr. Jamison explained. "Sometimes a very simple modification in the design of the product can turn it from an awkward, expensive commodity to package to a quite simple one. We like bringing every opinion to bear on package design — the product designer, who has the one view of his product and what should go around it; the packaging purchasing agent, who is concerned about cost; the marketing people, who have another view; the distributor and the retailer."

The organization, which is self-supporting, sponsors Pac-Ex, a biennial packaging trade show, and conducts a lecture audio visual educational program across the country to train people in the principles of better packaging. Last year its seven chapters (in the Atlantic Provinces, Montreal, Toronto, London, Winni-

peg, Calgary and Vancouver) between them had workshop sessions on such things as the use of shrink film in packaging, new applications for corrugated cardboard, developments in plastics and the implications of Bill C-180 on labelling and packaging. It also subscribes to 64 packaging-oriented magazines from around the world and offers digests and article reprint services to its members.

"The only thing constant about packaging is change," Mr. Jamison said, "and that helps to explain our role. People are lazy! PAC provides a focal point for pushing people to keep up with changing technologies."

Containerization? — "It's been hailed as the saviour of packaging, but it's not all that useful at this stage. For one thing, there are still a great many ports in the world that do not have container-handling facilities. For another thing, many manufacturers don't load their products directly into containers at their factory but ship them in corrugated containers or crates to a public warehouse where they are containerized. So the problem of theft is still there."

PAC's big concern right now is with metrication, because it will mean a change in the whole system of standards now in use, including the dimensions of packaging materials and the machines that make them. The group has already produced an information kit on this. Increasingly, the Association is also studying what Mr. Jamison calls the "environmental elements of a package" — what happens to it after it's been used to ship a product somewhere.

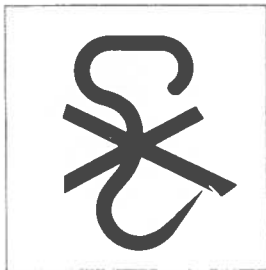
Another group that concerns itself about the exporter's problem is the Protective Packaging Group of the Federal Government's Eastern Forest Products Laboratory in Ottawa. In Canada, most export packaging uses wood or wood-based materials such as wood and plywood boxes, pallets, crates and corrugated boxes, and the Protective Packaging Group maintains a complete research program

to test, develop and evaluate new and better uses of these materials.

Much of its work is a direct result of requests from government, Canadian industrial associations or individual companies for a better way of packaging a particular product.

"We're rather like a market development group for manufacturers and users of wood products," the head of the group, Charles Nethercote, said. "As more wood is used in Canada for packaging than for anything else, one of our main concerns is to try and make its use more efficient in the marketplace. And, of course, our research provides both the domestic and the export manufacturer with better ways of marketing his product."

The Protective Packaging testing laboratory is one of the best equipped in the world. (Many larger firms have their own testing facilities.) The equipment includes a 14-foot revolving drum to simulate rough handling — the only one in Canada. There is a seven-foot drum which is used to test, among other things, explosives packaging; a Conbur incline impact tester; a compression tester with a force of up to 30,000 lbs. to measure stacking, compression and bending strength and the rigidity of wooden and fibreboard containers; a vibration table (transportation simulator); a Hatt Turner impact tester which drops weights on objects (used for pallet components); drop testers which test package shock-absorbing strength; a cushion tester, developed in the lab to test the energy absorbing properties of cushioning materials; a puncture tester for corrugated board and a Mullen tester which measures bursting strength.



USE NO HOOKS

"Export packaging manufacturers haven't much information to fall back on because Canada is not basically an exporting country. We don't know much about the range of vibration and shock in sea and air travel, for example. If a packager is asked to design for rail, sea or air transport, his best plan of attack is to find out what problems are involved in domestic transport and what the known problems are in whatever method of overseas shipment is being used." (W. McGrattan, Manager,

The lab also has a sample-making machine which produces corrugated fibreboard containers; a portable source of conditioned air, and a wide range of electronic and mechanical equipment to detect and measure shock and vibration.

The lab itself is maintained at a standard 72° F and a 50 per cent relative humidity level, but there are special atmosphere chambers which simulate arctic and tropical conditions and are used to measure such things as the resistance of certain types of packaging to the extremes of temperature and moisture.

The results of the group's research are used to develop performance standards of wood and wood-based packaging. Members of the group are also involved in a professional capacity with other associations that develop standards, including the Canadian Standards Association, the Canadian Government Specifications Board, the American Society for Testing and Materials, and a number of joint government-industry committees. Some of these standards become mandatory for manufacturers packaging a certain product; others serve as a guide to more efficient packaging. A current project is testing various types of containers for eggs, the result of a request from the Canadian Department of Agriculture. The lab, which is working closely with the Agriculture Department, egg processors and packaging producers on this project, has so far accumulated 10,000 computer cards of data on 85,000 eggs and the type of packaging — molded pulp, chipboard or ex-

Product Development, Domtar Packaging Ltd.).

Domtar Packaging Ltd. is one of Canada's largest manufacturers of wood-based packaging and is also actively involved in a packaging research and development program to increase design efficiency in wood-based packaging materials.

The company's biggest single commodity is corrugated board which manufacturers use for both domestic and export shipping and also for displays at the retail level, especially in

panded foam — which best protects them.

Also under study is furniture packaging. Last year alone, inadequate packaging resulted in \$60 million in damage costs, and now the lab is working with the Canadian Council of Furniture Manufacturers and with carriers to develop packaging criteria that will minimize these claims. Another current project is the development of an improved wooden pallet to compete with the plastic ones now appearing on the market and, on behalf of the Canadian Grocery Products Manufacturers, the development of a reusable wooden pallet.

Over the years, the group has worked with the Ministry of Transport to develop better ways of shipping dangerous commodities; has proved the feasibility of shipping butter in corrugated rather than wooden boxes (a changeover that saved the industry \$1 million in 1960, the first year it was introduced) and has helped a major industry to save more than \$200,000 on its overpacked product by demonstrating that the bursting strength of the containers could be reduced from 200 to 175 p.s.i.

"Our idea is not zero damage," Mr. Nethercote explained, "except with military commodities which must arrive in perfect condition and can end up in storage for many months or years before they are used. For most other commodities, zero damage would mean costly overpackaging. Among other considerations, a tolerable level of damage is dependent on product purpose, cost and ease of replacement of damaged items."

discount stores. The company has no stock items; everything is manufactured to the client's order (and his design), or designed and manufactured for him by Domtar.

"Packaging is still more of an art than a science," product development manager W. McGrattan said. "When we develop new materials and new packaging designs, it is to some degree on a trial and error basis. We do, however, use our knowledge of the product and what it will do under certain conditions, such as compres-

sion when it's stacked in a warehouse, shock and vibration when it's in transit, in order to develop package designs. We also have to know what's going to happen to it in the distribution cycle — how many times it's going to be handled and how, for example."

For domestic shipping, standard simulations of the transit environment are assumed for what the product is going to undergo in terms of vibration, temperature and humidity changes and length of time in transit. Packaging for domestic shipment is designed for average conditions unless otherwise specified, pre-tested in the laboratory and the design is verified in the field.

"Export shipping, however, is a little different because little is known about the environment," Mr. McGrattan explained. "We can only use domestic standards as a basis for our design and then modify them according to the need. Export packaging at present is really just a question of packaging the product well enough to get there. Canada, fortunately, has a bit of a head start here because the domestic environment is so varied in terms of climate and topography and the country is so large that goods being shipped from Ontario to British Columbia are often exposed to more in the way of shock, vibration

and temperature changes than if they were going overseas. Packaging in Canada has to be superior because of the fact of our centralized manufacturing and our diversified market."

Mr. McGrattan explained that certain steps are being taken to overcome some of the difficulties involved in export packaging. There is a move afoot among such groups as the International Standards Association, for example, to draw up some kind of regulations and guidelines that would be akin to the Canadian Freight Association's Freight Classification which regulates anything shipped by rail in Canada and sets the unofficial standard for air and road transport as well. A beginning is also being made in the standardization of handling and shipping equipment. The Grocery Products Manufacturers of Canada, for example, which is already using a standard 40" x 48" pallet, is now actively involved in standardizing pallet sizes for export. But the problems involved in correlating the larger North American pallet size with the smaller handling facilities of air, rail and road transport in the European Economic Community are extensive, and it will be some time before the two systems can be meshed.

According to Mr. McGrattan, packaging for export is still largely a question of overcoming immediate

problems as they arise and of some do's and don'ts based on practical experience:

—do take into account what the container is going to be subjected to when designing it. If it's going to have to sustain load more than withstand shock, then it must have top load-bearing characteristics; if it's going to be handled with clamp lifts rather than manually or on a conveyor belt, then the side-to-side strength of the container may have to be increased;

—do know the pallet size and pattern that will be used, and consult your shipper about handling procedures;

—do think of packaging first instead of last. One of the biggest problems is that the manufacturer often doesn't consider how his product is going to react to the rigors of transport, and because of this the packaging designer often has to compensate for weaknesses in the product design to ensure that the goods arrive safely;

—do make sure corrugated fibreboard, one of the commonest packaging materials, has been designed to resist the effects of water, both liquid and vapor, because its load-bearing ability is reduced drastically when it is wet. "Rigid when wet" is the ideal.



THIS WAY UP

"The main problem with packaging for export is the problem of non-standardized pallet sizes. The problem is to develop a pallet size that will fit our containers without necessitating excessive dunnage." (Alex Hill, Packaging Co-ordinator, Duplate Canada Limited).

Duplate Canada Limited is another Canadian company that used triple-wall corrugated fibreboard on a trial basis this year, to ship automotive glass to its overseas customers. Fifteen per cent of Duplate's products go overseas; the remainder are shipped across Canada or to the U.S. which, in terms of packaging and shipping requirements, constitutes a "domestic" market. Until recently, the main difficulty with domestic shipments was the amount of money — \$175,000 to \$300,000 a year — the company was

spending on throwaway wire-bound wooden boxes. Then, two years ago, the company's packaging group came up with the idea of an all-metal rack-type container with corrugated fibreboard and indented chipboard dunnage which is now being used, under a test permit, to ship windshields and rear windows across Canada and to the U.S. (door lights are shipped in special metal baskets which are standard in the automotive industry). The scrap factor has been reduced 60 per cent because the returnable containers are constantly in use.

Returnable metal containers cannot be used for overseas shipments, however, because, according to Duplate's packaging co-ordinator Alex Hill, they were designed for Canadian rail shipment and are not physically compatible for container shipments

and European materials-handling equipment. Shipment by air is too expensive.

"What we did this year was to change from the wooden containers to the throwaway triple-wall on an experimental basis," Mr. Hill explained. "These are packed in standard 20-foot or 40-foot containers and shipped by flat-bed truck or rail to containerized ships for loading. The triple-wall means less handling costs and less cost in packaging materials and it still protects the product. We're still using wire-bound corrugated boxes for our domestic service market and solid wooden boxes for our after-service market overseas, but it is possible that triple-wall will soon replace these, too."

When it comes to something like rubber boots, however, packaging for

export isn't as much of a problem. Kaufman Footwear Industries Ltd. is a Kitchener, Ontario, firm that processes footwear for industrial use, slippers, men's and women's fashion footwear, restaurant and hospital shoes, women's vinyl knee-high boots, and sporting boots.

All packaging up to the container stage is done at the Kitchener plant: individual pairs packed in cardboard boxes bearing the company's maple leaf logo for retail identification or in plastic bags, then packaged 10 to a master corrugated cardboard carton which is sealed with tape bearing the notice "not to be accepted for shipment if broken." Sometimes 10 pairs of footwear are packed loose in the master carton for mass merchandising by a retailer.

"Our overseas shipments usually consist of hunting and sports footwear," Albert Ironside, the firm's export manager, said. "We ship them in bulk to customers all over western Europe c.i.f. dockside, and we usually containerize the master cartons. We only ship individual cartons when there's an emergency and then they go by air. The same thing goes for the U.S., except then we ship f.o.b. Chicago."

Shipping hazards? — "Water and insects are no problem, we don't have to worry about preservative-treated packaging. The only problem we do have occasionally is with pilferage before the cartons are containerized, even though the master cartons are just identified with a large K on the tape."

Shipping cows is another matter. What do you do with a cow? What you do is what packaging experts W. D. Brent Manufacturing Ltd. of Malton, Ontario, did when they got involved in shipping livestock by air for Canada's Caribbean aid program a few years ago — containerize them so they can be handled and shipped like any other freight.

"When the aid program got going Air Canada was faced with two possibilities — dividing up the aircraft into stalls or containerizing the animals," Sal Zucchero, Brent's vice-president, explained. "Containerization meant a quicker turnaround time in terms of loading and unloading than stalls, which also meant you weren't tying up an aircraft for animals only. With containers, it doesn't really matter what's being shipped — the load dimensions and handling requirements are the same whether it's cows or sewing machines. We were asked to come up with a feasible design, which we did. We got the approval of the

customer — the Federal Government — and Air Canada, and now it's become a standard design."

The design? — reinforced plywood containers with open tops and sawdust on the floor; all seams caulked inside and waterproof polyethylene film covering the outside; nets (a standard aircraft fitting) fastened over the tops. The containers are loaded onto 125" x 88" or 108" x 88" pallets which are then rolled into place on the aircraft. Maximum capacity of an aircraft is usually 13 containers. In most countries of destination, the containers are destroyed on arrival because of health regulations. If they are collapsed and sea-freighted back, Brent reassembles them for future use.

Brent began in the packaging design business with wings for de Havilland Aircraft. Since then it has packed other aircraft components, sophisticated electronic equipment, heavy machinery and livestock. The packaging material most often used is wood and there is a woodworking shop right in the Brent plant, but the company also buys and uses a whole range of other commonly used packaging materials including felts, foams and rubberized hair.

As an export (and domestic) packaging expert, Brent offers its customers three distinct services: container design (either to customer specifications or to its own, worked out on the basis of the customer's written requirements); the packaging of the product itself, either at Brent's plant or the customer's and depending on transportation difficulties and the customer's wishes, and the retailing of packaging materials.

Container design starts with the product manufacturer's engineering

department — Brent's designers need to know what the product is made of, its size, weight and fragility, how many are being shipped and how, its value and its destination. The value is important, as Mr. Zucchero explained, because it is pointless in most cases to put expensive packaging around an inexpensive product; the destination is important because "we have to know what unloading facilities are like and also what regulations concerning packaging may be in force in certain countries. Australia and New Zealand, for example, now have regulations concerning exposed wood and certain types of dunnage, and special documentation is needed." Brent also looks after marking, shipping and special instructions.

The company only adheres to government regulations concerning packaging when a customer is selling to the Government or when it's a special commodity, but it often uses government specifications as guidelines.

"The idea with exterior packaging is to protect the product against physical hazards," Mr. Zucchero said. "What you do on the inside is to protect against exposure — parts rubbing against each other or getting damp, and as most goods go by sea, we're especially concerned with the use of desiccant and barrier materials. As packaging people, it's our business to see that a product is packaged properly in the light of all these factors. This is one of the reasons we seldom pack consumer goods for retail because it doesn't require our expertise. But you'd be amazed at how many people will treat export packaging as a last minute thing, even when they've been very careful with everything else."



Damaged pallets lead to damaged goods.



KEEP DRY

"If manufacturers would only think of packaging when they're designing a product. . ." (John Smith, President, Smith Packaging Limited). John Smith speaks from experience — 18 years of it as a designer and manufacturer of domestic and export packaging. In fact, when he set up his own business in 1953, it was with the express idea of providing manufacturers with a total service package in a field where expertise was badly needed.

"What we have now is, I think, unique in that we have all our packaging materials right on hand at the plant," Mr. Smith said. "All the cushioning materials from rubberized hair to polyurethane foam, styrene vinyl and air cap (bubbles of air cells), which we make ourselves and usually use for protection in mail bags, and also metal cans and gasket-sealed tin drums for things like electronic equipment. We don't have to prepare any packaging at all." The firm also buys cardboard by the sheet which it fashions to size when needed. And, like Brent, it resells packaging materials to manufacturers.

The firm's Etobicoke plant (there is also a plant in Montreal) has a federal government-inspected vibration tester and a drop and crush load tester which give full readings on the effects of shock on a package at the design stage. The basic container used

at Smith is a waterproof corrugated cardboard box with whatever cushioning material is required to meet a certain standard of protection performance. This is placed in a wooden box with a waterproof casing which is then heat-sealed (the company has the largest heat-sealing machine in Canada and uses it to commercially manufacture the popular "jiffy" skating rinks, among other things). A dessicant is used to keep the interior of the container as close to zero humidity as possible.

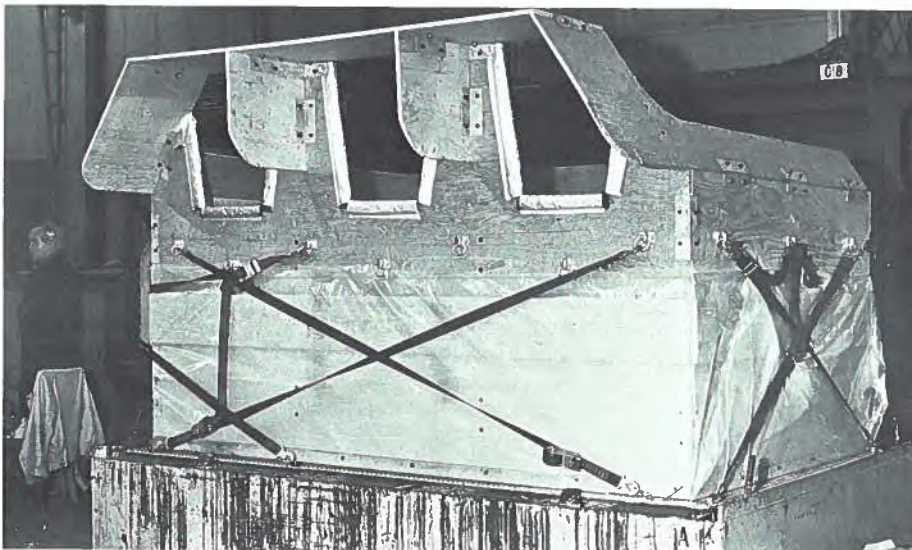
One of Smith's customers for specialized packaging is Ferranti-Packard Limited in Toronto. The firm, which began as the Packard Electric Company Limited of St. Catharines in 1894 and merged with Ferranti Electric Ltd. in 1958, now designs and manufactures 65 per cent of its electronic equipment for the export market (50 per cent to the U.S. and 15 per cent overseas).

The company's biggest packaging consideration is protecting its sophisticated electronic equipment and eliminating heavy packing for air shipment to shorten the transit time to the destination and ensure safe arrival to the customer. Heavy electronic apparatus is usually its own support and requires very little in the way of exterior protection, but information display, data handling and numerical measurement systems require careful

packaging to withstand shock. When assembled, a system could measure 10 feet by 4 feet by 4 feet. This is usually broken down into components to make each package as small as possible, as most equipment of this sort is shipped by air. Slats of polyfoam or other cushioning materials such as polyurethane and styrene foam, air cap and styrofoam pellets are used to contour the various parts against shock and the goods are placed in cardboard rather than wooden containers.

Most commercial packaging is designed at the Ferranti-Packard plant with materials supplied by packaging manufacturers such as Smith. It is based on the customer's requirements and takes into account such factors as the product's destination and the length of time it is going to be in transit. According to Bud Tucker, Marketing Manager, Electronics Division, the only real problem in export shipping arises when equipment is being returned and the customer doesn't repack it properly, "and it arrives in far worse condition than it was when the customer had it."

"Apart from that," Mr. Tucker went on, "our problems are with some of the carriers. They often ignore the international symbols that indicate 'this side up' or 'fragile', and we pack our products with this in mind."



A typical Brent System triple horse stall, suitable for the DC-8 pallet. Upholstered, cushioned cutouts are provided for the horses' heads. Hitching rings are used to secure animal's head to the container and the container to the pallet.



KEEP AWAY FROM HEAT

"We're not selling a packaging job every time, but an idea — what is going to do the best job in the most economical way for our customer, including the method of shipment." (Douglas K. Summerhayes, President, Summerhayes Industries, Brantford).

This is the approach of another expert export packager, Summerhayes Industries in Brantford, which now has even got into the business of exporting packaging expertise by advertising its services in Buffalo newspapers.

Summerhayes' specialty is design, whatever the commodity. And since the business was established in 1963, those commodities have been many and varied — electric motors, cattle, automobile parts, heavy machinery, refrigerators, window air conditioners, electronic control equipment for nuclear reactors and airports, plastic pipe, soot-blowers, manhole covers and air pollution control equipment to name just a few — 60 per cent of which have been for export shipment.

From Mr. Summerhayes himself, who looks on professional packagers as "total environmental forwarders," come some good reasons why a customer benefits from having an expert

on the job:

"There are so many things you have to take into consideration when designing a package for a product. The safe arrival of the product is the most important factor. A product that's being exported will be handled a minimum of five times from manufacturer to customer and often as many as 20. Packages shipped domestically, on the other hand, are generally handled only two or three times. We take responsibility not only for the actual packaging but also for the safe arrival of the goods. We're insured against negligence or errors in packaging and design.

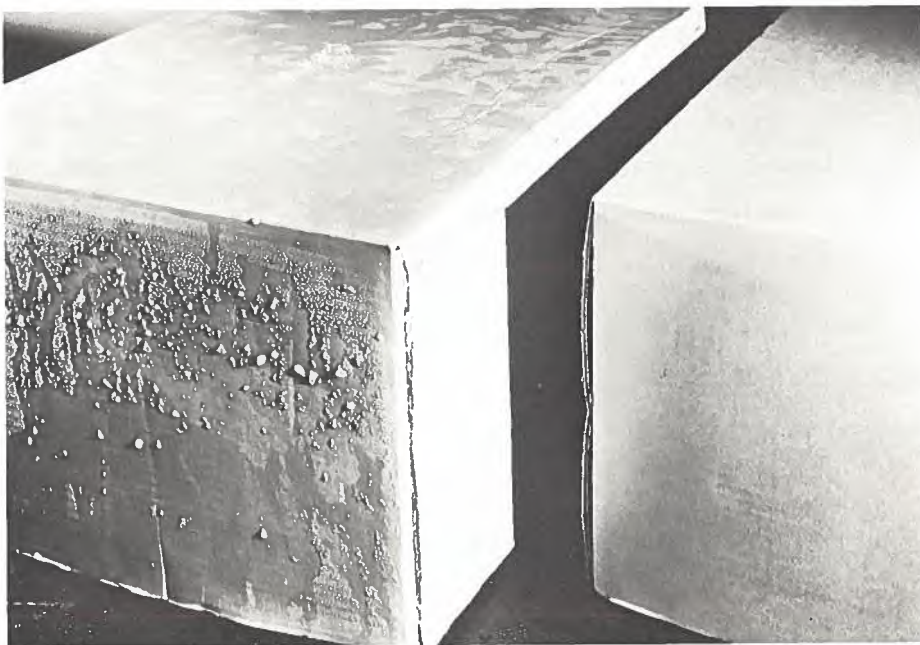
"Before you design a package, you must know what port facilities are like in the country of destination and what interior transportation is like. Your fragile glassware could be going by multitrain, for example, and if you've only taken into account the air or sea freight over there, you could be in trouble. We quote landed prices for our customers, including packaging costs, freight costs, rate of exchange, port costs, insurance costs. It's a complete service and the manufacturer knows where he stands.

"It's far safer to design a pack-

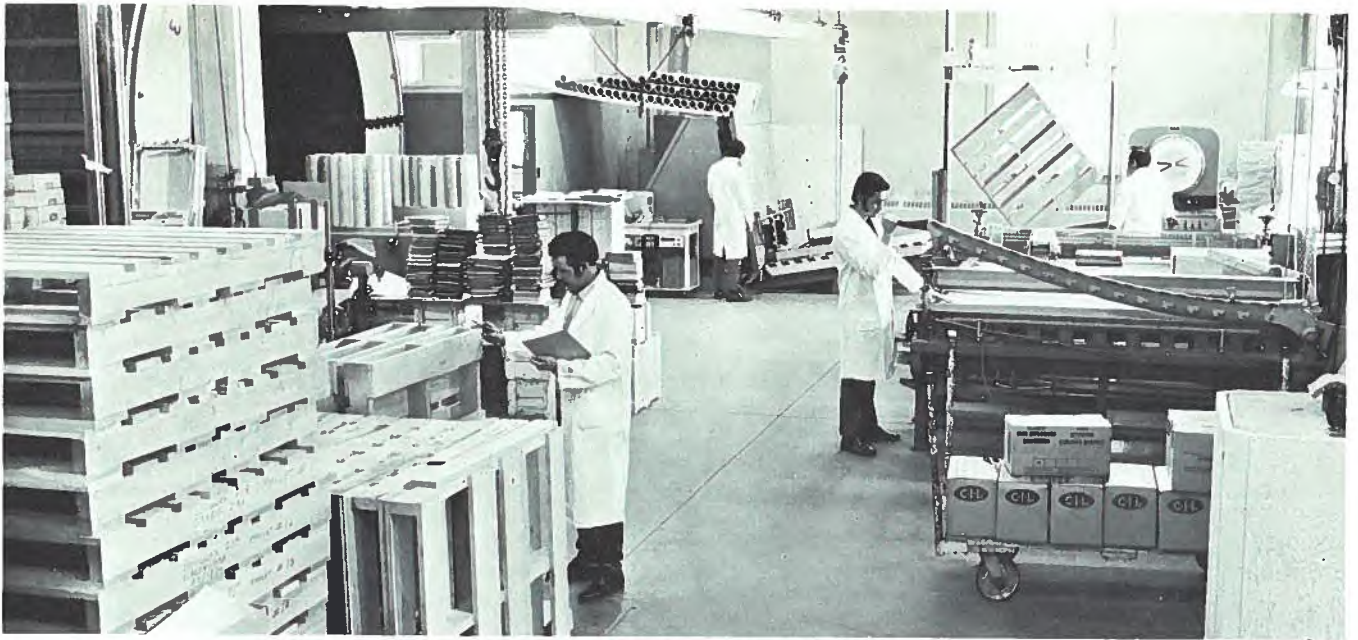
age that will automatically be handled properly than to put instructions, which nobody bothers looking at, on the side afterwards as a safeguard. Forwarders should be more concerned with the problem of badly packaged goods but unfortunately most of them aren't. For example, we shipped some 40-foot plastic pipe to Venezuela recently, measuring ten, eight and six inches diameter, that could only be allowed to deflect one inch from the centre to the ends. So we built a maximum of ¼-inch deflection into the design of the box itself which meant it would have to be handled properly if it were going to be handled at all. Don't let your shipper be totally responsible for the safe arrival of your goods.

"Be careful how you mark your package on the outside. Do indicate the weight of the package and its dimensions, but try to use a code for the consignee's address and change it fairly frequently; don't indicate the nature of the contents unless it's required because it encourages pilferage."

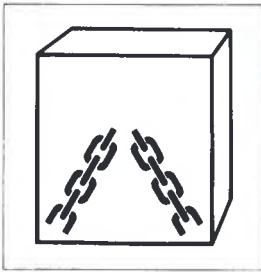
In conclusion? "Don't be an amateur exporter. You can't afford it."



These containers of frozen products have been in a high-humidity environment for four hours. The one on the left is waxed on the outer liners of its body and lid. Note that water has beaded and is dripping down the sides. This container absorbed only 10 grams of moisture. Its compressive strength is about 1,017 pounds, compared with the original rating of 1,058 pounds, a loss of only 4 per cent. The right-hand container is similar to those now used commercially to pack frozen poultry. About 92 grams of moisture have been absorbed but this cannot be detected by the eye. Nevertheless, compression resistance has fallen from about 995 pounds to 491 pounds — a 51 per cent loss.



The Protective Packaging Laboratory is part of the Eastern Forest Products Laboratory of the Federal Department of the Environment.



SLING HERE

Minimize Your Loss*

From Pilferage, Theft and Non-delivery — Use only new, well-constructed packaging and uniquely patterned gummed tapes to deter tampering.

Corrugated fasteners on wooden boxes, shrink wrapping, strapping and banding will help make product more secure.

If possible, don't use descriptive labelling, illustrations, trademarks or company names — "en route" advertising doesn't impress the ultimate customer because he rarely sees it. Use code markings and change them frequently.

Put clear and complete handling and delivery instructions on at least three surfaces of exterior packaging so there will be a minimum of tossing and tumbling to find identifying marks. Color code sides or corners of items in the same shipment to facilitate identification.

Use cautionary markings both in English and in the language of

the country of destination. Use the international graphic handling systems.

Consolidate small, non-uniform parcels into single load units.

Insist on prompt pick-up and delivery to help reduce theft from loading or storage points.

Make immediate reports of losses or non-delivery to law enforcement agencies, carriers and your insurer. The quicker you act, the greater the probability of recovery.

From Handling and Stowage Damage — Cushion, brace, fasten or block articles which do not completely fill the container. Inner bracing should distribute the contents' weight over interior surfaces rather than concentrate it on one or two critical points. Do not exceed whatever capacity the box, bag or carton was designed to accommodate.

Unitize, palletize or assemble cargo into the largest practical unit consistent with handling, weight and dimension requirements. A unitized load of 50 cartons adequately wrapped, strapped and provided

with a pallet or skid base will have a much greater chance of surviving than 50 cartons which must be handled individually. Unitized cargo also lends itself to mechanical rather than the rougher man-handling techniques.

From Water Damage — Apply preservatives, corrosion inhibitors or waterproof wrapping directly to the item to protect cargo from rain, seawater, high humidity and ship's sweat. Shield cargo on top and sides with waterproof shrouds. Provide adequate skids, pallets or dunnage to keep cargo above collecting drainage.

Use desiccants in conjunction with vaporproof barrier liners and wraps to protect moisture-sensitive items.

Crates and other large containers should have drain holes in the bottom, especially when the cargo is prone to sweat.

Use indelible inks, paint and water repellent labels.

*From "Ports of the World, 9th edition — A Guide to Cargo Loss Control," Insurance Company of North America.

Pack for the Hazards

Highway and Rail Shipment — impact against loading docks; coupling impact; braking and acceleration; sway on curves; vibration and road shocks.

Ocean and Waterway Shipment — rolling, pitching, heaving, surging, swaying and yaw motions; boxes, cartons, and crates must be able to withstand lateral pressures from adjacent cargo of up to 7/10ths of the vertical stacking weight pressure; wave impact (green water impacting on deck-stowed containers during heavy weather).

Air Shipment — acceleration/deceleration during takeoff and landing; turbulence; lessening of atmospheric pressure with high altitude; temperature changes in parked aircraft.

Handling — rapid acceleration and deceleration during lifting and lowering; tilting during forklift operations; pushing and dragging in inadequately equipped ports; dropping due to improper handling equipment or inexperienced labor.

Water Damage — rain and salt water entry (leaking container); condensation (ship or cargo sweat); flooding (container stored on inadequately drained surface).

Theft and Pilferage — exposure of cargo during transfer into or from container; hijacking of entire container.

Contamination — residual material or odors from previous cargoes; incompatible cargo stowed in the same container.

Fire — ignition caused by friction or spontaneous combustion.

Check List for Air & Sea*

Air — Cargo should be packed to withstand stacking up to eight feet high and pressure from adjacent cargo and crushing action of tie-down straps.

Liquid cargoes should not fill the container completely as they need room to expand under lower atmospheric conditions. Be sure all caps, valves and seals are tightly closed.

For hazardous cargoes (air or sea), consult your carrier for up-to-date information on regulations and restrictions.

Large, heavy or awkward cargo should be provided with skids to facilitate mechanical handling. Check with your carrier to determine the allowable air cargo floor weight or per square foot of deck concentrations. Check dimensions to be sure cargo will pass through aircraft loading doors.

Sea — Cartons and boxes must be able to withstand the weight pressure of cargo stacked up to eight feet high.

The interior and exterior of the intermodal container should be free of splinters, snags, dents, bulges and residue from previous cargoes, particularly odors.

There should be no leaks inside the container; check previous patches or repairs to make sure they are watertight.

Cargo tie-down cleats or rings should be in good condition and well-anchored. Make sure ventilator openings, if any, are not blocked off and are equipped with baffles to prevent rain and seawater entry.

If an open-top container, be sure that the fabric cover supplied with the container is in good condition and can be properly secured. Check hatch panels for close, watertight fit.

If you are using refrigerated tank or other special purpose container, check motors and compressors to make sure they are in good operating condition and check the fuel supply. Make sure valves and pipes are free of leaks, operate smoothly and seal tightly. Wiring and connections should be clean and free of corrosion and switches operating properly.



*From "Ports of the World, 9th edition — A Guide to Cargo Loss Control," Insurance Company of North America.

END



A model of the planned Stage 1 development at the site of the famous Cerro Verde copper ore deposits at Arequipa, Peru. It is planned to make this \$200 million mining complex within 10 years and the first stage is now being developed under the supervision of Wright Engineers Ltd, Vancouver, with financing loans from the Export Development Corporation.



ters, would-be exporters and potential exporters who have not yet begun to explore the opportunities open to them.

For Canada, the growth of the export effort is a keystone in the economic growth policy of government, whatever political platform it adopts. For business, the export markets, properly developed with the right kind of backing, offer a logical and natural extension to the sometimes limited domestic market. But then, expanding to meet the needs of world markets involves requirements ranging far beyond the normal competitive hazards of price, quality, service, delivery and so forth; it means accepting ways of doing business which are often quite different to our normal domestic markets and our traditional "export" markets. It means facing many new problems and one of the major hurdles is credit and financing. Additional sales volume is all very well — but there has to be money in the bank at the end of the line.

It was in the area of credit risk insurance that the Federal Government decided to move in 1944, when the establishment of the Export Credits Insurance Corporation was authorised by Parliament. As world

EDDC

Financier to Canadian Exporters

PETER CRASKE, Public Relations, Export Development Corporation

In August of this year, the Export Development Corporation announced the signing of a \$21 million loan to Peru. It covered the purchase from Canadian companies of machinery, equipment and services involved in the establishment of a new copper mine and was the largest of a series of three such agreements which had been arranged with Peruvian industry and Government in recent years. The business resulting from the EDC loan will be shared among a number of Canadian manufacturers and service

organizations, some large, some small, some in the East and some in the West and, to translate the project into terms of work rather than dollars, will generate a full year of work for 700 Canadians.

This sort of announcement from EDC is becoming more and more frequent as an increasing number of foreign buyers make use of the facilities available to them — and the direct financing of such massive projects is only one of the many ways that EDC can help Canadian export-

marketing and the needs for export financial services expanded, the original legislation, even though often amended, sometimes restricted the help that could be offered; and so, in 1969 the Act was repealed and a new Act passed to establish the Export Development Corporation which could respond in a much more flexible way to the needs of Canada's foreign markets. The growth of facilities, which had expanded over the years, was accelerated and, as the demands of trade continued to change, further amendments to the Export Development Act were made in 1971

Eligible Equipment and Services

While it is not exclusive, the following is a list of capital equipment and services, by industries, eligible for export financing:

Power Industry: conventional and nuclear power plants, electrification programs and transmission lines, etc.

Transportation Industry: aircraft, airport projects, flight simulators, navigational equipment, ocean-going vessels, locomotives, rolling stock, subway systems, integrated pipelines, etc.

Communications Industry: equipment for telecommunications such as telephone systems, microwave facilities, earth satellite stations, etc.

Other Capital Goods Industries: equipment for wood, pulp and paper, chemical, mining, construction and metallurgical projects, etc. Under certain conditions long term loans and guarantees would be available for airport terminals and hotels.

Services: services related to appraisal and development (*but not feasibility studies*) of natural resources, primary and secondary industry projects, and public utilities projects, etc.

Export Development Corporation (EDC)

is a Crown corporation empowered by federal statute

- to insure Canadian firms against non-payment when Canadian goods and services are sold abroad;
- to make loans to foreign purchasers of Canadian capital equipment and technical services;
- to guarantee financial institutions against loss when they are involved in an export transaction by financing either the Canadian supplier or the foreign buyer;
- to insure Canadians against loss of their investments abroad by reason of political actions.

All persons carrying on business in Canada are eligible to benefit from EDC's services.

providing for more and even better services to ensure that no substantial export business is lost to Canadian exporters through inability to obtain the backing necessary to give their customers competitive credit terms. EDC became a kind of super-financier, stepping in where commercial financial and insurance services stopped, and providing supplementary facilities that are used to a greater extent each year by Canadian suppliers of goods and services. The figures show that exporters obviously agree that, to be successful in the export markets of the world, they needed access to export credits insurance, guarantees and long-term loan facilities which put them on at least an equal footing with foreign competition.

The facilities of EDC are not meant to subsidise exporters and the EDC does not provide services which are available through commercial banks and insurance facilities. The Canadian exporter still has to compete in all aspects of the word, and to pay for the services provided — the most important consideration is that the services and facilities are there and ready for use by any company no matter where in Canada it is located and whether it's a major corporation or a small entrepreneur.

That's the general picture — the obvious question now becomes "where does it benefit me?". Equally obviously, such a question can't be answered in a short article of this nature but what we can do is to look at the specific areas of services offered, and then invite you to pick up the phone and arrange a get-together with an EDC officer to talk about your own particular needs and problems.

The export trade normally falls into the following five broad categories:

Bulk Commodities trade, normally done on a cash basis from the traders point of view, although often subject to special financing arrangements established by the government where the national interest is involved (grain sales have been a particular case in this classification);

Consumer Goods trade, usually consisting of continuing business done on short-term credit up to 180 days;

Advisory, managerial, technical, construction or other services that are usually sold on a monthly billing basis;

Capital Goods, most often consisting of one-time transactions done on medium-term credit of between one to five years or maybe longer;

Capital Construction or development projects which include the export of equipment, together with the necessary technical and installation services, and for which extended credit terms are usually necessary. This type of project often involves a number of companies with one acting as consultant and prime exporter — the Peruvian copper mine mentioned at the beginning of this article is an example.

The exporters' financing needs are different in each case — and it is in this area that the amended enabling legislation for EDC has opened the door for imaginative application of the two main tools available — Export Credits Insurance and Export Financing.

Export Credits Insurance — EDC has wide powers to help in virtually every field of export activity by providing export credits insurance to protect the profit and loss account of the exporter; also to allow him the maximum turnover and flexibility in the use of his available working capital. The EDC policy generally covers short-term credit items such as consumer goods; medium-term credit capital goods like machinery; and services provided to foreign customers — a classification which can take in a

EDC

multitude of intangibles such as engineering, construction, design, technological and marketing services, the processing or treatment of goods for a customer, and geophysical and photogrammetric surveys. It can also cover invisible exports such as the sale or licensing of patents, trademarks or copyrights; advertising fees, auditors' fees, consultant and similar services.

The policy gives the exporter coverage against a broad range of risks which could tie up his export receivables in one way or another — risks such of insolvency of the foreign buyer; failure of the buyer to pay within six months of the due date for goods which he has accepted; repudiation by the buyer where no useful purpose would be served by taking proceedings (the exporter, of course, must have fulfilled his end of the contract); blockage of foreign exchange or transfer difficulties which prevent the exporter getting paid in accordance with the sales contract; war or revolution in the buyer's country; cancellation or non-renewal of an export or import permit and the imposition of restrictions on importing or exporting products previously unrestricted; other causes arising from events outside Canada and the continental U.S.A. that are outside the control of the importer and the exporter.

What the policy does not cover are risks which can be, and normally are, insured with commercial underwriters; nor does it cover trade disputes. EDC does not accept the task of acting as arbitrator between Canadian exporters and foreign buyers in disputes relating to quality or quantity or other breaches of sales contracts. Any disagreement of this nature has to be resolved between the buyer and seller before a claim can be considered.

Sometimes an export order calls for products to be manufactured to certain specifications that make them useless in any other market or for any other customer than the original. The exporter can then elect to have what is designated as a Contracts Policy, which protects him from the time the order is received until it is paid for. Where the order is for standard items

such as are readily saleable to alternate buyers in the event of cancellation, he would naturally not wish to pay for this extended coverage and would choose a Shipments Policy which covers against loss from the time of shipment.

When goods or services are sold on short-term credit, EDC normally issues a comprehensive policy which covers all the exporter's shipments for the year. On the other hand, products and services sold on one- to five-year medium-term credit are covered by individual policies relative to each contract.

In all cases, it is normal for the exporter to insure all his exports except those paid for in advance or by irrevocable letter of credit. He may, however, exclude his sales to U.S. customers, and EDC does consider exclusion of certain other countries provided that the balance offers a sufficient spread of risk at a reasonable premium.

As with any insurance plan, the objective is to protect against major loss. It is in the interest of both EDC and the exporter that the credit risks be carefully evaluated and, in the event of a loss, that every effort be made to recoup as much as possible. With this aspect in mind and the need for maintaining the highest protection for the lowest premium, EDC normally covers a maximum of 90 per cent of the loss, the exporter co-insuring for the remaining 10 per cent.

Apart from the insurance aspect, the EDC policy can have a positive value in the financing of the exporter's operation. If the exporter requires aid in financing his exports, he can ask EDC to assign the proceeds of any loss payable under a policy to a bank or other institution which is financing his export sales — the policy can then become acceptable as collateral, in accordance with the needs of the supplier. This can be done on the basis of individual bills or a blanket assignment of all his foreign shipments.

In a comparable way, for medium-term financing for the sale of capital goods or services EDC will provide unconditional guarantees to chartered banks or other lenders who

supply non-recourse financing to the supplier. Guarantees can also be provided to banks for specific loans needed to cover the material and direct labor costs involved in the manufacture of capital goods which are insurable as medium-term transactions.

EDC is always ready to discuss with exporters new and different applications of the insurance principles where these will either give the marketer greater competitive edge, or where they are required as a result of the peculiarities of the kind of trade involved. Special areas such as seasonal selling practices, delay dating, floor plans and similar activities have been included in the modifications of the basic coverage that has been made available to exporters. And the door is always open.

Export Finance — In any substantial transaction, usually those of more than \$1 million and requiring credit terms beyond those that can be financed through normal banking channels either with or without EDC guarantees, the Corporation acts as a super-financier for exporters. Although not classified as a bank, the functions are similar because EDC will finance large Canadian export orders for capital equipment and services. Usually these contracts are arranged by EDC within its own powers and capital structure as established by Parliament. Sometimes, if the proposed transaction is of national significance or involves other factors of total Canadian economic policy, EDC can be authorised by Cabinet to negotiate and sign financing agreements for extraordinary periods and to provide for these from special government funds rather than from its own allocated financial reserves and structure.

Under these various financing plans, from whichever source the funds emanate, EDC makes long-term loans to foreign purchasers for the specific purpose of paying the supplier for the order, releasing payments to the exporter on instructions from the buyer. As an alternative, EDC can also achieve substantially the same results by guaranteeing loans made to the purchaser by other financial sources. Financing of this nature may also include such special components

as the provision for local costs involved in capital projects up to a maximum of 20 per cent of the value of the Canadian part of the order. A major project using more than 80 per cent Canadian goods and services could thus be totally financed through EDC — a not inconsiderable competitive advantage for the Canadian exporter when the chips are down.

Then, in the developing countries, there are the various development banks established, often with Government backing, to assist the expansion of trade and industry within the country. EDC may make loans to these banks for relending to those of their own importers who want to buy Canadian capital goods and services. The projects financed in this way must of course be financially and economically sound and the foreign buyer and the country involved must be credit worthy. All goods and services must normally be exported from Canada and must provide employment and industrial benefits for Canada. Additionally an investment of this nature is assessed on its potential future contribution to Canada's export market growth in the long term. With all these factors in mind, and since it is the Canadian exporter rather than the foreign purchaser who opens the negotiations with EDC, the opinion of EDC on eligibility and methods of financing can be discussed before any commercial sales agreement is concluded, and the exporter will make his sale with the comforting knowledge that his investment is protected and the financing assured.

These, then, are the two main tools used in different ways to help exporters in buyer and seller transactions.

Foreign Investment Insurance — There is another area of overseas marketing that concerns Canadian businessmen: investing in branch plants, advancing money for the purpose of establishing a business, or similar situations where participation in developing countries is planned. Such investments in growth areas are always subject to certain political risks, including insurrection or war, expropriation and the possibility of being unable to take the earnings out of the country because of non-conver-

tibility of the foreign exchange, or because of foreign exchange restrictions which could be imposed at short notice. Where Canadians are contemplating new investments in developing countries, EDC offers insurance against these risks in varying combinations. Coverage extends up to a maximum of 15 years and the investor can insure up to 85 per cent of his interest. The businessman must, however, discuss and arrange his protection before entering into the actual commitment.

What about the costs? EDC is required to generate revenue only to the extent of providing for potential losses and the administrative costs involved. Premiums and charges are, therefore, modest and, over the years, have been reduced as experience has expanded. Credits insurance premiums are based on the type of products involved, country of destination credit terms, the spread of the risk EDC must carry and other factors. There is no standard charge and the average for all products in all markets has dropped by about 50 per cent over the last 10 years. Any exporter can obtain rates on his particular requirements without any obligation by contacting EDC. Short-term credits insurance premiums are paid only for shipments actually made — the exporter advises EDC of orders going out against his policy and is billed only for those; for medium-term credits, each policy is worked out to cover a specific order or contract.

Interest and fees charged by EDC for export finance transactions generally are based on the current cost of money (keeping in mind the need to be competitive) and operating expenses. As a general rule, the latter amounts to about one half of one per cent and the charges are, of course, paid by the purchaser — the exporter normally has no charge to pay except when he asks EDC to extend the commitment to finance because his negotiations with the buyer are protracted beyond the original date.

Foreign investment insurance fees, where the investor wants coverage against all of the three major risks, average about one per cent of the investment a year.

It can be seen that the charges

are reasonable and this is in large part due to the structure of the EDC, which is directed by a Board consisting of Canadian businessmen and senior government officials. The interests of both segments centre entirely on the need for Canada to be competitive in world markets by providing the services at the lowest possible cost. This same structure, combined with delegation of authority at all levels from directors down, ensures that there is maximum flexibility of application of the principles involved; most important, this flexibility is combined with administrative simplicity and the ability to act promptly, thereby justifying EDC's place on the export development team.

The head office is in Ottawa, and there are district offices in Montreal, Toronto and Vancouver. In other major centres across Canada, EDC is represented by the regional managers of the Department of Industry, Trade and Commerce. (For addresses, see *Canada Commerce*, September 1972). The EDC has authority to undertake financial liabilities of \$2.45 billion on a roll-over basis. This includes \$1,000 million for insurance and related guarantees; \$1,300 million for direct financing loans and guarantees, and \$150 million for foreign investment insurance. The amount of shipments actually insured in 1971 was \$481 million, representing actual completed shipments. But policies were issued for considerably more than this — not all sales negotiations, however, are successfully completed and shipment made. In the area of direct financing and loans, the annual figure has risen from an average of \$50 million during 1960 to 1969, to \$100 million in 1970, and \$340 million in 1971.

It's a figure that says Canada is really in the export business, that overseas buyers recognize this, and that EDC is making a major contribution in bringing buyer and seller to the target of completed, profitable business. Combined with the enviable position that Canada's Trade Commissioner Service holds in the eyes of foreign governments and commerce, the total facilities are available for any exporter, or potential exporter, to fully exploit the opportunity of overseas trade.



Bangladesh villagers use jute, the new country's prime export commodity, to make ropes.

K. R. HIGHAM, Commercial Secretary, Bangkok

Mr. Higham recently returned from his first visit to Bangladesh since the Bangkok office assumed responsibility for coverage of that country. Here is a brief summary of his findings and initial impressions concerning Canada's commercial interests there.

It might not be all their own money but the Bengalis are spending just the same. Since independence, vast quantities of aid monies have been poured in to avert the spectre of starvation and to prop up the economy during the initial stages of reconstruction and reorganization. Most bilateral aid is tied to purchases from the donor country but pressure from the Bangladesh Government is mounting to encourage donors to untie their soft loans in the future.

Thanks to its prime export commodity — jute — the foreign reserves of Bangladesh are claimed to be already approximately \$127.5 million and the Central Bank is starting to issue letters of credit for essential foodstuffs and industrial raw materials to feed idle factories. Battery makers, bicycle manufacturers, fertilizer producers, and cigarette and match manufacturers are among the companies most anxious for imported raw materials.

Partly as a result of Canada's early recognition of the new country and partly because of imme-

diately and substantial aid contributions, we now enjoy good standing in Bangladesh. Manufacturers' agents are pursuing new Canadian principals because they feel Canadian aid spending will create continuing demand for equipment and spare parts. This is a good time for Canadian firms to establish an agent in Bangladesh. The spare parts situation is serious in almost all areas and if you are a previous supplier to Bangladesh you should check now that your equipment has adequate spare parts back-up in the country.

If you had representation in Bangladesh before the civil war you should check again to make sure it is still effective. All Pakistani-owned firms were nationalized which, in most cases for manufacturers' representatives, means that they are now closed. Previous employees of these companies are among those who are interested in representing Canadian firms.

The Government is going through an intensive reorganization and if you chose your previous agent because of his special contacts with the civil service you should confirm that these contacts are still valid. Government purchases will represent an even larger portion of foreign exchange spending than before independence so your agent's familiarity with the workings of the civil service are most important.

If you have an agent now and you remain confident in his ability to represent you, ensure that he is well stocked with your most recent brochures and specifications. Specifications for new tenders were begun on July 1, when the fiscal

year started. Getting your equipment specified the first time around will facilitate follow-up business as there appears to be an intent to standardize new purchases with existing equipment.

Bengalis prefer to deal with local agents. However, if you must split your coverage it would be better to do it from Singapore, Kuala Lumpur or Bangkok than from any other area.

For your commodities to find consideration now, stick to basic production and consumption items without unnecessary extras. The Government is aware of the urgency of the country's basic requirements and probably will not be spending on non-essentials for at least another year.

The short supply of technical talent to service and install modern machinery and equipment is another disadvantage the country has to deal with and exporters of items in these categories should be ready to offer training facilities with their equipment proposals. Such offers will get much more sympathetic consideration than quotes which simply include the cost of installation and operation. These are some of the commodities most frequently mentioned as being of interest to importers and agents: fine chemicals for the pharmaceuticals industry; fertilizers and fertilizer raw materials; industrial chemicals; rapeseed and milk powder.

Canadian firms with agents or buying connections in Bangladesh either before or after the separation from West Pakistan should notify the Embassy in Bangkok so it can keep in touch with these firms on future visits.

Foreign Trade Service Abroad

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

ALGERIA

Commercial Secretary
Canadian Embassy
Boite Postale 225
Grande Poste
Algiers, Algeria

A. C. Perron
Commercial Secretary

A. H. Conradi
Assistant Commercial Secretary

Territory:
Tunisia

ARAB REPUBLIC OF EGYPT

Commercial Secretary
Canadian Embassy
Kasr el Doubara Post Office
6 Mohamed Fahmy El Sayed Street
Garden City
Cairo, Arab Republic of Egypt

R. B. Blake
Commercial Secretary

Cable: CANADIAN
Phone: 23110
Territory:
Libya, Sudan

ARGENTINA

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

W. R. Van
Commercial Counsellor

H. G. Fairfield
Assistant Commercial Secretary
(Agriculture)

P. J. Gibeau
Assistant Commercial Secretary

Cable: CANADIAN
Phone: 32-9081
Telex: 121383 (121383AR CANAD)
Territory:
Paraguay, Uruguay, Falkland Islands

AUSTRALIA

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

H. J. Horne
Commercial Counsellor for Canada

W. B. Zyla
Commercial Secretary

R. J. McLeod
Assistant Commercial Secretary

Cable: CANADIAN
Phone: 27-7565
Telex: 089 20600
(CDN GOVT AA 20600)
Territory:
State of New South Wales and Queensland, Capital Territory, Northern Territory, Papua New Guinea, New Caledonia, New Hebrides, Solomon Islands, Fiji

Melbourne

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

K. F. Osmond
Commercial Counsellor for Canada

R. Dery
Assistant Commercial Secretary

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Phone: 63-8431
Telex: 089 30501
(CDN GOVT AA 30501)
Territory:
States of Victoria, South Australia, Western Australia, Tasmania

Canberra*

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

B. S. Shapiro
Commercial Counsellor

D. B. Browne
Commercial Secretary

C. V. Hiltz
Assistant Commercial Secretary
(Agriculture)

Cable: DOMCAN
Phone: 73-2541
Telex: 089 62017 (DOMCAN AA 62017)

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

AUSTRIA

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Commercial Division
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Dr. Karl Luegerring 10
1010 Vienna, Austria

E. L. Bobinski
Commercial Counsellor

W. M. Maybee
Assistant Commercial Secretary

P. A. Holton
Assistant Commercial Secretary

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Telex: 75320 (DOMCAN A)
Territory:
Albania, Bulgaria, Hungary, Romania

BELGIUM

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

L. A. Campeau
Commercial Counsellor

R. W. Craig
Assistant Commercial Secretary

D. Horley
Assistant Commercial Secretary

Cable: CANADIAN
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Telex: 21613 (DOMCAN BRU)
Territory:
Luxembourg

BRAZIL

Brasilia ◀

Commercial Secretary
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Caixa Postal 07-0961
SDS-Edificio Venacio IV cobertura
70000 Brasilia DF, Brazil

J. R. Brocklebank
Acting Commercial Secretary

Cable: CANADIAN
Phone: Brasilia 426806
Telex: 203

Rio de Janeiro

Consul and Trade Commissioner ◀
Canadian Consulate
Caixa Postal 2164-ZC-00
Edificio Metropol
Avenida Presidente Wilson 165
Rio de Janeiro, Brazil

G. D. Valentine
Consul and Trade Commissioner

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

Sao Paulo

Consul and Trade Commissioner
Canadian Consulate
Caixa Postal 6034*
Edificio Scarpa*
Avenida Paulista, 1795, 9 andar*
Sao Paulo, Brazil

P. A. Théberge
Consul and Trade Commissioner

J. E. Graham
Vice Consul and
Assistant Trade Commissioner

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

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

BRITAIN

London

Minister (Commercial)
Canadian High Commission
One Grosvenor Square
London, W1X 0AB, England

*J. H. Stone
Minister (Commercial)

J. R. Sharpe
Commercial Counsellor

G. E. Blackstock
Commercial Counsellor

T. D. McGee
Commercial Counsellor

T. Charles
Commercial Counsellor (Timber)

J. C. Bradford
Commercial Secretary

B. M. White
Commercial Secretary

G. Bruneau
Assistant Commercial Secretary

Jean Roy
Assistant Commercial Secretary

H. G. Garland
Attaché (Fisheries)

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

Glasgow

Canadian Government
Trade Commissioner
Ashley House
181 West George Street
Glasgow G22HS, Scotland

A. B. Brodie
Trade Commissioner

Cable: CANTRACOM
Phone: 248-3026 (Area Code 041)
Telex: 778650 (CANTRACOM GLW)
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(continued on page 23)



Canada's Trade Fair Program, 1973-74



The following is a list of trade fairs for the fiscal year 1973-74, beginning April 1, 1973, at which the Department of Industry, Trade and Commerce will sponsor exhibits. Although this program is relatively firm, changing conditions or unforeseen circumstances could necessitate adjustments. These will be reported in Canada Commerce. Canadian manufacturers interested in participating, under government auspices, in any of these fairs should contact the project manager either by telephone (613-995-7334 or

995-8303) or by writing to the Fairs and Missions Branch, Department of Industry, Trade and Commerce, Ottawa, K1A 0H5.

Companies interested in participating in trade fairs abroad which are not listed could be eligible to receive a financial contribution from the Department to cover the cost of participation. Details of this shared cost program can be obtained from the Fairs and Missions Branch.

1973	WHAT	WHERE	WHEN
Aerospace Electronics	<p>Paris Air Show This show is considered the largest event of its kind in the world. Canada will use its national pavilion to display aerospace, navigational and related equipment.</p>	Paris	May 24-June 3
	<p>Japanese International Aerospace Show This is the only aerospace show to be held in Asia and the Pacific area. The Canadian exhibit will include aircraft, components, systems and services with emphasis on STOL systems.</p>	Tokyo	October 5-11
Building Materials	<p>Industrialized Building Exposition and Congress (INBEX). Canadian-built prefabricated houses, modules, building systems components and equipment will be featured at this annual exposition.</p>	Louisville	November
Clothing	<p>Women's Wear Show (Solo) Products to be featured will include coats, suits, outerwear and knitwear.</p>	London	April
	<p>Women's Apparel Show (Solo) This show is in four phases and will display women's sport-wear, rainwear, coats, suits, dresses, furs, leathers, suedes and knitwear.</p>	New York	April, November
	<p>Children's Wear Show (Solo) The first children's wear show of its kind by Canada in the British market, this show will highlight coats, suits, outerwear and knitwear.</p>	London	April, October
Engineering	<p>5th Offshore Technology Conference The exhibit will demonstrate capability in offshore petroleum exploration, pollution control and oceanographic equipment.</p>	Houston	May
Farm Equipment	<p>3 in 1 Farm Equipment Show Mainly an open-air show, this event is geared for the short line agricultural equipment manufacturers, especially grain harvesting, haying and tillage equipment.</p>	Pratt, Kansas	April 26-29
Film	<p>Cannes International Film Festival Canadian motion picture films, photo films, and film rights will be shown at this, the largest international film festival.</p>	Cannes	May
Food	<p>National Food Services Exhibition Open to trade only, this fair will include catering supplies and services as well as variety of foods and food products.</p>	London	April 3-6

	Japanese Meat Promotion	Tokyo, Osaka	September
	Planned to last two weeks, this in-store promotion will feature high quality table beef for retail and institutional use.		
Forestry	(Southern Pine) Forest Products Machinery Equipment Exposition.	Atlanta	June 1-4
	A trade only biennial fair with emphasis on logging, saw-mill and related equipment, plywood and machinery.		
	International Exhibition of Machinery Equipment and Instruments for Timber and Woodworking Industry (Lesdrevmash)	Moscow	September 5-19
	This show will be especially aimed at Canadian manufacturers of skidders, logging trucks and forest harvesting machinery.		
Furniture	Hickory Furniture Mart	Hickory N.C.	April, 6-13 October 19-26
	This show exhibition will be in two phases and is the largest furniture show in the U.S. Canada's exhibit will highlight medium- and high-priced household furniture.		
Jewellery	Retail Jewellers' of America International Jewellery Trade Fair	New York	July
	This is considered the largest exhibition of jewellery store merchandise in the world. Canada's display will include both fine and costume jewellery, flatwear and stemware.		
Machinery	World Gas Exhibition	Nice	June 3-8
	Services and equipment for the natural gas industry are eligible to be displayed at this show under the following classifications: production and treatment, storage, transport and distribution.		
Restaurant Facilities	National Restaurant Association Convention and Educational Exposition	Chicago	May 19-23
	A substantial part of the Canadian exhibit will feature restaurant catering equipment. Food and beverage products will also be exhibited.		
Textiles	29th Interstoff (International Clothing & Textiles) 30th Interstoff (International Clothing & Textiles)	Frankfurt	May November
	Primarily a textiles fair. The Canadian exhibit will display outerwear and fashion products.		

Miscellaneous	<p>Budapest International Trade Fair</p> <p>Canada will participate for a third time in this horizontal fair. Special emphasis will be placed on heavy machinery and electronic equipment.</p>		May 18-28
	<p>Izmir International Trade Fair</p> <p>Canada will participate in this showplace event of the Middle East for the third time. Displays will include telephones and equipment, light machinery and electronic instruments.</p>	Izmir, Turkey	August 20-Sept. 20
	<p>International Trade Fair</p> <p>Our second participation in this horizontal fair will feature Canadian manufactured equipment.</p>	Algiers	September
	<p>Tel Aviv International Trade Fair</p> <p>Canada's first participation will be highlighted by displays of telecommunication and electronic capital equipment, machinery, mechanical handling and packaging equipment.</p>	Tel Aviv	October 23-31
	<p>Women's Apparel Show (Solo)</p> <p>This is the last phase of the show and will display women's sportswear, rainwear, coats, suits, dresses, furs, leather, suedes and knitwear.</p>	New York	January
	<p>Men's Wear Show (Solo)</p> <p>Products to be featured include men's outerwear, selected sportswear, casual slacks and jeans.</p>	London	February
	<p>Children's Wear Show (Solo)</p> <p>This is the last phase of the show which was launched in September.</p>	London	February
Food and Catering	<p>Hotelympia '74 (International Hotel and Catering Exhibition)</p> <p>The fair is directed to the food, food service equipment and catering furnishings industry.</p>	London	January
Music	<p>International Record and Music Publishing Market (MIDEM)</p> <p>Music publishing rights, phonograph records, pre-recorded tapes and sheet music will be displayed at this market place — largest for music publishers.</p>	Cannes	January

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Lending Policies of the Inter-American Development Bank

International Financing Branch

Readers of the July issue of *Canada Commerce* were introduced to the Inter-American Development Bank, or the Banco Interamericano de Desarrollo (BID) through an article prepared by the BID's Division of Information to mark Canada's formal accession to Bank membership on May 3, 1972. The following article outlines the Bank's general lending policies. Similar articles will be published in subsequent issues of *Canada Commerce* on the lending policies of the other regional development banks.

The Inter-American Development Bank was established in 1960 with the following objectives: (1) to promote the investment of public and private capital for development purposes; (2) to use the funds at its disposal to finance development especially through such operations as will contribute most effectively to growth; (3) to encourage and to supplement private investment; (4) to help Latin American member countries in making better use of their own resources, in particular to help make their economies more complementary and foster the growth of foreign trade; and (5) to provide technical assistance.

In pursuing these objectives, the Inter-American Development Bank finances approved projects from two distinct sources: the Ordinary Capital Resources and the Fund for Special Operations. Loans financed from the Ordinary Capital carry a rate of interest 1.25 per cent more than the average cost of the money obtained in the capital markets. The current rate amounts to approximately 8 per cent per annum. Loans from the Fund for Special Operations carry concessionary rates of interest. The current interest rates on loans from this fund are 4 per cent per annum for economic pro-

jects and 3 per cent for basically social projects. In both cases, a service charge of $\frac{3}{4}$ of 1 per cent per annum is included.

The majority of the Bank's loans are made to the public sector but financing is extended to the private sector either directly through loans to enterprises undertaking medium or larger size projects, or indirectly by relending loans to both public and private development credit agencies. These relending, or "global," loans are made by the Bank to finance credit programs of individuals and small-scale enterprises primarily in the fields of industry, mining and fishing and agriculture. Global (relending) loans may also be used to finance sub-projects such as rural electrification programs and urban housing programs where the loan proceeds are channelled to the final borrowers in the form of mortgage credit. Relending loans are made by the Bank both from its Ordinary Capital Resources and from the Fund for Special Operations.

Initially, the Bank strove to build up an operational record that would not only distinguish it from other international institutions operating within Latin America but one that would also establish its creditworthiness in the world capital markets. BID worked from the basic principle that its operations must be adapted to the requirements of the economic and social development process in Latin America. The priorities set by the member countries themselves in the development programs were and still are the basis on which the Bank establishes its program of operations in each country.

During the first few years of operation, the Bank gave priority to lending in the social development fields — agriculture, water supply and

sewerage — and the regional integration fields of transportation and telecommunications. By 1962 more than 72 per cent of all funds allocated in that year were channelled into these particular sectors. A shift, however, appeared in 1965 when the Bank's lending emphasis went to the mining and industrial sector which, in that year, accounted for more than 44 per cent of all lending. The Bank maintained its early interest in the social and regional integration sectors but also started during the last half of the 1960's to fund more "traditional" projects in sectors such as power, transportation and telecommunications where other multilateral and bilateral aid donors had historically concentrated their lending.

Table 1 illustrates the Bank's strong interest in agricultural development which, over the past 11 years, has accounted for approximately 24 per cent of all Bank loans. Physical infrastructure development in areas such as transportation, communications and electric power has received 34 per cent of cumulative Bank loans. The social sector, which includes housing, water supply and sewerage, has received 19 per cent of all loans.

The Bank's lending policies in the following sectors may be summarized as follows and Canadian businessmen should note that the Bank only finances projects submitted to it through requests from the government of the Latin American country concerned.

Agriculture

The Bank considers requests for financial and technical assistance designed primarily to increase the productivity of the agricultural sector and generate a self-sustained growth of production. Attention is also paid to the various social aspects of agricultural loans and to efforts that ensure

that the benefits of greater productivity are distributed on the widest possible basis. The Bank considers providing financial and technical support in a number of fields related to agriculture, including extension services, credit, education, research, agrarian reform, colonization, livestock development, forestry, fisheries development, agricultural marketing development and irrigation.

Generally, the Inter-American Development Bank will not commit its resources to finance activities which foster expansion of the production of coffee, bananas, cacao, raw or refined sugar, or other agricultural products that are in surplus in both the developing country and the rest of the world.

Infrastructure and Industry

Since the Inter-American Development Bank's inception in 1960, more than \$2.3 billion has been channelled into the infrastructure and industrial sectors. These areas are considered extremely important both in the individual development of each country within the region and in the over-all development plans for Latin American integration. Of a total of \$652 million in loans made by the Bank in 1971, about \$393 million, or 60 per cent, were channelled into these sectors. As the resources of the Bank increase, greater emphasis will probably be placed on these areas so that more resource allocation to infrastructure and industry can be expected to occur in the future.

Transportation and Communications — Over the period 1961-71, approximately \$866 million has been allocated to development projects in transportation and communications. This represents about 18 per cent of all cumulative lending by the Bank. Recently, specific attention has been given to land transportation projects and more than \$400 million has been loaned for highway construction projects. The Bank has indicated that priority attention in this sector will be

given to projects involving the construction and servicing of feeder roads. The Bank is also fairly heavily involved in the construction of gas lines, ports, and telecommunications systems. This emphasis exemplifies the Bank's concern in financing programs that have a distributive impact.

Electric Power — The Bank has channelled \$741 million into electric power development over the past 11 years, which represents 16 per cent of lending over the period. The Bank is now emphasizing the development of hydro power projects, although financing has also been provided for the development of thermal plants, gas turbine generators, transmission systems and control systems.

These loans will be used to increase the region's generating capacity by 7.8 million kilowatts and add almost 53,000 miles of primary transmission and distribution lines to the region's power grid.

Industry and Mining — Considerable backing has been given to the industrial and mining sector so that new industries can be developed to export a large part of their output to the Latin American market and elsewhere. This helps to cut down on imports, especially of semi-finished and capital goods. Loans in this sector are also used to modernize existing plants and increase their productivity so that imports can be cut further and exports diversified.

One of the priority areas in this sector has been industrial projects. These have accounted for approximately 14 per cent of cumulative Bank lending over the last 11 years. The Inter-American Development Bank aims at providing the capital by which small and medium sized domestic entrepreneurs can prosper and contribute to the over-all regional development. As the individual credit needs of such entrepreneurs are usually too small to justify direct loans from the Bank, funds are channelled to them through relending loans to

the various Latin American Development institutions which receive Bank support. Approximately \$700 million has been allocated to the industry and mining sector to date.

Social Development

The Inter-American Bank's activities in this area are derived from the agreement signed in 1961 with the U.S. Government establishing the Social Progress Trust Fund. With the establishment of the Fund for Special Operations, the Bank has been able to continue its support for social development which includes education, science and technology, sanitary engineering and urban development and housing.

Education, Science and Technology — Education projects, particularly higher education, have been emphasized by the Bank in the past. Recently, the Bank's policies have been expanded to include technical and vocational training and apprenticeship programs.

Up to the end of 1971, 57 loans for education totalling \$208 million have been authorized. These funds have contributed to the financing of development projects totalling \$441 million. Almost half the funds are being used to buy laboratory equipment and library material. Some 40 per cent is allocated for the construction of buildings, and 10 per cent for the improvement of teaching or to provide scholarships.

Water Supply and Sewerage — The Bank has promoted the development of water supply systems, including water resources, treatment plants, distribution systems and semi-connections in large, intermediate and small cities and in rural communities. The design and construction of urban sewerage systems has also received specific attention. These systems are expected to benefit 53 million people.

As of December, 1971, the Bank had granted 90 loans for a total of more than U.S. \$539 million. These funds have helped to finance projects

totalling more than \$1,268 million.

From its inception, the Bank has also been actively engaged in the urban development and housing field. By the end of 1971, 48 loans had been approved, totalling more than \$358 million. These loans are helping to build approximately 360,000 housing units, six municipal markets and a variety of community facilities. More than 300,000 of these units had been completed by the end of 1971.

One of the principal aims of the Bank has always been to foster Latin American economic integration. Particular emphasis has been placed on projects to help exports, on regional transportation and electric power projects, and on pré-investment studies and training research.

Between 1961 and 1971, the largest recipients of Bank loans have been Brazil, Argentina, Mexico and Colombia. These four countries, which account for 63 per cent of the population of Latin America, have obtained 267 loans amounting to more than U.S. \$2.7 billion, or about 60 per cent of all Bank lending. Recently, Venezuela has sharply increased its borrowing from the Bank. During 1970 and 1971, Venezuela obtained almost \$160 million in Bank loans, or nearly half the amount it borrowed from the BID during the entire 1961-1971 period.

The smaller developing member countries of the Bank have also borrowed a substantial amount of Bank funds. The number of loans these states have received up to the end of 1971 are as follows: Bolivia 30, Chile 59, Costa Rica 24, Dominican Republic 14, Ecuador 32, El Salvador 19, Guatemala 20, Haiti 6, Honduras 21, Nicaragua 22, Panama 18, Paraguay 27, Peru 40, Uruguay 24 and Venezuela 33. Trinidad and Tobago, which became a Bank member in 1967, has received seven loans, and Jamaica and Barbados, both of which joined in 1969, have respectively received five loans and one loan up to the end of 1971.



TABLE 1
BID LOANS BY SECTOR

	1971	1961-71	%
	U.S. \$ millions		
Agriculture	93	1,162	24
Transportation and communications	172	866	18
Electric power	148	741	16
Industry and mining	48	674	14
Water supply and sewage systems	52	539	11
Urban development and housing	8	358	8
Education	67	208	4
Pre-investment	15	91	2
Export financing	24	77	2
Tourism	25	29	1
Total	652	4,745	100

TABLE 2
BID LENDING BY COUNTRY AND SOURCE, 1961-1971

Country	Ordinary	Fund for	Other	Total
	Capital	Special	Resources ¹	
	Resources	Operations	Resources ¹	
	U.S. \$ millions			
Argentina	315	275	44	634
Barbados	—	1	—	1
Bolivia	20	82	22	124
Brazil	483	472	77	1,031
Chile	105	163	44	312
Colombia	193	201	68	461
Costa Rica	15	38	12	65
Dominican Republic	6	48	8	62
Ecuador	14	86	40	140
El Salvador	7	23	27	57
Guatemala	11	54	14	79
Haiti	—	13	—	13
Honduras	1	68	8	76
Jamaica	2	18	—	20
Mexico	303	260	36	598
Nicaragua	18	46	13	78
Panama	2	52	13	66
Paraguay	6	123	14	143
Peru	45	158	46	249
Trinidad and Tobago	1	15	—	16
Uruguay	49	39	11	100
Venezuela	150	119	73	342
Regional	18	51	6	75
Total	1,763	2,405	577	4,745

Note: Figures are rounded.

¹"Other Resources" include the Social Progress Trust Fund established by the U.S. in 1961 and administered by the Bank on behalf of the U.S. Government. By 1965, all of the original resources, \$494 million, had been committed to loans, and by the end of 1971 all these funds had been disbursed. This column also includes funds that the Bank administers on behalf of several governments, including those made available by the Government of Canada before Canadian accession to the Bank.

There's Room for You in the U.S.

American consumers spent \$662 billion last year and signs point to a better year ahead with increased profits. Canadians can supply the high quality products that buyers are increasingly demanding.

PIERRE W. AUBIN, Consul and Assistant Trade Commissioner, Minneapolis

We have a tendency to think of our United States neighbor as an industrial giant and to overlook the fact that it is the largest consumer buying society (\$662 billion in 1971) in the world.

Retailing firms in the Midwest and Northwest are returning to old-fashioned aggressive merchandising, using at the same time the latest computerized techniques. They expect significantly improved profits from only modestly improved sales in 1972.

A number of large uncertainties lie in wait for the unwary prophet, however, most notable is the effects of President Nixon's economic plan, which is attempting to reduce inflation and unemployment and spur new business investments. But a number of favorable signs point to a better year ahead. Retail sales, for instance, rebounded faster than the economy in general during 1971, which was a record year for housing starts, promising a good market for home furnishings in 1973. The general improvement in the economy is expected to place about 8 per cent more spendable income in the hands of the consumers, and the rate of inflation is expected to continue its downward trend. This should restore some of the lost consumer confidence in the economy, reflected in record high savings for the last two years.

Because the consumer will have more dollars to spend, the leisure market should be a good one. In fact it is estimated to be worth about \$105 billion this year. Canadian manufacturers of products such as boats, snowmobiles, all-terrain vehicles, mini-bikes and cycles, golf carts, dune buggies and go-carts should be able to take an increasing share of this. In the past decade there has been a fantastic growth in U.S. consumer buying of Canadian products, particularly of cars, snowmobiles, clothing and TV sets.

The U.S. consumer, however, after two years of saving, is demanding more value for his money. By value he does not necessarily mean high fashion or top quality, but something that is different and offers value for the money he is prepared to spend. The Canadian apparel industry



This picture illustrates three of the keys to successful selling in the U.S. — a top quality product, the right agent in the right place, and the Canadian Trade Commissioners. The aerial ladder was sold recently to the city of St. Paul, Minnesota, by Pierre Thibault Canada Ltd. of Pierreville, Quebec. Inspecting it are, left to right, Steve Conroy, St. Paul's Fire Chief; Pierre Aubin, Consul and Assistant Trade Commissioner in Minneapolis (author of this article); Mr. Conroy's assistant and (standing on the ladder) Art Schultz, Thibault agent in Minnesota.

provides a good example of what the buyer is seeking. Local retailers and apparel merchandising executives from U.S. department stores are often heard to comment after a survey of the Canadian market that quality control in Canada is generally far superior to what is available at home. They like the "continental" looks they see in Canada and praise the skill of the craftsmen.

Because of this trend in the public's buying habits, retailers in the Northwest and Midwest are revamping their merchandising techniques and paying more attention to what the consumer wants. There is less emphasis on such things as color, packaging and gimmick presentation and more on the actual value of the product. Quality, durability, competitiveness and guarantees are the selling points. In other words, the 1972 consumer is less gullible than he was three or four years ago. This means that Canadians must also look to their sales approach.

First, the Canadian manufacturer should concentrate on a few lines rather than on many, on quality lines that provide a good margin of profit for himself and the retailer. He should pay particular attention to his distribution channels and choose the correct sales approach for each one. In the Midwest this means selling direct to the larger department stores and through an agent to the smaller accounts. An agent based in the Radisson Mart in Minneapolis, which is roughly the equivalent of the Place Bonaventure in Montreal, can probably service between 2,000 and 5,000 small accounts during the five or six annual shows in the Mart. If your agent is a good one, however, you may find it convenient later on to let him handle the larger accounts as well.

Second, you should plan to visit your accounts. This after all is part of the service, and new accounts should be visited at least every six months. A personal visit from the manufacturer counts for a lot more than sending the agent around. And if you don't visit your agent or distributor periodically to learn his problems, which probably are created by third parties and may involve shipping, insurance or customs, misunderstandings are likely to arise that can lead to a tapering off of business.

Third, make sure that company buyers are aware of your new lines and that your company is a driving force behind constant innovations in the lines. New lines must be presented at least twice a year and buyers must be made aware of these new lines ahead of your competitors. An aggressive salesman will ensure

that his buyers are aware of incoming lines in advance of market weeks.

Canadian products sold in the U.S. market have a good reputation for their built-in quality and value. And it is essential that this reputation be kept up. U.S. buyers expect to be able to purchase this quality and value at a price at least no higher than comparable U.S. goods. "Why should I buy a foreign product from Canada," they say, "and go through all the trouble of customs and shipping brokers to get a similar quality priced the same as locally manufactured products. It is easier to buy locally and there is no incentive to buy from Canada unless the price is lower or the quality much better."

Keep your agent in the picture. If you are having labor problems, tell him. He will then be able to pass it on to his customers, who will be far less understanding if delivery time comes and goes without a word from the supplier.

One point to remember: sales literature printed for Canada is not necessarily suitable for the U.S. There may even be reference to products not available there. Prices should be in U.S. dollars whenever possible and should reflect zoned freight (freight obviously will be higher if you are shipping from east coast to west coast or west to east).

The American market is vast, and Canadians have barely scratched the surface. The Americans have divided their markets into areas or belts. It should be easier to devise your own marketing arrangement according to these areas. If you sell boats, it will be easier to approach natural areas surrounded by lakes (Wisconsin, Michigan, Minnesota) and seas (Florida, California, Massachusetts) and create several distributorships in these areas.

If you sell snowmobiles, or sportswear, the American snow belt should be divided into several regions, each with a different distributor.

Selling men's wear is quite different in New England than it is in California and Texans would undoubtedly frown on our heavier fabrics.

A study of the regional differences in the United States consumer market should be a must for all Canadian firms exporting to the United States. Each of the several regions should be studied and our 15 offices in the United States will be pleased to provide assistance and introduce you to the right distributors or agents.



YOUR NAME, PLEASE

Firms corresponding with Canada's trade posts abroad should include the company's name on all letters, cables, and telexes.

Many firms have been sending cables to the posts indicating only their cable address. Although the Canadian Trade Index and the Exporters Directory indicate names of Canadian firms with their cable addresses, this is of little help if an incoming cable is received without a firm's name.

Correction

On page 32 of the September issue we carried a photograph of a product of Sabre Saw Chain (1963) Ltd., of Burlington. The caption indicated that the company's product were being managed and distributed in Japan by Yamahisa Trading Co. This is incorrect. Yamahisa Trading Co. is no longer and has not been for some time a distributor of the products of Sabre Saw Chain (1963) Ltd. We regret any inconvenience to Sabre Saw Chain.

Canadian Electronics Equipment Seller,

Meet Your Netherlands Buyer

W. REKKER, Commercial Officer, The Hague

Two years ago, The Hague office initiated a concentrated promotion program for Canadian electronics in the Netherlands by distributing the Department of Industry, Trade and Commerce booklet *Canada in the World of Electronics* to selected Dutch importers and distributors. Since then, extensive contacts have been made between importers and trade associations here and Canadian electronics suppliers. Many new agencies have been established and volume sales achieved, and negotiations, still in progress, look encouraging for the development of further exports of diversified Canadian electronics products. The success in this sophisticated market has been gratifying and

even more so when it is realized that it has been achieved on the home ground of one of the world's leading electronics manufacturers and in the face of competition from the United States, Germany, Britain and Japan.

Philips, the giant Netherlands concern, provides most of the competition. The firm is a leading supplier of electronics and electrical telecommunications equipment and one of the world's largest international electrical companies. It has 359,000 workers, 98,000 of whom are employed in the Netherlands. Philips' total sales have almost doubled in five years from \$2,315 million in 1965 to \$5,033 million in 1970. Its geographical sales distri-

bution in 1970 was: Europe 68 per cent, Western Hemisphere 22 per cent and rest of the world 10 per cent. The parent firm and its associated companies are deeply engaged in research and development and this network of high technology producers together with some 39 smaller Dutch manufacturers supply a wide range of components, semi-fabricated parts and specialized materials.

However, despite the dominant position of the Philips concern in the Netherlands electronics market, imports are still substantial; in 1971, about 250 agents and importers here (including Philips) purchased almost \$650 million worth of electronic components and equipment from suppliers abroad. Table 1 gives a breakdown of imports and exports by main product groups.

Philips' share of the import market is estimated to be more than 80 per cent of assembled electronic equipment and more than 90 per cent of electronic components. Nevertheless, there are good prospects for sophisticated Canadian products, particularly those designed for highly specialized uses. A number of excellent agents and distributors are anxious to represent foreign manufacturers in this expanding field and most of these firms, if not all, participate in one or more of the four internationally oriented Dutch electronics trade fairs listed below. These trade fairs provide an opportunity to meet prospective agents and buyers and to get an impression of the products offered in this market in a particular field. Visitors from Canada have no language problems as English and French are widely used. Indeed, English is the main language used in the electronics trade and nearly all Dutch agents, distributors and engineers speak it fluently. All these fairs are held in the R.A.I. buildings in Amsterdam.

Fiarex is a biannual fair of electronics components, measuring instruments for these components and professional electrical-acoustical apparatus. The next fair is from October 17 to 25.

Efficiency, an annual exhibition chiefly of office supplies, includes office



Technician monitors an X-ray examination using a transistorized X-ray picture tape apparatus connected with a picture amplifier. The equipment was manufactured locally in the Netherlands.

electronics and intercom systems. It will be held at the same time as Fiarex, from October 17 to 25.

Firato is a biannual radio, TV and audio show. The next one will be in the fall of 1973.

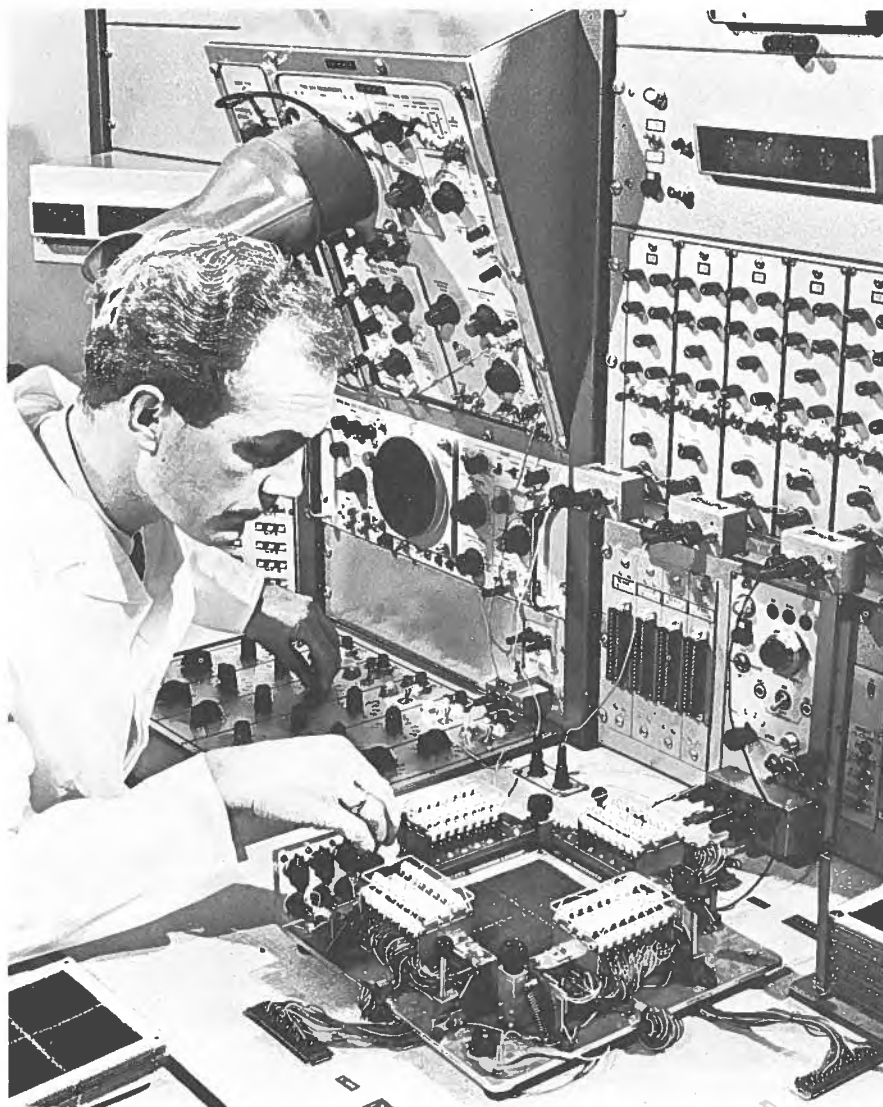
Het Instrument, held every second year, is an exhibition of laboratory instruments, electronic and process instruments and medical apparatus. The next exhibition will probably be in October 1973.

Of these fairs, *Het Instrument* should offer the best opportunities for Canadian manufacturers. A large and highly specialized exhibition, *Het Instrument* is considered one of the most important and exclusive local trade fairs.

Some of the leading product groups that were displayed in 1971 included: medical and scientific instruments; apparatus and materials for hospitals, laboratories and dispensaries; computers exclusively for use with control and measuring instruments; lasers and pollution measuring instruments. More than 40,000 local visitors, mostly senior technical experts and interested buyers, attended in addition to some 1,400 foreign visitors. More than 300 local companies participated in 1971, representing 2,840 companies from 23 countries. The largest groupings were the U.S. 24 per cent, West Germany 22 per cent, Britain 18 per cent and the Netherlands 13 per cent. Ten Canadian companies were represented by their Dutch agents.

It is a firm policy that no direct sales are made at the fair itself and that only locally established firms (including foreign-owned subsidiaries) may participate. This policy may be altered in future to allow national exhibits from overseas countries but for the time being Canadian manufacturers cannot take part on their own. However, because of the intensive contact that our office maintains with both the fair organizers and the trade, it should not be difficult to select local importers who are interested and willing to show products on behalf of Canadian manufacturers who are anxious to penetrate the market. A personal visit to this fair would also be a good way of getting first-hand information on market conditions and establishing personal contacts with potential representatives and buyers.

One of our commercial officers spent several days covering the last *Het Instrument* show in depth. From discussions with several importers it was learned that they are interested in representing Canadian suppliers of the following products:



Electronic components for a numerical control apparatus for machine tools are installed by an employee at Philips.

Measuring components in the industrial and laboratory field apparatus
Pollution analyzers
Special electronic instruments for all laboratories
Lasers
Physical measuring systems and process control (instruments)
Industrial electronics
Telecommunication apparatus such as modems for telephone systems
Microwave apparatus
Educational apparatus
Marine navigation electronics and techniques
Hydrographics
Potentiometric recorders
Temperature control apparatus (for fruit boats, wheat, incubators, etc.)
Cheap digital panel measuring systems for the medical industry
Instruments for chemical analysis
Computer peripheral equipment

Any Canadian manufacturer of electronics or products to serve this industry (and not only in the above fields) who is interested in selling to the Netherlands and testing the European market generally is invited to contact the Commercial Division, Canadian Embassy, 7 Sophialaan, The Hague.

Send us four copies of your descriptive literature in English and price lists preferably c.i.f. Rotterdam. We will then contact the trade on your behalf to obtain an assessment of the market prospects for your product. Should these prove to be positive, we will suggest the best method of distribution and provide you with names of reliable sales representatives. Holland is known as the "Gateway to Europe" and many first-class Dutch firms have well-established sales networks throughout the European Economic Community.



Sell Your Furniture in the Seattle Area

- Delivery time can be faster for you than your U.S. competitor
- Canadian quality is an accepted fact
- Seattle has the fourth highest buying income per household in the U.S.

ROLAND GOULET, Vice Consul and Assistant Trade Commissioner, Seattle

Everybody agrees that exposure is the main factor in selling a product. Streetwalkers have applied the principle for centuries with apparently good results!

Some will say, "Exposure is very nice but why should I export to the Pacific Northwest when I have a closer and bigger market?" This is absolutely true — you should not spread your coverage too fast because it could eat all your profit if the program is not completely successful and also might force you to delay your delivery and dissatisfy your customers if the demand is too large.

However, here are some points that work in favor of the Pacific Northwest market.

The size of the market is perfect for a medium-sized manufacturer. The total population of this area in 1970 was 5.5 million — more than 50 per cent of this population is concentrated in the Seattle/Portland areas, two metropolitan districts with more than a million persons each and only 175 miles apart. The estimated total retail expenditures in 1970 for all items amounted to more than \$10 billion for these two states. For the same period, wholesale furniture sales amounted to more than \$250 million. If we keep in mind that the total Canadian production of furniture was worth around \$700 million wholesale that year, we have an idea of the size of this market.

Selling in the huge East Coast market is very tempting, but it is also difficult to develop an image for your product and achieve recognition for your brand. You may spend a great deal of money for exposure in New York, but the same amount of money spent in a city like Seattle or Portland would have 10 times the impact. Word travels fast in a smaller town!

A recent study published in a West Coast magazine showed that, with 17.5 per cent of the total U.S. population, residents of the 13 western states accounted

for more than 20 per cent of those households spending more than \$500 for furniture in a one-year period. If you think this applies mainly to the California market, you are probably wrong. Following are some figures on the 1970 effective per capita buying income for various areas: for the U.S. as a whole, \$3,251; Anchorage \$4,157; Seattle \$4,118; Los Angeles \$4,036; Portland \$3,526; Las Vegas \$3,495.

Seattle was ranked second after Anchorage, despite the fact that Seattle was facing economic difficulties during that period with a 12 per cent unemployment rate in the area. The effective buying income per household (rather than per capita) showed that Seattle ranked fourth in the U.S. with \$12,251, behind Anchorage (\$15,770), San Jose (\$13,490) and Santa Barbara (\$12,367). It was ahead of Los Angeles (\$11,499) and of San Francisco (\$11,846). The U.S. average in 1970 was \$10,577. Surprised?

Another point in favor of the Pacific Northwest is that many Canadian furniture manufacturers are already selling in Vancouver, which is less than 150 miles from Seattle. Furthermore, many of these manufacturers have warehousing facilities in Vancouver. Shipping to the Pacific Northwest through Vancouver warehouses could mean sizeable savings on shipping, storing and delivery costs — whether the manufacturers operate individually or jointly with other furniture exporters.

You may be surprised again to learn that of all furniture sold in the Pacific Northwest, one third is made in California and one third in the eastern U.S. (North Carolina, for instance). The rest is manufactured locally. The majority of wooden bedroom, living room and dining room furniture is manufactured thousands of miles from this market.

This brings us to the question: "Can I deliver as fast as they can?" If you can manufacture the goods as fast as your U.S. competitors can, you will be ahead because it takes less time to ship from Montreal to Seattle than from North Carolina to Seattle.

It is a fact that Canadian furniture is better built than much of what is made in the U.S. and that prices (including duties and shipping costs) remain competitive. These are major factors because the first things that Pacific Northwest retailers look at are design, quality, price and delivery.

The most dangerous thought in selling furniture here (and, probably, in selling most consumer products) is to think that because the price is competitive (equal to or even 5 per cent lower than the competition), the item will sell like hotcakes. The major retailers on the West Coast to whom I talked said they knew about Canadian quality and noticed the prices were similar, but that unless we can offer some incentive, there was no reason for them to change their source of supply just for the sake of change.

Keeping this in mind, let's examine some of the factors to a successful export business in the Pacific Northwest: price, design, quality and delivery.

Price: Knowing the price is basically competitive, the way to make it attractive to retailers is to offer an incentive such as temporary suspension of shipping charges until the product has made an impact on the market or to absorb the duty or advertising campaign costs for a short time. No big profit will be realized for a while, but special measures of this sort could be enough to get the retailer hooked on your furniture line. Try to quote duty-paid delivered prices, as this makes it easier for the buyer to compare your price with others.

Design: The Canadian manufacturer often finds it difficult to maintain the same variety of lines as his U.S. counterpart. In the past, some U.S. retailers said our designs were not as attractive to customers as U.S. designs. But this objection is not really valid any more, especially with the increasing popularity in the U.S. of modern furniture. One solution is to offer the importer only a limited number of designs with unique appeal. We should not forget, however, that tastes vary between even the U.S. east and west coasts.

Quality: One remark made recently by a manufacturers' representative after a trip to the Quebec furniture show in Montreal last year sums up the situation very well: "I knew it had quality when I noticed that the underside of some (Canadian) furniture was almost as well finished as the visible surface!"

Delivery: It is most important that the promised date of delivery is respected. If you say six weeks or eight weeks, then it must be six weeks or eight weeks. Many Seattle retailers admit that delivery from United States manufacturers takes between eight and 12 weeks from the time of order.

There are many ways to help to ensure prompt delivery. If you are already warehousing or manufacturing in the Vancouver area, you are a long way ahead. It takes about two days from a Vancouver warehouse to the store in Seattle (including normal delays for customs clearance). You can also warehouse in the territory itself, but this may be more expensive unless you have a substantial volume of business. Once your export price has been determined and you believe that it is competitive, you need only appoint a representative. The Consulate can help you by providing you with the names of representatives interested in carrying Canadian lines.

Some manufacturers sell direct to big furniture chain stores such as Levitz and are assured of periodical carload shipments. This is the best way to export furniture, but it is unfortunately as rare as the number of stores ordering by carload from a single company.

One of the best tools is the export consortium. The Department of Industry, Trade and Commerce has recently published the results of a study, *Forming Export Consortia in the Canadian Furniture Industry*. This contains many useful recommendations which, if followed, would make it easier for any furniture manufacturer to enter the export market in the United States. The group marketing

Transport costs for one carload of wooden or upholstered furniture

Following are examples of current rail freight rates and delivery time into the Pacific Northwest. Although these rates are subject to change from time to time they give a fairly accurate picture of the situation.

	Cost per 100 lb. \$	minimum no. lb. in "000
Montreal to Seattle or Portland		
Montreal to Rouses Point	0.78	12
Rouses Point to Seattle or Portland, cars 41' or less, rates subject to increase of 2-1/2 per cent	8.78 8.16 7.69 6.79	12.5 14.5 18 23
Toronto to Seattle or Portland		
Toronto to Suspension Bridge N.Y. or Niagara Falls	1.02	12
Suspension Bridge or Niagara Falls to Seattle, cars 41' or less, rates subject to increase of 2-1/2 per cent	8.05 7.48 7.07 6.33	12.5 14.5 18 23
Montreal and Toronto to Vancouver		
Agreed charges on furniture		
in cars not exceeding 40' 7"	7.80 7.14 6.68 6.04	18 22 26 30
in cars not exceeding 50' 6"	7.80 7.14 6.68 6.04	22.5 27.5 32.5 37.5
Vancouver (New Westminister) ex warehouse to Seattle	1.13 1.07 0.93	12 17 24
Delivery Time: Montreal to Vancouver 5 to 7 days Vancouver to Seattle 2 days		
Greenville, North Carolina to Seattle		
Car not over 41'	8.47	12.5
Car not over 41' to 51' 6"	8.47	16
Car 52' to 60' 10"	8.47	20
Delivery is expected to take not less than 10 days and as much as three weeks.		

concept offers economy of scale to marketing promotion, transport and warehousing and possibly to other areas as well.

Another useful sales tool is the Pacific Northwest Furniture Mart. This is one of the bigger furniture marts in the U.S. and exhibition costs are among the lowest. The seven-storey building houses permanently a great many home furnishings companies which are represented by agents covering the four northwestern states: Washington, Oregon, Idaho and Montana. Some also cover the State of Alaska. The Mart has two major four-day showings, in January and July, each at-

tracting retailers from these states and from British Columbia. In addition to these two major shows, the Mart has a one-day show every month, attended by local retailers.

As you can see, this area holds many possibilities for the Canadian furniture manufacturer. If you are not already selling here, why not find out more about it? We would be happy to help you any way we can. Our address is: Consul General and Trade Commissioner, Canadian Consulate General, 412 Plaza 600, Sixth and Stewart, Seattle, Washington 98101.



Export Opportunities

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

Equipment

SPAIN — Farm sewage plant and equipment: Javier de Salas, International Business Associates, General Sanjurjo, 27, Madrid 20.

Foodstuffs

WEST INDIES — Apples, table potatoes, onions, salt fish, yellow split peas, yellow whole peas, red kidney beans, pickled herring and pickled mackerel: Gibbs Enterprises Limited, Cheapside, Bridgetown, Barbados, W.I. (attn: Leron Gibbs).

Machinery

ARGENTINA — Coal mining equipment, washing equipment, tram cars, mine locomotives, prospecting equipment and mining accessories: Senor Coordinador General, Tte. Coronel Roberto Santiago Botta, Yacimientos Carboniferos Fiscales, Avda. R. S. Pena 1190, Buenos Aires.

BRAZIL — Complete equipment to set up a factory to manufacture pre-fab wooden housing, a complete small factory for production of cement-asbestos roofing sheets; small factory for production of asphalt roof covering sheets: Paulo Monteiro Barbosa Machado, Commercial Manager,

Campolar-Minas Materiais e Habitacao S. A., Rua Pedro de Toledo, 2145, Sao Paulo.

GREECE — Drying machinery for hop processing plant: Group 30 Co. Ltd., 29 Marasli Street, Athens.

Materials

WEST GERMANY — Pottery clay of high purity. Minerals now used have 20 to 40 per cent clay content and this is not high enough: Ludwig Spang, SPARA — Keramikfabrik, 5412 Ransbach-Baumbach, Grenzweg 12 - 14, Postfach 153.

Pharmaceuticals

SWEDEN — Anthelmintics: Torsten Johansson, Marketing Manager, Veterinary Division Pharmacia AB, Box 604, S-751 25, Uppsala.

Diagnostics for medical use: E. Segerback, General Manager, Imeco Astra Agency Company AB, S-151 85 Sodertalje.

Recreational and Sports

AUSTRIA — Winter sporting goods and clothing: D. Faux, VOG GesmbH, P.O. Box 123, A-4010 Linz.

JAPAN — Large quantities of bowling pins required: Anthony S. C.

Chiu, Hip Shing Tai Co., (Japan) Ltd., 2/1, 2-Chome Sakaemachi, Ikutaku, Kobe.

WEST GERMANY — Sporting goods and camping equipment: Herr Kersting, Manager, Kajula Sporthaus, Openstrasse 2, 35 Kassel.

All types sporting goods: Herr Weishaupt, Purchasing Manager, Zentransport (SEV) GmbH & Co., KG, Affolterstrasse 3, Postfach 13, 35 Marburg.

Sporting goods, especially archery and ski equipment and accessories: Herr Balzer, President, Hans Balzer, Spessarstrasse 13, 642 Lauterbach.

Toys

BRAZIL — Literature and prices for miniature cars and puzzles: Joseph Srouf, Franco-Suica Imp., Exp. e Representacoes Ltda., Caixa Postal 2962, Sao Paulo, SP., Brazil.

Wood Products

JAMAICA — Air-dried birch lumber in random widths with minimum width of eight inches: Mrs. M. Watt, CPW Woodwork Industries Ltd., 10 Payne Avenue, Kingston.

Wanted: Manufacturers

This information is intended to promote additional manufacturing in Canada. Further material on items listed is for prospective Canadian manufacturers only. No responsibility is assumed for claims or statements made. Address inquiries, quoting item numbers, to: Industrial and Trade Enquiries Division, Department of Industry, Trade and Commerce, Ottawa K1A 0H5.

Portable showers

American company offers for manufacture under licence in Canada its line of portable showers. These indoor/outdoor showers are constructed of high-density polyethylene and can be assembled in less than three minutes. Most units are equipped with a 12 UDC pump and a collapsible bag-type water tank located around the outside of the basin. The pump provides pressure for a five-minute continuous shower, recirculates the water if desired, and automatically pumps out the used water. One model is designed for patio-pool areas. It has no pump or electrical connections and is

operated by a garden hose. Literature available. **Item 2693**

Digital computing scale

Japanese company is seeking a licensing arrangement with a Canadian firm to manufacture its electronic balance for weighing and pricing bulk commodities. By setting the unit price on the keyboard and placing the commodity on the cradle, the total weight of the merchandise and the computed price are immediately indicated in digital form. All factors appear on both sides of the scale so that buyer and seller are equally protected. The scale is equipped with a tare device

with automatically shows the net weight of the product. Literature available. **Item 2694**

Emulsion separation plants

Liechtenstein company is interested in a licensing arrangement with a Canadian firm to manufacture its emulsion separating plants. This equipment is designed to separate emulsified oils, used synthetic coolants, lubricating agents and flushing water containing oil into refined water and combustible oil sludge. This is accomplished by means of a chemical-technical flotation process rather than by extensive filtration. Main advantages claimed for this equipment are low initial and

maintenance costs, minimum space requirement, simple operation and maximum cleaning effect. Literature available. **Item 2695**

Emulsion burners

French company is offering the rights for manufacturing under licence in Canada its unique burners for domestic and steam generating boilers and for industrial furnaces. This equipment permits the combustion of an emulsion of fuel oil and water. The application of this process to domestic or industrial heating is claimed to require only a simple modification to normal burners by the addition of a special device. Another application of this process is in the destruction by incineration of polluted water or mud. The proportion of water for heating purposes is about 23 per cent of the mixture but for the treatment of polluted water as high as 80 per cent is considered feasible. Literature available. **Item 2696**

Incineration process for polluted liquids and sludge

French firm is offering under licence in Canada the manufacturing rights of its process and equipment for incinerating polluted liquids or sludge. The process consists of pulverizing a mixture formed by decomposing pollutants to be destroyed in a special cylindrical chamber. In this way, complete and direct incineration of polluted liquids and sludge is achieved. Literature available. **Item 2697**

Insulation boards of waste paper

Swedish firm is interested in a licensing arrangement for the production of insulation boards of waste paper. In a continuous inexpensive process, paper is reduced to fibre and used as infill for the voids in paper honeycomb which becomes the core. This is then covered by rigid cardboard. The boards can be varied in length up to 32 feet; in width up to 2 feet and in thickness to 1½ inches. By gluing two or three boards together, thicker sections are produced for outside wall sections, partitions, etc. High levels of thermal and acoustical insulation are claimed. Literature available. **Item 2698**

Tipping truck bodies

French company offers under licence the Canadian manufacturing rights to its line of tipping truck bodies for dumpers, trailers, semi-trailers and special vehicles. The Canadian manufacturer should have the necessary facilities to undertake steel fabrication, to market the vehicles, and to provide after-sales service. Hydraulic equipment and mechanical parts can be provided if desired. Literature available. **Item 2699**

Bakery ovens

French firm offers for manufacture under licence in Canada its range of bakery ovens. One series consists of annular tube ovens equipped with electronic temperature regulators for high precision. It is claimed that these ovens overcome the usual fault of this type of oven, i.e. slow temperature change, by replacing all refractory brickwork with special refractory steel. Another in the range is an oven equipped with a turbine having a recycling capacity. The third type consists of a tunnel oven equipped with a gas burner also having a recycling capacity. The recycling turbines are mounted directly on 1 h.p. or 2 h.p. motors, eliminating vibration and noise and the need for bearings and belts. Literature available. **Item 2700**

Concrete panel building system

American company offers territorial licences, except in Ontario where a licensee has already been appointed, for the manufacture of its precast, reinforced concrete tongue-and-groove bonded panels. These modular panels were originally designed for foundation walls but their use has now been extended to above ground walls, retaining walls, pit silos, swimming pools, etc. The standard panels are 4' x 7'10" x 10" thick. The corner panels are 2' x 2' x 7'10". Window panels are available in a variety of sizes. Each panel has reinforcing rods where required and is voided for insulating purposes. Literature available. **Item 2701**

Granulating device for artificial fertilizer

German firm offers under licence the Canadian manufacturing rights to its granulating device used in the production of artificial fertilizer. This device consists of a granulating screen or granulating drum positioned at the inlet of the drying drum to prevent or reduce the usual caking or clogging of the fertilizer mash at this particular location. The granulating device can be moved on rails by means of rolls and, in the case of a granulating screen, separated into upper and lower parts to facilitate cleaning. Literature available. **Item 2702**

Vacuating machines

Swiss firm is seeking a Canadian licence to manufacture its vacuuming and air-purifying machines. These machines use water as a captor fluid and can achieve a 98 - 99 per cent weight output, depending on the type of dust and its micrometry. They are equipped with a device which restores the water level during operation to offset loss by evaporation. They are portable, are easily assembled and dis-

assembled, and can be adapted to individual work stations and large plants alike. Literature available. **Item 2703**

Double deck parking device

American company offers under licence the Canadian manufacturing rights to an automated double-deck parking device for automobiles which doubles the parking capacity of a garage. The unit consists of two moveable steel platforms, one above the other. A switch activates an electro-hydraulic mechanism which tilts the platforms to allow either the top or bottom car to be parked or removed without disturbing the other vehicle. Units are free-standing and can be installed in one-car home garages or in larger garages in office or apartment buildings. Literature available. **Item 2704**

Resistor

Hungarian state trading agency offers for manufacture under licence in Canada a new resistance element for variable electrical resistors. These resistance elements are produced by a continuous process in which the resistance windings are mechanically fixed, by the process itself, onto the supporting wire without any bonding agents. As a semi-finished element, this product is specially suited for assembling the different kinds of variable wire-wound resistors, particularly potentiometers and linear sensing elements. Features claimed include highest attainable linearity, long service life, and simple and economic production. Literature available. **Item 2705**

Hoppers for orienting feeding jars, lids, etc.

American inventors offer the Canadian manufacturing rights to an apparatus for automatically unscrambling and feeding into hoppers articles such as jars in an oriented position and a device for hopper-feeding oriented shallow, flanged articles such as jar caps. Each apparatus can be incorporated into manufacturing and packaging systems, eliminating repetitious manual operations. Equipment is claimed to be of simple construction and easy to operate. Literature available. **Item 2706**

Anti-theft device

British company is seeking a joint venture or licensing arrangement with a Canadian firm to manufacture its anti-theft device for the protection of many types of equipment. This device consists of tamper-proof nuts which cannot be easily removed from their bolts without the use of special tools. The nut is shielded from access from the sides by a hardened shroud which surrounds the head but is higher and free to rotate. The only protuberance

on the nut is one or more splines which engage with a spanner key. A wide range of spline combinations is possible to avoid duplication. The company is also offering an invention called a vehicle safe-load indicator which determines whether a road vehicle is loaded beyond its legal limit as well as new types of door and vehicle locks. Literature available. **Item 2707**

Electro-mechanical battery clock movement

Swiss company is offering the rights for manufacturing its electro-mechanical battery clock movement under licence in Canada. Component parts

will be provided by the licensor. The movement is of simple and sturdy construction with a centre second hand and three jewels. The movement balance is directly driven by special magnets. The number of oscillations is 18,000 per hour and the movement is driven by a 1.5v battery. Literature available. **Item 2708**

Golf practice net

American company offers a manufacturing licence to produce in Canada its golf practice net for use both indoors and outdoors. This equipment consists of a 9' wide x 7' high nylon net mounted on a rugged aluminum frame. The practice net is light in

weight, attractive in appearance, and easy to assemble without tools. Literature available. **Item 2709**

Scrubbing and massaging equipment

Canadian inventor offers under licence the Canadian manufacturing rights for his equipment for scrubbing and massaging the human body. This device is connected to, and operates in conjunction with, shower and bathtub fixtures. It consists of a circular scrubbing head which moves up and down and rotates. The movements of the head are regulated by an hydraulic cylinder actuated by water pressure. Literature available. **Item 2710**

Foreign Tariffs and Trade Regulations

Britain

The new Trade Descriptions Act 1972 which was passed by British Parliament on June 29 and becomes effective on December 29, 1972 will make it an offence in Britain for any person in the course of business or trade to offer or supply goods manufactured or produced outside Britain which bear a British name or mark (or any name or mark likely to be taken for a British name or mark) unless the name or mark is accompanied by a conspicuous indication of the country of origin. The purpose of the new Act is to ensure that the public is not misled by the use of names or marks, which might be construed as being British, either on the goods themselves or on the packages or wrappers containing them. The requirements of this Act also do not apply to a name or mark which is neither visible when the goods are offered for sale nor likely to become visible on any reasonable inspection of the goods by a prospective purchaser.

The Act does not require the indication of origin to be made at the time of importation but only when the goods are supplied or offered for sale in Britain. Nor does it specify how the country of origin is to be marked; this can be done in any manner convenient to the supplier provided that it accompanies the British name or mark and is conspicuous.

Implementation of the Act as far as pre-packed food stuffs are concerned will be delayed until June 30, 1973 to give that industry time to prepare for compliance with the requirements of the new Act.

The Trade Descriptions Act 1972 should be read in conjunction with The Trade Descriptions Act 1968 which makes it an offence to supply or offer to supply goods to which a false or misleading trade description is applied. "Trade description" is defined by the 1968 Act as meaning any indication, direct or indirect, and by whatever means given, as to, amongst other things, the price, quality or weight, method of manufacture, ingredients or composition, fitness for purpose, place of manufacture, or the person by whom any goods were manufactured or produced.

Further clarification, if required, may be obtained from the Britain Division, European Affairs Branch, Office of Area Relations, Department of Industry, Trade and Commerce.

The following tariff amendments have recently been an-

nounced by the Brazilian Customs Policy Council.

Resolution 1371 (Tariff item 57.03.01.00) in force until March 15, 1973, exempts from duty a quota of 12,000 tons of raw jute, excluding Kenaf and jute from Thailand.

Resolution 1376 establishes duty-free quotas for certain iron and steel products falling within the following tariff items:

73.08.00.00 — iron or steel coils for re-rolling.

73.11.00.00 — angles, shapes and sections, hot-rolled, forged extruded, cold-formed or cold-finished, etc.

73.13.00.00 — sheets and plates, hot-rolled or cold-rolled.

Resolution 1377 (Tariff item 56.01.02.01) extends until December 31, 1972, the duty reduction from 55 per cent to 15 per cent on cut artificial rayon viscose fibre with a maximum limit of resistance to rupture of 2.5 grams per denier.

Resolution 1378 (Tariff item 98.03.99.99) reduces the import duty from 55 per cent to 30 per cent on tungsten carbide spheres of diameters of 0.7 mm. and 0.1 mm. for pens.

Resolution 1379 (Tariff item 38.19.29.00) extends until September 24, 1974, the tariff increase from 15 per cent to 45 per cent on dodecyl benzene.

Resolution 1380 (Tariff item 32.09.99.00) reduces the import duty from 55 per cent to 17 per cent on gouache dye for artists' paint, teaching, signs, posters, to modify shades of color, for recreation.

Resolution 1381 (Tariff item 39.02.02.13) extends until August 28, 1973, the duty reduction from 55 per cent to 30 per cent on acrylonitrile-butadiene-styrene.

Resolution 1383 (Tariff item 39.02.02.99) in force August 16, 1972, reduces the import duty for 24 months from 55 per cent to 30 per cent on polybutylene.

Resolution 1384 (Tariff item 90.20.00.00) exempts from import duty certain apparatus based on the use of X-ray or of the radiations from radio-active substances falling within this tariff.

Resolution 1385 (Tariff item 29.01.35.00) establishes a reference price for the calculation of the duty on styrene monomer of U.S. \$140.00 per ton c.i.f. value.

Resolution 1386 (Tariff item 29.01.35.00) increases the import duty from 20 per cent to 50 per cent on styrene monomer.

Resolution 1387 (Tariff item 29.14.18.05) increases the import duty from 17 per cent to 47 per cent on methyl methacrylate until August 16, 1973.

Resolution 1389 (Tariff item 29.14.18.05) in force for one year from August 16, 1972, exempts from import duty methyl methacrylate when the importer is able to prove before CACEX that he has acquired similar national product in a proportion of not less than 900 per cent of the quantity to be imported.

Resolution 1388 (Tariff item 29.27.07.00) exempts from import duty for one year from August 16, 1972, acetone cyanohydrin.

Resolution 1390 (Tariff item 41.01.03.00) extends until September 23, 1972, the duty exemption on raw hides and skins of other bovines, including buffalo, de-haired or not.

Barbados

Persons who visit Barbados for more than two days on business or to take up employment with a local firm must obtain a Work Permit. The fee for this permit is \$10.00 Barbados (approximately \$5.00 Canadian). This also applies to foreign principals visiting their local agents.

Peru

The Board of Foreign Transactions of the private sector has advised importers in general that it will not assign foreign exchange for payments of imports made without its previous authorization. Consequently, such imports will be considered legally abandoned if return shipment is not arranged within the time limit established by Peruvian law.

Uruguay

The Uruguayan Government recently announced another devaluation of the peso. Exchange rates are now as follows:

Imports — Ur. 621 pesos equal U.S. \$1.00

Exports — Ur. 627 pesos equal U.S. \$1.00

Jamaica

The following goods have recently been added to the list of items which are required to be imported under a specific licence: carbonated beverages; sugar confectionery (all types); washing machines; dish washing machines; adding, calculating and accounting machines; typewriters; ice cream cones; radio sets; radiograms; record players; tape recorders; air conditioning units; cameras; binoculars; and electrical equipment comprising toasters, liquidizers, food mixers, floor polishers and vacuum cleaners.

International Loans

World Bank Group Lends \$140.3 Million to Five Countries

The World Bank Group has approved four loans and one credit to help finance economic development projects in Nigeria, Iran, Malagasy, Morocco and Colombia.

The largest loan is \$76 million and will assist a \$126 million project to strengthen and expand Nigeria's electric power system. The Canadian International Development Agency is also providing \$940,000 for engineering and design services for the project.

A loan of \$29 million was also approved for a \$42 million Iranian project to increase cargo-handling capacity and reduce congestion at its Persian Gulf ports.

The International Development Association (IDA), an affiliate of the World Bank, is providing a \$15.3 million credit to Malagasy for a \$27 million irrigation and rural development project at Morondava.

A third Bank loan, of \$15 million, was approved to cover the foreign exchange cost of hotel construction in Morocco over the next 18 months to meet increased demand from the rapidly growing tourism sector.

And a \$5 million Bank loan for Colombia will help finance a \$9.7 million project to develop a 42,000-acre agricultural area.

The loans for Colombia, Nigeria and Iran are for 25 years, including

grace periods of six, five-and-a-half, and five years respectively. The loan for tourist hotels in Morocco is repayable in conformity with the aggregate of the amortization. All carry interest of 7¼ per cent per annum.

The credit is for 50 years, including a 10-year grace period, and is interest free except for a ¾ of 1 per cent service charge to cover IDA's administrative expenses.

Eight Japanese, Swiss and United States financial institutions are participating in the Bank loan to Nigeria for a total amount of approximately \$930,000.

Colombian Development Program and Export Expansion Project

The World Bank has approved a \$60 million loan to Colombia to assist the Government to meet the growth and employment objectives of its development program and to promote the growth of non-traditional exports (those other than coffee and petroleum).

Two thirds of the \$60 million Bank loan, or \$40 million, will be used to finance imports of raw materials, intermediate products, and capital equipment which will be associated with the higher rate of growth contemplated under the Government's development program. The balance, or \$20 million, will be channelled to the export sector for fixed investment requirements. Of the peso counterpart generated from the import financing, \$30 million will be used to support

the public investment program and \$10 million to finance working capital for the export sector.

The counterpart for the investment program and government receipts from new revenue measures and from customs duties and other taxes generated by the additional imports financed by the loan, will enable public investment expenditures of the Central Government to increase in real terms by 9 per cent in 1972 and 12 per cent in 1973. This rate of expansion would serve to restore the momentum interrupted in 1971; for the 1970-73 period, total investment would grow at an average annual rate of 9 per cent in real terms, thus meeting the Development Plan target. The public sector investments to be financed from counterpart funds would be those which are not externally supported on a project basis and many of which are designed to address urgent social problems. Without the loan these unassisted investments would decline by almost a third in real terms in 1972; even with the loan there would be a real decline in such investments in 1972 but this decline would be more than offset in 1973, and the average real growth in unassisted investments during the 1970-73 period would be 17.5 per cent per annum.

The loan is for a period of 20 years, including a five year grace period, at an interest rate of 7¼ per cent per annum.

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.

Country and Currency	Value of		Country and Currency	Value of	
	foreign currency unit in Canadian dollars at October 18	Canadian dollar in foreign currency units		foreign currency unit in Canadian dollars at October 18	Canadian dollar in foreign currency units
Algeria Dinar	.2093	4.78	Ecuador Sucre (official)	.0393	25.45
Arab Republic of Egypt Pound (official)	2.2605	.44	El Salvador Colon	.3931	2.54
Argentina Peso (free)	.1968	5.08	Fiji Dollar	1.2254	.82
Australia Dollar	1.1715	.85	Finland Markka	.2397	4.17
Austria Schilling	.0423	23.64	France, Monaco, etc.¹ Franc	.1960	5.10
Bahamas Dollar	1.0132	.99	French Pacific² Franc	.0108	92.59
Belgium and Luxembourg Franc	.0223	44.84	Franco-African Republics³ Franc	.0039	256.41
Bermuda Dollar	1.0397	.96	Germany D Mark	.3067	3.26
Bolivia Peso	.0828	12.07	Ghana New Cedi	.7666	1.30
Brazil Cruzeiro (official free)	.1617	6.18	Greece Drachma	.0327	30.58
Britain Pound	2.3663	.42	Guatemala Quetzal	.9828	1.02
British Honduras Dollar	.6078	1.64	Guyana Dollar	.5136	1.95
Burma Kyat	.1837	5.44	Haiti Gourde	.1966	5.09
Ceylon (see Sri Lanka)			Honduras Lempira	.4914	2.04
Chile Escudo (bank rate) (free)	.0491 .0214	20.37 46.73	Hong Kong Dollar	.1739	5.75
China, People's Republic of Renminbi	.4188	2.39	Hungary Forint (official)	.0869	11.51
Colombia Peso (fixed)	.0438	22.83	Iceland Krona (official)	.0111	90.09
Costa Rica Colon	.1483	6.74	India Rupee	.1270	7.87
Cuba Peso	.9860	1.01	Indonesia Rupiah	.0024	410.00
Czechoslovakia Koruna (fixed basic rate)	.1500	6.66	Iran Rial	.0134	74.63
Denmark Krone	.1424	7.02	Iraq Dinar	2.9878	.33
Dominican Republic Peso	.9828	1.02	Ireland Pound	2.3663	.42

Country and Currency	Value of		Country and Currency	Value of	
	foreign currency unit in Canadian dollars at October 18	Canadian dollar in foreign currency units		foreign currency unit in Canadian dollars at October 18	Canadian dollar in foreign currency units
Israel Pound	.2340	4.27	Philippines⁵ Peso (free)	.1445	6.92
Italy Lira	.0017	588.24	Poland Zloty (fixed basic rate)	.2577	3.88
Jamaica Dollar	1.1832	.85	Portugal & Colonies⁶ Escudo	.0361	27.70
Japan Yen	.0033	303.03	Saudi Arabia Riyal	.2273	4.40
Kenya⁴ Shilling	.1441	6.94	Sierra Leone Leone	1.2371	.81
Korea, Republic of Won	.0027	370.37	Singapore Dollar	.3358	2.98
Lebanon Pound (free)	.3131	3.19	South Africa Rand	1.2108	.83
Libya Pound	2.777	.36	Spain & Dependencies Peseta	.0155	64.52
Malawi Kwacha	1.2494	.80	Sri Lanka⁷ Rupee	.1538	6.50
Malaysia Dollar	.3486	2.87	Sweden Krona	.2070	4.83
Mexico Peso	.0787	12.71	Switzerland Franc	.2589	3.86
Morocco Dirham	.2109	4.74	Syria Pound (free)	.2711	3.69
Netherlands Florin	.3034	3.30	Thailand Baht (free)	.0473	21.14
Netherlands Antilles Florin	.5491	1.82	Trinidad & Tobago⁸ Dollar	.4930	2.03
New Zealand Dollar	1.1720	.85	Tunisia Dinar	2.0325	.49
Nicaragua Cordoba	.1404	7.12	Turkey Lira	.0702	14.25
Nigeria Pound	2.8835	.35	United States Dollar	.9828	1.02
Norway Krone	.1495	6.69	Uruguay Peso (free)	.0015	666.66
Pakistan Rupee	.0894	11.19	Venezuela Bolivar (official free)	.2239	4.47
Panama Balboa	.9828	1.02	Yugoslavia Dinar (official)	.0578	17.30
Paraguay Guarani (free)	.0078	128.20	Zaire, Republic of⁹ Zaire	2.054	.49
Peru Sol (free)	.0254	39.37	Zambia Kwacha	1.4576	.69

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

2. New Caledonia, New Hebrides, French Polynesia.

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. Rate also applies to Tanzania and Uganda.

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


6. Approximately same for Portuguese territories in Africa.

7. Formerly Ceylon.

8. E. C. dollar, at same rate, used in Barbados and Leeward and Windward Islands.

9. Formerly Congo (Kinshasa).

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