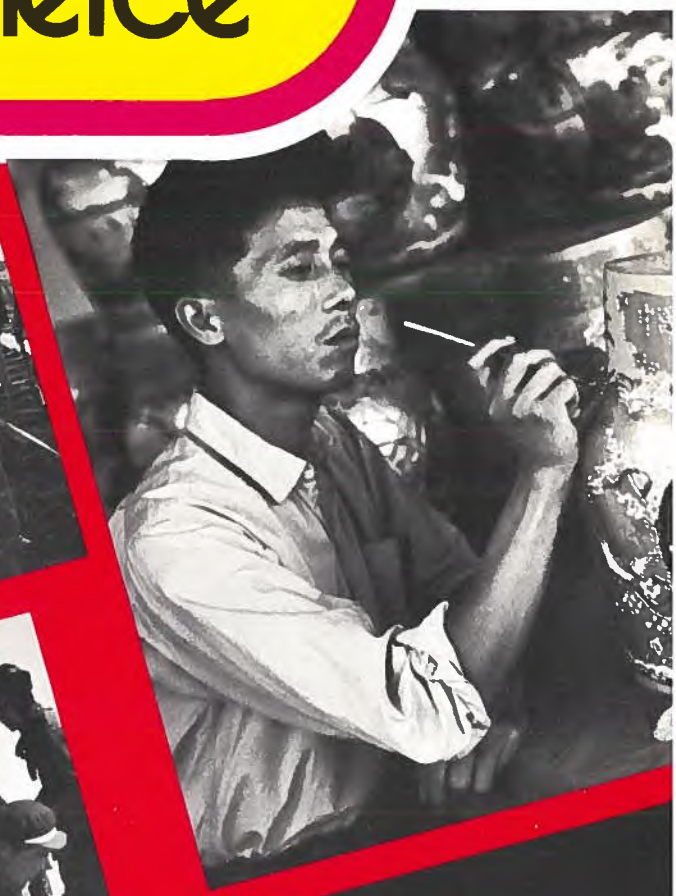
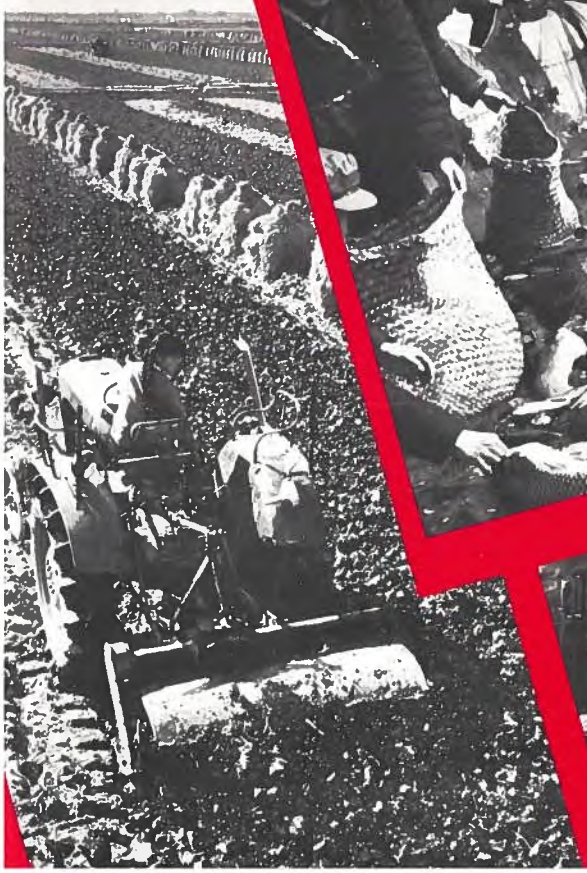
# Canada Commerce

March 1973





The Chinese Market
...Page 2

## Looking for the Export Opportunity

**A series of marketing seminars are being held across Canada this month to make Canadian manufacturers aware of the export opportunities for a wide range of products. Speakers at the seminars include Trade Commissioners of the Department who have been brought back from 50 posts around the world to give up-to-date information to participants on specific foreign market opportunities. Shown here are speakers at the first seminar, held in Toronto, on markets for educational equipment and supplies. From left to right are Carlos Benko, Commercial Officer from the post in Caracas, Venezuela; Rejean Frenette, Assistant Trade Commissioner, Washington; John MacNaught, General Director of the Trade Commissioner Service; Hon. Alastair Gillespie, Minister of Industry, Trade and Commerce; D.J. Janigan, Director of the Market Development Group; and Jacques Filion, Consul and Assistant Trade Commissioner from Los Angeles. Some of the participants are shown in the other photograph.**

Canada Commerce

Vol. 137 No. 3 March 1973

## In This Issue

**In This Issue**

You should enjoy this issue's lead article — China Makes Economic Progress — and at least one of the accompanying photographs should surprise you. Bob Godson, Commercial Counsellor in Peking, wrote the article and he provides an excellent picture of what is happening in China, economically speaking.

Next month we'll be running a follow-up article by Bob Andrigo, Second Secretary (Commercial), who gets right into the nuts and bolts of trading with China. There will also be some more photographs.

This is the month we start a new feature — one we hope will stir up more than passing interest. It's called Frankly Speaking and it will be a regular column of opinion from leading businessmen and professional people. The first contribution is from Robert Houston, President of the Canada/Japan Trade Council. We invite your comments.

Other articles in this issue worth special mention are the ones on BEAM and CIDA; a look at the somewhat paradoxical textile and garment situation in Hong Kong (the biggest export industry there but local consumers depend almost entirely on imports), and a review of the ocean freight market in 1972.

## Articles



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# China Makes Economic Progress

**The rapid development of China's trade and economic relations with foreign countries, particularly Canada, creates new opportunities for Canadian exporters.**

R. G. GODSON, Commercial Counsellor, Peking

*The Nanking Road in Shanghai.*

In spite of bad weather, which hampered agriculture, the People's Republic of China made considerable economic progress in 1972. There was also a concerted effort to develop trade and economic relations with practically all countries in the world. Development of these relations with Canada was particularly rapid during the year and a firm foundation for increased sales of Canadian products and equipment was established.

The most significant events for Canadians were the trade fairs held simultaneously in Peking and Toronto in the fall of 1972. The Chinese exhibition at the CNE in Toronto attracted millions of visitors and enabled the Chinese, for the first time, to show their many consumer goods in Canada. Promotion of these products will continue.

In Peking, more than 225 Canadian companies and associations had the opportunity to demonstrate to the Chinese state trading corporations and their technical personnel and end users the capability of Canadian industry to meet the growing demand in China for raw materials, technologically-advanced equipment and specialized machinery. Immediate Canadian sales exceeded $30 million. These included the first direct sales of nickel from Canada; the first sale of potash, and further sales of aluminum. Sales of sulphur, scrap steel and tobacco continued to increase.

But the main achievement of the Peking fair was a demonstration of Canada's industrial capability. Particular interest was shown in our electronics and electrical industries. Significant sales of equipment have resulted and should increase substantially. Specialized transport equipment, including agricultural machinery and tracked vehicles, also attracted interest. More than 70 per cent of the equipment exhibited on

site was subsequently sold.

More Chinese economic and trade delegations than ever before are visiting Canada and we expect this trend to continue. Chinese delegations interested in metals and metallurgy, petrochemicals, and electric power generation made extensive tours of Canada during 1972. Reciprocal missions from Canada to China are planned, the first of which was a minerals and metals delegation that toured China in December of last year. This increased activity is expected to lead eventually to substantial purchases of Canadian equipment and technology in these areas. Annual trade consultations between the two countries will continue.

The People's Republic of China established trade relations with the United States in 1972 but until the outstanding political problems between the two countries have been solved, development will be slow. Generally, the Chinese have limited their purchases from the U.S. to products and equipment which are not available from any other source. On the other hand, they seem willing to introduce their consumer goods to the Americans.

The Chinese economy continues to develop at a satisfactory rate. Record production levels have been achieved, particularly in industry, with the Chinese press reporting that production goals in many industrial sectors have been achieved or exceeded. Significant expansion of the country's energy resources has been recorded, with coal production in 1971 estimated at 350 million tons; petroleum at 25 million tons, and electric power capability at 75 billion KW hours.

The one area in which progress slowed was agriculture, which suffered a four per cent decline in production in 1972, with grain production decreasing from 250 million tons in 1971 to a projected 240 million tons in 1972. This resulted in increased imports of wheat, with Canada again the main supplier, although additional tonnage was purchased from the United States and Australia. Wheat imports, which totalled 3 million tons in 1971, will exceed 5 million tons in 1972 and it is anticipated that this level will be maintained this year. It is significant that China has honoured her commitment to consider Canada as the primary source of wheat, importing from other countries only when Canada is not in a position to meet requirements.

The main thrust of the Chinese economy continues to be development of industry and agriculture at the provincial, district and county level as the Chinese authorities apply the general principle of "self-reliance". Each of the country's provinces, for example, claims the capability of producing a general purpose truck completely from domestic resources. Small factories and enterprises of all kinds continue to spring up throughout the country, particularly industries supporting agriculture, because more than 80 per cent of the nation's 800 million people are directly involved in farming.

But more central control of development is being exerted, with increasing emphasis on efficiency in management, quality control and adherence to the call for "moderation" and "realism" in economic planning. The central authorities, under the current Five-Year Economic Plan, are concentrating on developing those sectors considered vital to the economic success of the country. These include expansion of iron and steel production capability; increases in coal and petroleum production; development of mineral resources and im-

*Pataling — a section of the Great Wall near Peking.*

provement of transport facilities: air, marine, road and rail.

Purchases of jet aircraft from Britain, the United States and the Soviet Union have equipped China to operate an international air service. Air agreements have been reached with a number of countries, including Canada, and we can expect China to rapidly expand overseas operations this year.

In the marine sector the Chinese have been buying large numbers of general cargo ships and they are having ships built in many countries, primarily in Europe and Japan. Improvements of the country's communications systems also has a high priority under current planning. The most significant aspect of this program is the purchase of telecommunications equipment and the establishment of satellite communication stations in Shanghai and Peking. These involve a significant percentage of Canadian equipment and technical expertise.

China's economic aid to other countries continues to expand and now exceeds $1.2 billion. This usually takes the form of long-term, interest-free loans with repayment through purchase of Chinese goods and equipment. This aid is primarily directed to developing countries in Africa, Asia and the Middle East and includes projects such as textile, machinery and light industrial plants; agriculture and water conservancy schemes, and hydro electric installations. So far, the largest project is the construction of the Tanzam railway, at an estimated cost of over $400 million.

China's foreign trade in 1971 reached $4.6 billion, which is the highest volume of trade since the People's Republic was established. Final figures for 1972 are not available but an eight to 10 per cent increase can be expected. Although exports grew by 15 per cent to $2.4 billion in 1971, imports increased only three per cent to $2.3 billion. The main reason for this was China's attempt to balance trade after incurring a considerable deficit in 1970.

The Chinese clearly attempt to keep their trade in balance because imports are primarily paid for from export earnings. With a population expanding by approximately two per cent annually and agricultural and industrial output channeled first to meet domestic requirements, the availability of foreign exchange for purchase of needed imports will develop slowly. It is unlikely that the Chinese will change their policy of developing their economy in their own way, depending as much as possible upon their own resources.

Therefore, China's ability to import more will depend on its export performance and the goods which can be made available for export from industry and agriculture.

The main Chinese exports will continue to be agricultural products such as rice, soy beans, walnuts, groundnuts, fresh and canned fruits and vegetables, oils and seeds, meat and fish products. Other major items include textiles, garments, silk, nonferrous metals such as antimony, tungsten, manganese, mercury and tin, chemicals, arts and crafts and consumer goods of all kinds.

The demand for Chinese porcelain, glassware, furnishings, toys, sporting goods, hand tools, cameras and radios is high. However, their performance at the most recent Chinese Export Commodities Fair in Kwangchow (Canton), indicates producers have been unable to meet this demand.

Imports should continue to follow basically the same pattern established when the Cultural Revolution

*. . . Will Team Canada someday face the Chinese?*

ended more than two years ago. Purchases of raw materials such as wheat, sugar, rubber, cotton fibre, jute, synthetic fibres and wool should increase. Sales of traditional items such as scientific and medical equipment, wood pulp, non-ferrous metals, synthetic rubber, jade, tallow and animals for breeding purposes should continue to increase. Despite increased local production of chemical fertilizers, imports of fertilizers will continue. Imports of plastic materials, dyestuffs, pharmaceuticals, lubricants and agriculture chemicals should continue at present levels.

Imports of machinery and transport equipment should increase. These will include diesel and electric locomotives, heavy duty and specialty trucks, ships, aircraft, power generation equipment, machine tools, electrical machinery and mining equipment. Purchases of metals and minerals, including aluminum, nickel, copper, zinc, lead, platinum and diamonds should continue, with steel and steel products, averaging more than $300 million annually, still the most important single metal import. The market should also remain steady for pulp, paper and liner board.

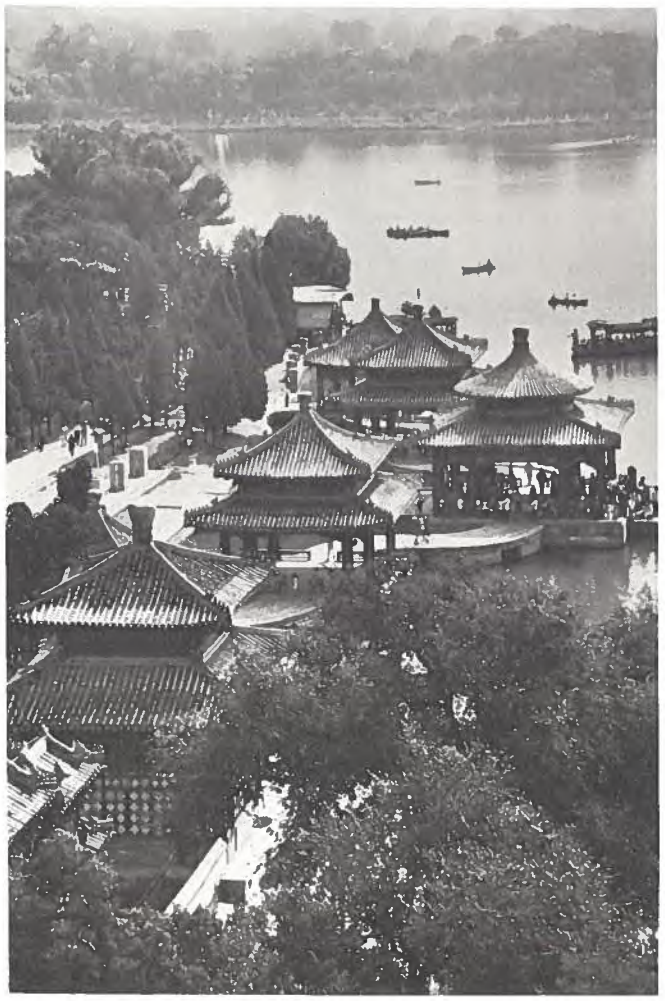
There are indications that the Chinese are again looking abroad for complete industrial plants and installations. Probably these will be in the petrochemical (chemical fertilizer, synthetic fibre, synthetic rubber), iron and steel, vehicle production, metallurgy, power generation and telecommunications sectors. Re-establishment of the China National Technical Import Corporation as a separate entity confirms China's interest in this field and the development of this program could create opportunities for Canadian consulting engineering services. But much could depend on whether the Chinese make use of the medium and long term credit facilities which have been offered to them.

There are also indications that the Chinese are considering again the advisability of entering into long-term contracts (2 to 5 years) covering both purchases and sales, but these would only be concluded with companies with which they have had a close relationship.

As shown in Table I, Canada ranked as China's fourth most important trading partner in 1971 and we expect that Canada will move into third place in 1972, with our total trade nearing $300 million. Tables II and III outline the pattern of Canada's trade with China and the commodities exchanged between the two countries.

The figures in Table I do not include China's trade with the other socialist countries, the sum of which represented less than 25 per cent of total trade. The main trading partners in 1971 were the Soviet Union ($154 million), Cuba ($135 million), Rumania, Democratic People's Republic of Korea, Democratic Republic of Vietnam and Albania (each more than $100 million).

There will be little foreign exchange available for the purchase of consumer goods from abroad. Virtually no imported consumer goods are



*Five-Dragon Pavilions in Peihai Park, Peking.*

*. . . A veteran Tsingtao Brewery worker passes on brewing tips to apprentice.*

available to the general public in department stores in centres such as Peking, Shanghai and Canton. Therefore, Canadian exporters should take advantage of the opportunities for raw materials, semi-finished products, chemicals, advanced electronics, transport, mining and agricultural equipment. But remember that China's trade will develop slowly.

The success in diversifying our exports to China during the past year is an indication of the country's willingness to expand its trade with Canada.

Since China's foreign trade is small in relation to its physical size, competition will remain intense. Businessmen experienced in the China trade are unanimous in their praise of the Chinese skill as negotiators but stress that it takes time and patience to develop business connections. However, once success is achieved the Chinese are meticulous in meeting contracts.

Our office in Peking is in a position to represent Canadian exporters in discussions on developing relations with Chinese trading corporations and other business and economic organizations. Firms interested in the market should contact us soon.

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

*Bob Godson.*

TABLE I

**CHINA'S FOREIGN TRADE**
(US $ millions)

| Country | Exports to | | Imports from | | Total Trade | |
|---|---|---|---|---|---|---|
| | 1970 | 1971 | 1970 | 1971 | 1970 | 1971 |
| Japan | 254 | 323 | 569 | 579 | 823 | 902 |
| Hong Kong | 354 | 424 | 5 | 3 | 359 | 427 |
| West Germany | 84 | 95 | 167 | 139 | 251 | 234 |
| Canada | 19 | 23 | 141 | 204 | 160 | 227 |
| France | 70 | 71 | 81 | 113 | 151 | 184 |
| Britain | 81 | 77 | 107 | 69 | 188 | 146 |
| Singapore | 107 | 113 | 23 | 15 | 130 | 128 |
| Italy | 63 | 64 | 57 | 59 | 120 | 123 |
| Tanzania | 37 | 87 | 8 | 12 | 45 | 99 |
| Australia | 36 | 41 | 129 | 27 | 165 | 68 |
| Malaysia | 58 | 50 | 22 | 17 | 80 | 67 |

TABLE II

**CANADA'S MAIN EXPORTS TO CHINA**

| | Value $ | |
|---|---|---|
| | 1970 | 1971 |
| Wheat | 121,561,892 | 190,699,477 |
| Scrap iron and steel | 2,041,225 | 4,962,041 |
| Aluminum pigs, ingot shot slabs | 2,897,199 | 2,198,390 |
| Wood pulp, bleached and unbl. paper | — | 2,118,747 |
| Tallow | 356,375 | 1,999,127 |
| Nickel anodes, cathodes, ingots, rods | 12,853,001 | 742,536 |
| Tire fabrics, rubber coated | — | 730,000 |
| Ships and boats | — | 248,000 |
| Medical, X-ray and lab. equipment | 53,192 | 238,226 |
| Special construction fabrics | — | 78,000 |
| Calcium metal | — | 16,407 |
| Contractors' equipment and tools | — | 15,000 |
| Radioactive elements and isotopes | 7,466 | 198 |
| Zinc blocks, pigs and slabs | 1,127,356 | — |
| Nickel and alloy fabricated material | 1,015,018 | — |
| Insulated wire and cable | 54,482 | — |
| Nickel and nickel alloy scrap | 6,388 | — |
| Switchgear and protect. equip. and parts | 5,942 | — |
| Other | 15,138 | 6,366 |
| | 141,994,674 | 204,052,515 |

TABLE III

**CHINA'S MAIN EXPORTS TO CANADA**

| | Value $ | |
|---|---|---|
| | **1970** | **1971** |
| Textiles, clothing, garments | 7,424,279 | 9,062,000 |
| Textile fabricated materials | 1,391,786 | 3,011,000 |
| House furnishings and supplies | 2,936,760 | 2,840,000 |
| Walnuts, nuts — shelled and unshelled | 2,569,866 | 2,194,000 |
| Vegetables and vegetable preparations | 543,032 | 1,383,000 |
| Furs, skins, leathers, feathers, bristles, hair | 772,515 | 787,000 |
| Tea and spices | 185,286 | 644,000 |
| Chemicals, organic and inorganic | 202,748 | 399,000 |
| Kitchen utensils, cutlery and tableware, except silverware | 517,362 | 355,000 |
| Peanuts, green | 557,613 | 306,000 |
| Footwear | 176,996 | 266,000 |
| Fruit and fruit preparations | 193,886 | 232,000 |
| Toys, games, sporting and recreational equipment | 187,339 | 211,000 |
| Miscellaneous household and personal equipment | 166,222 | 189,000 |
| Watches and clocks | 172,058 | 152,000 |
| Fish and fish products and other seafoods | — | 116,000 |
| Musical instruments | 120,808 | 98,000 |
| Rice, bakery products, macaroni products | — | 92,000 |
| Stationery supplies | — | 83,000 |
| Cotton linters and carded sliver | — | 71,000 |
| Yarn | — | 66,000 |
| Sugar and sugar preparations, honey | — | 33,000 |
| Other | 909,283 | 710,000 |
| | 19,027,839 | 23,300,000 |

Help for Industry

# BEAM

*Good use of a limited range of materials and finishes is one of the reasons that judges selected the extension to the University of Windsor Library for an Award of Excellence under the Unit Masonry Awards Program.*

ROBERT McDOUGALL,
*Canada Commerce.*

No doubt about it. The construction industry in Canada is a going concern. But is it increasing in efficiency and productivity as it grows?

To find the answer, the Department undertook an extensive study of the construction industry in Canada and the United States. The result was the launching of the Building Equipment, Accessories and Materials (BEAM) program in Centennial year.

The chief objective of the program is to increase efficiency and productivity in "all aspects and operations of the manufacture, further transformations and assembly of construction products into building components and buildings of all types and classes for domestic and export markets".

Key aspects of the program include:

- Establishment of a comprehensive National Construction Information System to provide the industry with a means for storing, retrieving and disseminating information vital to the effective conduct of its business;
- Encouragement of modular dimensional standardization and coordination;
- Encouragement of accelerated industrialization of the building process through an understanding and application of the systems approach to building;
- Development and expansion of export markets for Canadian buildings, building components and expertise;
- Promotion of nation-wide uniformity of building regulations, more adequate standards and improved means of assessing new products and systems:
- Encouragement of building excellence and improved technology through design awards programs, research, development and innovation.

The BEAM program has made headway towards its goals but probably the most significant progress to date has been the support and participation it has received from all areas of the industry. In view of the industry's size, its varied interests, fragmented nature and diversification, program officials consider this to be a major achievement.

*Construction Information System (CIS)* — One of the major goals of the BEAM program is construction information system, which is expected to be available to a limited number of firms in the Ottawa, Toronto and Montreal area by the end of the year. Ultimately, the CIS will be available to all segments of the construction industry on a national basis.

Although the Department has done the spadework, the CIS is now administered by the Canadian Construction Information Corporation (C.C.I.C.), a non-profit, self-supporting organization which is financially independent. The first directors are well-known representatives of the Canadian construction industry and will be selected ultimately by the users as "shareholders".

In the initial phase, it is expected that the CIS will consist of:

*Files.* Instead of the traditional mountains of paper stored in file folders, a single drawerful of microfiche — a card of microfilm — will be used. Those of C.C.I.C. measure four by six inches and contain mini images of up to 200 sheets of information.

*A Viewer.* A screen about the size of a small television set, with simple controls for positioning and lighting the microfiche cards, enlarges the images to about the size of this page. Printed copying is also possible.

*A terminal.* A device, as simple to operate as a touchtone telephone or a typewriter, is used for comp uter search of data banks.

*Indexes and directories.* They compromise an index of the products stored in the system; an alphabetical index of the suppliers whose products are described in the system; a trade-name directory of all trade names and their associated generic names, product line and number and supplier; and a product-line parameter directory of the product characteristics which can be asked for in search for suitable materials.

*Thesaurus.* This is a vocabulary rule book that has been especially designed for the C.C.I.C. The thesaurus provides the word or phrase to gain

access to the information system, together with the number which is to be punched into the terminal in a computer search.

Although information from the system can be sought manually using only the microfiche film and viewer, the major advantage of the CIS is that information can be obtained through a computer terminal which provides selective access to the microfiche files.

The system will benefit all members of the construction industry. For the user, there is rapid access to information on all products on the market, improved decision making, rapid retrieval of comprehensive information to select the most suitable products and improved cost/benefit ratios.

For the manufacturer, the benefits are low-cost and more efficient dissemination of up-to-date data; national coverage; regular feedback on inquiries, including frequency of selection of products; indication of user preferences and identification of new product potentials through present unfilled demands.

*Modular Co-ordination* — The encouragement of modular co-ordination is an important part of the BEAM program because it provides a way to reduce costs in traditional building methods. The term modular co-ordination or, as some prefer, dimensional co-ordination, refers to the process of standardizing the size of building components. Such standardization is necessary if there is to be a reduction in the variety of sizes in which components are manufactured so that they can be assembled on a building site with minimum alteration. The standard four-inch building module is the basic for this standardization.

The modular concept is not new to the construction industry, but while it has received approval in principle, it has never enjoyed as broad an application in Canada as it has had in other countries. Under the BEAM program, a number of seminars have been held across the country to explain the modular practice and a directory, Canadian Building Components, has been published.

The industry advisory committee on modular co-ordination, which worked to establish the four-inch standard building module in Canada, has agreed that adoption of this module by Canadian manufacturers and users of building products would reduce the cost of building now, and would make it easier for future conversion to the metric system.

As well as being directly beneficial as a cost reducing factor in traditional building methods, modular co-ordination is also regarded as a necessary pre-requisite to the industrialization of the building process. Other advantages are that:

—Inventory may be reduced and simplified because building components need only be manufactured and stocked in one standard range of sizes;

—It is cheaper for the manufacturer because of mass production of building components;

—Estimating and pricing of work is easier and more accurate;

—Site layout is simplified;

—Supervision of construction becomes more efficient and workmen understand assignments better and work with greater ease and speed;

—Waste of materials is held to a minimum because cutting at the site is reduced or eliminated.

Modular co-ordination is receiving considerable support from industry as well as from Federal and Provincial departments and agencies concerned with building. The Department of Public Works now requires that all new buildings commissioned by it be designed to modular standards. Central Mortgage and Housing Corporation endorses the concept. The Departments of National Defence, Indian and Northern Affairs and the Ministry of Transport have also demonstrated their support, as have.

*Industrialized Building Techniques and Systems* — The components and materials for building have traditionally been brought to the site in an unfinished state to be cut, shaped, fitted and finished by craftmen. But this is all changing. The evolution taking place now points to the eventual development of a strong, capital-intensive, factory-based industry that will be much less affected by weather conditions and will deliver more and more components to a building site in a finished or nearly finished condition.

This evolution is generally referred to as the industrialization of building. Such industrialization implies continuity of production; standardization; integration of the different stages of the whole production process; systematic organization of work; mechanization wherever possible; research, and organized experimentation. It also involves the use of new techniques and new materials as well as the use of traditional materials in new ways.

Full exploitation of the new industrialization will mean that new methods of co-ordinating the building requirements of clients will have to be worked out and new contractual and working relationships established between clients, architects, builders, manufacturers and labor.

Canada's climate is such as to make it one of the most logical areas for the adoption of industrialized building techniques. Keeping this in mind, the following objectives are being pursued under the BEAM program:

—The creation of an environment conducive to the development of new industrialized building techniques;

—The orderly evolution and implementation of industrialized building techniques and system;

—Encouragement to manufacturers of building equipment, accessories and materials to develop standard building components for industrialized building; and

—The promotion of a systems approach to building.

To realize these objectives, the BEAM program has initiated a series of studies of building system development, carried out technical study missions abroad, published reports on the use of prefabricated building materials in Europe and held a number of conferences on the systems approach to building.

*Building Codes and Standards* — Uniformity in building codes and a greater number of adequate standards would improve the efficiency and productivity of the construction materials industry in Canada. The promotion of these ideals is a major plank in the BEAM program.

The authority for providing and administering building codes in Canada rests with each municipality although some specialized factors may be under Provincial or Federal jurisdiction. The desires and technical abilities of different municipalities vary widely and so do their codes. The preparation of such codes involves repetition of work and duplication of effort which is expensive, time consuming and unnecessary. This situation creates confusion and uneconomic conditions for manufacturers seeking to introduce new materials or systems that are not clearly covered by existing codes or standards.

The ideal situation would be to have a modern uniform code with a complete set of complementary performance standards, including provisions to meet differences in regional, climatic or other conditions, and a recognized authority to judge and

certify conformity to it. This would simplify and make more efficient the introduction of new materials and new building systems.

Such a code exists in Canada — the National Building Code. This code is promulgated by a representative national committee of experts in their respective fields, but has been essentially developed and is serviced by the Division of Building Research of the National Research Council. This code is made available for use by local authorities and there is a smaller abridged version for smaller communities.

A special compilation of residential standards has also been developed by Central Mortgage and Housing Corporation. Authorities may adopt this code in total or in part, with modifications and amplifications, or use it as a basis for development of their own code. The National Building Code has gained much acceptance across Canada, but a much wider, and more rapid adoption of this code and its periodic revisions is urgently required.

*Industry Design Promotion* — Experience shows that the development of improved construction products depends largely on technological advances and it has also demonstrated that the commercial success of new products is also dependent, in many instances, on sound industrial design. The Department, in the past, has organized with the co-operation of concerned organizations design award programs recognizing the creative use of materials in building and bridges.

Under BEAM, however, a Design Canada Award Program has been launched which will also recognize design excellence in the development and application of new building equipment, accessories and materials and the improvement of existing components. It will also recognize especially those designs which incorporate the principle of modular co-ordination, prefabrication, pre-assembly and standardziation of components.

It is hoped that under the Design program, Canadian designers and manufacturers of building materials and products will take full advantage of design as a means of increasing productivity and efficiency.

*Exports*—Under the BEAM program, opportunities to export buildings, building components and construction management are being investigated. Specifically, consideration is being given to a trade mission to visit educational authorities in Latin America to determine if opportunities exist for sales of building systems components and management expertise, as well as procedures for exploiting such opportunities, developing contacts and obtaining detailed knowledge of trade policies in these areas.

Another trade mission will investigate opportunities for the export of housing components and project management expertise in several of the same countries where a market potential of more than 100,000 housing units a year has been identified.

*Construction Industry Development Council* — Early in 1970, 35 leaders of industry, labor, education and government were appointed to form the Construction Industry Development Council. The council is designed to be national in scope and representative at the policy level of the construction industry.

It makes recommendations on ways and means of increasing productivity and efficiency in the manufacture and assembly of building equipment, accessories and materials, on the development and implementation of the BEAM program, on the best means of encouraging research and development, on increasing the rate of innovation and on the development and promotion of trade. The council meets several times a year.

In addition to the publication of booklets and reports, a special bulletin is published four times a year under the BEAM program. The bulletins are available to those in the construction industry and may be obtained by writing to the Department of Industry, Trade and Commerce, 112 Kent Street, Ottawa K1A 0H5.

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*Robert L. Houston.*

# Frankly Speaking.....

**This the first of what we hope will be a series in which prominent people state their views on business, trade and related matters. Opinions expressed are not necessarily those of the Department of Industry, Trade and Commerce. Comments on these or other articles in Canada Commerce are welcomed.**

ROBERT L. HOUSTON, President, Canada/Japan Trade Council

If Canadians accept the premise that exports are essential to our national well-being and that over-dependence on any one export market should be avoided if possible, it follows they should be developing, constantly and aggressively, new overseas outlets for Canadian production.

Even cursory assessment of potential markets around the world clearly shows that the most promising, in regard to current size, affluence and rate of growth, is the Pacific Basin. Pre-eminent among the nations of the Pacific is Japan.

Japan represents both a prime target for exports and the only alternative market comparable to the United States. By 1980, Japan's im-

ports will total $75 billion. This is a market for enterprising businessmen twice as large as that offered them by the U.S. today. Manufactured goods represented 30 per cent of total Japanese imports in 1970. Within 10 years, this figure will have risen to 50 per cent or $27.5 billion.

Unfortunately, aside from a comparatively small group, Canadian businessmen appear to fall into three classes as regards doing business with Japan — the unaware, the uninterested and the disillusioned. If the Japanese market is as essential to Canada's future prosperity as many believe it to be, a much greater effort must be made to make Canadian industrial and commercial enterprises aware of the potential of this market and to convert disinterest and disillusion into a positive sales effort.

But it is of critical importance for any Canadian contemplating doing business in Japan to realize clearly that he is doing business in their country and largely, therefore, on their terms. Despite superficial similarities, the business methods of North America and of Japan are fundamentally different. Time must be taken to learn as much as possible about the Japanese system, Japanese institutions and Japanese methods. The proper contact must be established and fostered. Much more time than is normal in Canada must be allotted for conclusion of business. Manner and manners are of critical importance. An initial bad impression created by impatience leading to arrogance might close the door forever.

Again, the differences in business methods and in language and customs present a very formidable deterrent to any Canadian company, particularly a small company, in deciding to attempt penetration of the Japanese market. To establish that a market exists and then to set up the personnel and facilities necessary to selling in Japan requires a very large investment in manpower, time and money. Even if setting up such a sales establishment appeared practical, it could never hope, within a reasonable time, to be as effective as facilities already existing and readily available to Canadian companies.

These facilities are offered by the great Japanese trading companies. The largest of these unique business institutions have well over 100 offices around the world and overseas personnel, each expert in a specific field of business, who run into thousands. A Japanese trading company offers an unrivalled economic intelligence service, contacts and expertise unobtainable anywhere else. They will handle any type of business and provide assistance throughout all phases. A trading company's charges for service are small by Western standards. It might be the wisest course for any Canadian business, particularly one with limited resources, to work through a trading company; in effect, to use the Japanese trading company as its marketing and sales department.

Canada has sent to Japan many so-called economic missions. In many cases these have been on the basis of Canadian convenience and with sometimes rather perfunctory consultation with the Japanese as to an acceptable date. Japan is literally inundated with foreign missions and visitors and even with such a numerous and polite people this imposes a great strain. Too often these tours amount to little more than an exchange of amenities, talk and publicity. Far more valuable would be the visit of smaller groups, carefully planned in advance, to provide for detailed discussions between individual businessmen with a common interest and a prospect of doing a specific piece of business.

In a world of large trading blocs, increasing competition and rapidly changing technology, Canada faces many problems. To meet them will require government and business taking a radically new look at our world as it is. It will require individual resolution to explore new territory and a collective determination to master new conditions. A serious attempt to extend and broaden relations with Japan could at least answer some of our problems. To ignore Japan would be, if nothing worse, just plain bad business.

# Food For Thought

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We lack the guts and know-how to complete the innovation process. It is perhaps not surprising that American know-how and courage are essential to the existence of our secondary industry.

We Canadians are quite good at creating and developing ideas that require simple organizations to put them to use. But where the enabling organization requires a considerable complexity due to the nature of the basic idea, we usually stop at the idea stage. *Gordon B. Thompson, Senior Systems Engineer, Bell-Northern Research, speaking to the Toronto Electric Club.*

The Federal Power Commission says the shortage of natural gas in the United States this winter will be the largest on record, and almost twice as large as that of last winter. *Globe and Mail.*

The U.S. Department of the Interior predicts that imports of natural gas from Canada will double in the next four years and show a sevenfold increase by the year 2000.

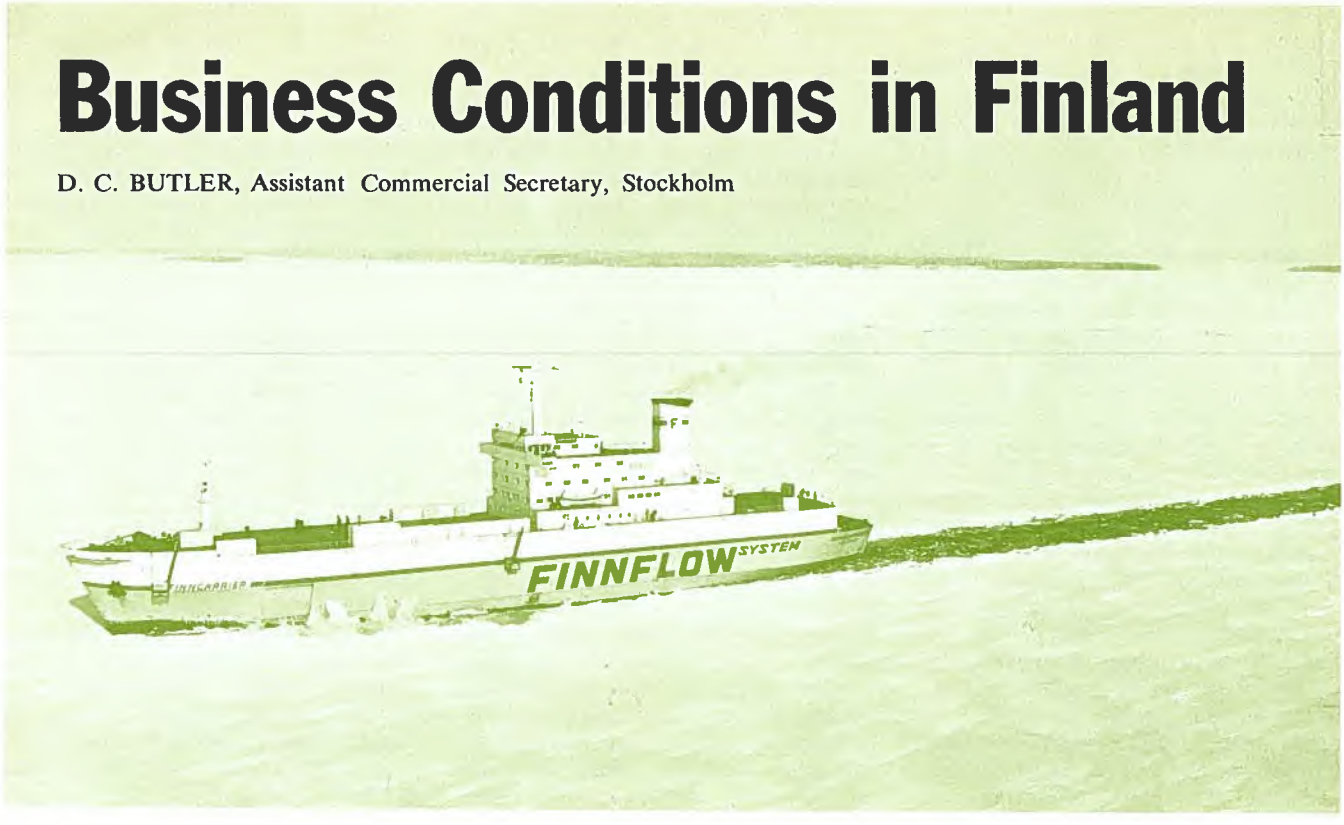
By the end of the century, the department said, natural gas imports by pipeline — overwhelmingly from Canada — will make up almost 20 per cent of the total U.S. gas supply, compared with less than four per cent at present. *Globe and Mail.*

Agreements have been reached under which 750 million cubic feet a day of Algerian liquefied natural gas will be delivered by El Paso Natural Gas Co. of El Paso, Tex., to Transcontinental Gas Pipe Line Corp., of Houston for eventual use in the eastern and western United States.

Deliveries to Transcontinental will begin in mid-1977. *Globe and Mail.*

# Business Conditions in Finland

D. C. BUTLER, Assistant Commercial Secretary, Stockholm




*MS Finncarrier, operated by Finnlines Ltd., is Europe's biggest, most modern cargo ferry. She can operate in conditions such as this without the assistance of icebreakers.*

Finland's economy began to recover from its recession early in 1972 and continued growth is indicated, probably peaking at the end of 1973 or the beginning of 1974. Recovery still is not apparent in several sectors of the economy and unemployment remains at about the same level. But production increases have been recorded in the more important industries and export demand for the goods on which the Finnish economy largely depends, such as paper and heavy engineering products, is strengthening.

Total production during the first six months of 1972 was six per cent greater than for the same period in 1971. If one allows for the effects of the metal industry strike last year, this represents an increase of four per cent and it seems likely that this will be the amount of expansion of the Finnish economy during 1972. This growth is largely export-led and reflects a 29 per cent rise in sales abroad between January and June. Another positive influence has been the housing construction, which is expected to exceed the 1971 record production of 50,000 units. This is mainly due to the investment of public funds, however, and other construction activity is low.

During the first quarter of 1972, the production of primary metals grew 184 per cent in comparison with the same period in 1971, but this is largely due to the low level in 1971 caused by strikes. Steel output in 1972 will be increased by the completion of new production facilities, and metal exports for the year are expected to exceed those of 1971 by about 11 per cent. The long term prospects are good. Rautaruukki Oy, the state steel company, will almost double its capacity by 1976. Ok Koverhar, which only started production last year, won foreign orders for special steel worth $22 million during spring 1972.

Production in the heavy engineering industry increased by six per cent over the same period in 1971, when allowance is made for the strike. The orders on hand for heavy machinery were low, however, until the late summer and the stock of orders for sea going vessels is considered to be only just satisfactory. This means that, while an overall production increase of 6-7 per cent can be expected for the year, the growth in 1973 may not be large. The production of the heavy electrical machinery industry, which largely depends on the production of paper, machinery and ships, also increased in 1972 by 45 per cent in the first quarter and the growth figure for the year will probably be around seven per cent as well.

The export outlook for the forest products industries is brightening although this is mostly benefitting sales of paper and paper board. In the first 6 months of 1972, production of basic wood products was approximately the same as for 1971, while average production in the paper industry rose four per cent. This indication that the improvement is only gradually affecting the industry is supported by the fact that commercial fellings for the first half of 1972 were 19 per cent less than during the same period in 1971.

Given the increase of paper production capacity this year of 380,000 tons, utilization will continue to be low. The growth of the sawn wood and plywood industry is hampered by a lack of raw materials and, while various programs to increase forest productivity are being instituted, it seems likely that shortages will continue to occur in the future.

The expansion of production in the chemical industry continues and an increase of 11 per cent was registered during the first half of 1972. While the rate of growth fell off in the second quarter, the total increase for the year is expected to be at least

10 per cent. After initial difficulties, the Pekema Oy L D Polyethylene line reached its nominal monthly capacity of 6,000 tons in July 1972 for the first time. The company's 30,000-ton-per-year PVC line has now been complemented by the opening of a 50,000-ton-per-year VCM facility which will free Finland from having to import this raw material and provide 20,000 tons per year for export. Pekema expects eventually to supply about 70 per cent of the domestic market and production of petrochemicals in general in Finland will increase by an estimated 11.5 per cent annually during the 70's.

Led largely by increased export demand, the production of textiles grew eight per cent and that of apparel grew four per cent during the early part of the year. The long term outlook for the highest quality textiles is brightest. An annual production increase of five per cent is expected during this decade, and much of it will be exported. The production of shoes is concentrating on the highest quality products, leaving the demand for cheap footwear to be satisfied by imported goods.

Domestic demand increased by about three per cent in 1971 and the increase in consumption for 1972 is expected to be four per cent. While the first quarter of the year showed a misleading spurt of more than 16 per cent, owing to the removal of the 15 per cent luxury tax on consumer durables, January 1, the average wage increase of 8.5 per cent agreed on last April will have a longer lasting influence. During the first seven months of the year, a dampening effect on consumption was exercised by consumer prices which rose by more than 5.5 per cent. It seems likely that the increase for the year will exceed the officially forecast six per cent and consequently there is talk of increased pressure for price control.

Private investment continues to be weak in spite of the easy money market and government measures to encourage investment. This is partly due to the uncertainty over Finland's relations with the EEC which have not yet been resolved. Total industrial investment is expected to be almost 14 per cent less than in 1971 when an increase of 11 per cent was recorded. On the other hand, an increase of nearly nine per cent is expected in public investments.

The upswing in the economy has not yet had any effect on the unemployment situation and no great improvement is foreseen until 1973. Proportionally, unemployment, is worst in the forestry sector where rationalization and the reduction of fellings has cut the labour force by 30-35 per cent in eastern and northern Finland. The low level of jobs available in Sweden has resulted in immigration into Finland from that country. At the end of June unemployment stood at 2.2 per cent of the labour force compared with 1.7 per cent in June 1971 and the estimated average figure for the year is 3 per cent, almost one per cent more than in 1971.

For the first time since 1969, Finland's balance of payments situation began to improve. In the first six months of 1972, exports exceeded those of the first half of 1971 by 29 per cent, partly as a result of the effective devaluation of the markka, while imports rose only 18 per cent in the same period as a result of weak domestic demand. The deficit fell by 350 million markka to 490 million, a reduction of 41 per cent. While much of the increase in exports is due to the low level of the period of comparison, the result for the year will be good by any standards. An export increase for the year of 15 per cent by value is expected to offset a 12 per cent increase in imports and yield a deficit substantially smaller than in 1971, amounting to under 1,000 million markka.

While the foreign trade situation looks bright at present, there will be need in Finland to adjust to the changing pattern of its foreign markets to keep it so. The agreement with the EEC will, if it is signed as it now stands, give Finland free access to the European market for most of its industrial products after an eight year transition period (but up to 11 years for paper). At the same time, the Finnish "sensitive products" list was accepted by the EEC and the European goods on this list will not have free access to the Finnish market until after 12 years. Unlike some other negotiating countries, Finland was not required to grant special concessions on trade and agricultural products and, along with Austria, was given special access to the European market for meat, which means that Finnish beef exporters will receive higher prices than the world market level.

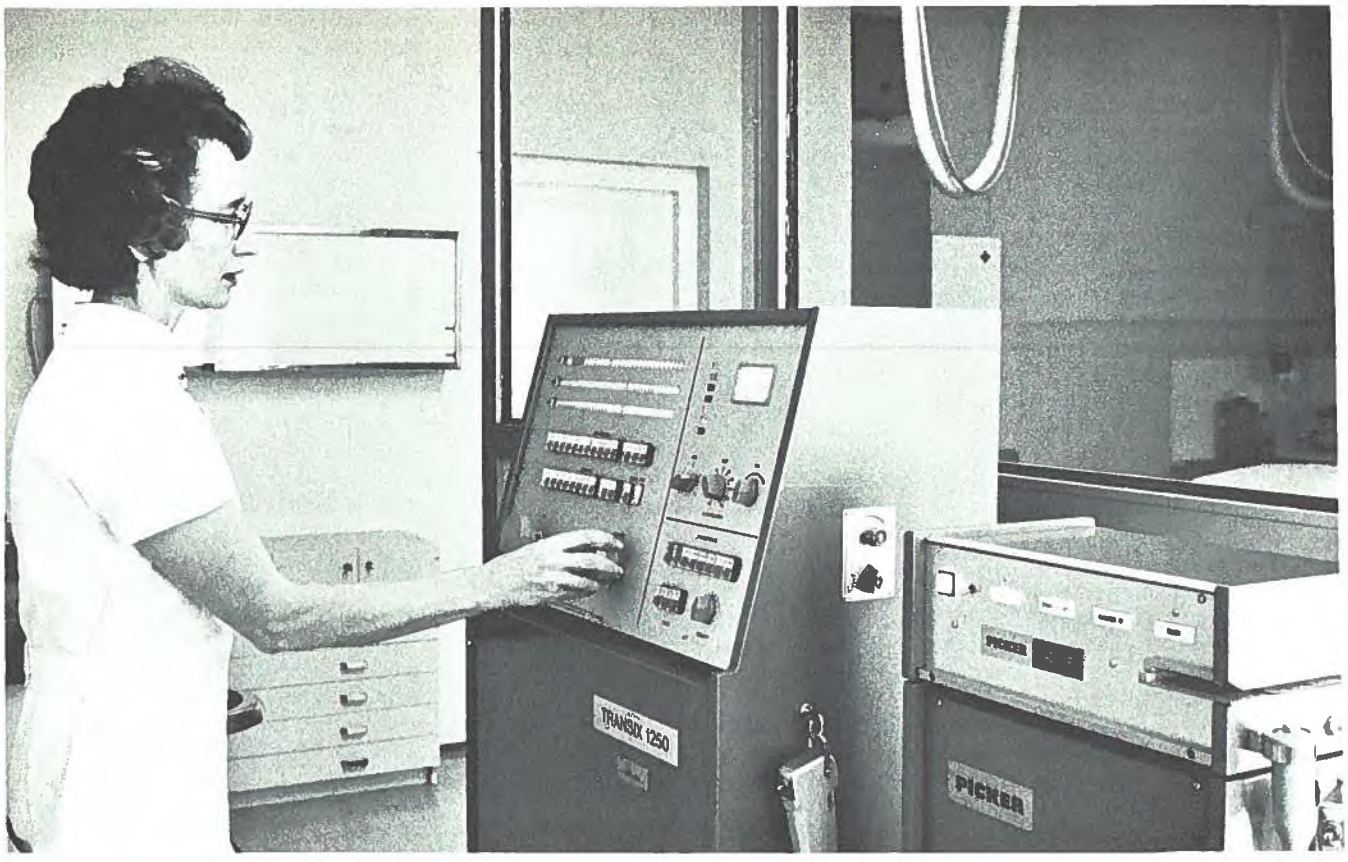
A recurring theme in Finnish trade policy discussion is how trade and co-operation with the Eastern European Socialist countries may be increased. Political factors have made this more important now that a trade agreement with the EEC seems likely. While membership in Comecon is not being considered, according to Finnish authorities, discussions are under way on co-operation in the collection of statistics, setting industrial standards, and the alignment of regulations covering such areas as chemicals, metallurgy and paints. Ways in which the Bank of Finland might co-operate with the Comecon banks are also being examined.

The political aspects aside, Finland stands to profit from her potential position as the user of Eastern European energy to process raw materials from those countries. The resultant products would then enjoy access to the Western European markets by virtue of Finland's special arrangement with the EEC. At the same time, Finnish economic development in the 1980's would benefit from close ties with Comecon if its member countries then realize their potential.

Finnish participation in large Soviet projects such as the Svetogorsk pulp and paper mill, the Paajarvi forestry centre and the Viru hotel in Tallin have meant sales of more than 1 billion markka and the Kostamus ore project could be worth another half billion. All of this should, however, be seen against the fact that trade with Socialist countries amounts to less than 17 per cent of the Finnish total. Finland's main purchases from the Comecon countries are oil and coal and its main exports to these countries are paper, pulp, ships, machinery and apparel.

Finland's most important trading partners are the EFTA countries, which supply 45 per cent of its imports and buy 49 per cent of its exports. By the end of August 1972, Finland had a surplus in its trade with the EFTA countries of 235 million markka. The EEC takes 21 per cent of Finnish shipments and accounts for about 30 per cent of Finnish purchases. Well over 10 per cent of total trade is with East Germany which is Finland's fourth largest customer after the USSR and its second major supplier after Sweden. Britain, which, like Sweden, takes just under 20 per cent of Finnish sales abroad, is a market to which Finland cannot afford to lose its access and, by its agreement with the EEC, made it imperative for Finland also to seek an agreement with the Community.

The biggest increases in imported goods during 1972 were recorded for food products (mostly coffee), mineral fuels (where a 25 per cent decrease in coal purchases was offset by increased imports of oil and electric power, chemicals and machinery). Organic and inorganic chemical imports rose by 38 per cent and 20 per




*Canadian equipment in use at Finnish hospital.*

cent respectively, while dyes and pigments grew 50 per cent. Pharmaceutical purchases increased 12 per cent to 105 million markka and plastics and plastic raw materials imports grew 20 per cent to 208 million markka during the first seven months of the year. Communications equipment purchases were the major factor in the 20 per cent growth in electrical materials imports, while there was a 200 per cent increase in imports of ships and boats. There were also significant increases in imports of yarns and textiles.

Machinery and ships led export growth with increases of about 74 per cent in January-July 1972 over the same period in 1971. Paper and cardboard shipments increased by 16 per cent to 1.8 billion markka but sales of pulp only slightly exceeded those of the same period in 1971. Exports of textiles, apparel and furniture increased by more than 40 per cent, mainly because of greater sales to the USSR.

By June 1972, Canadian exports to Finland reached $4.9 million, an increase of 10 per cent over the first half of 1971. In the same period Canadian imports from Finland exceeded those for the first three quarters of 1971 and by July 1972, they had reached $12.7 million.

The two largest items of export to Canada were power capacitors and non-ferrous metals, both of which exceeded 1971 figures by more than $1 million. These were followed by ships, cheese, pulp mill machinery, and ice hockey equipment, mostly sticks.

Although herring and tobacco are the most important Canadian export items so far, processed goods have replaced several raw material items, such as metal ores and ingots. Unlike the big sales of aluminum and zinc ore in 1971, trade in the major items of 1972 is likely to be continued.

The large drop in the sales of iron ore is partly due to Canada's position as a residual supplier and shipments largely depend on the output of the Finnish mines. Increased sales of herring are representative of the increasing demand for fish generally, and growth in this trade will chiefly be limited by Canadian supply.

Further increases in the sales of machinery depend largely on the ability of exporters to offer newly developed equipment, particularly for use in the forestry, pulp and paper, and metalworking industries. Measuring and process control apparatus also have good market potential. As Finnish enterprises usually operate on a smaller scale, highly sophisticated labour saving equipment is not as much in demand, in spite of rising labour costs, as simpler, less specialized products. Demand for waste disposal, material handling and inventory control equipment is growing.

The Study of the Finnish Economy published by the Economic Planning centre in April 1972 estimates that, while the average annual growth in imports of fuels and raw materials will drop from eight per cent in the 1960's to six per cent during the decade and that of capital goods will remain at four per cent, the imports of consumer goods will continue to grow at 10 per cent. The chances of Canadian goods finding acceptance in this market are increasing and our office in Stockholm will be happy to help you evaluate the sales potential of your goods in Finland.

**Table A**

**TOTAL FINNISH IMPORTS** ($ million)

| | 1970 | 1971 | 1971 Jan-July | 1972 Jan-July |
|---|---|---|---|---|
| Live animals and food products | 219 | 159 | 81 | 124 |
| Tobacco and beverages | 20 | 20 | 10 | 15 |
| Raw materials inedible, not fuel | 172 | 196 | 95 | 95 |
| Mineral fuels | 300 | 382 | 190 | 220 |
| Natural oils and fats | 4 | 6 | 3 | 2 |
| Chemicals and pharmaceuticals | 256 | 263 | 141 | 173 |
| Pharmaceuticals | 34 | 41 | 22 | 25 |
| Plastics | 59 | 61 | 41 | 50 |
| Processed goods, by material | 616 | 566 | 305 | 358 |
| Yarns and textiles | 152 | 156 | 86 | 111 |
| Iron and steel | 220 | 164 | 88 | 99 |
| Other metals | 74 | 61 | 29 | 34 |
| Fabricated metal products | 71 | 79 | 44 | 49 |
| Machinery and transportation equipment | 856 | 1000 | 550 | 635 |
| Machinery, non-electrical | 388 | 502 | 268 | 273 |
| Electrical machinery and material | 174 | 206 | 109 | 141 |
| Transportation equipment | 296 | 294 | 174 | 222 |
| Other finished goods | 175 | 179 | 93 | 119 |
| Furniture | 7 | 8 | 4 | 5 |
| Apparel | 37 | 30 | 16 | 20 |
| Instruments | 48 | 55 | 30 | 38 |
| Other | 66 | 70 | 36 | 48 |
| **TOTALS** | 2640 | 2780 | 1470 | 1750 |

Source: Statistical Bureau, The Board of Customs, Helsinki.

**Table B**

**CANADIAN EXPORTS TO FINLAND** ($ thousand)

| | 1970 | 1971 | 1971 Jan-June | 1971 Jan-June |
|---|---|---|---|---|
| Aluminum pigs, ingots, shot, slabs | 133 | 1,489 | 561 | — |
| Zinc in ores, concentrates | — | 1,235 | — | — |
| Tobacco, flue-cured | 667 | 944 | 154 | 661 |
| Papermakers felts, textile | 710 | 823 | 429 | 381 |
| Iron ore, concentrated | 622 | 635 | 311 | 107 |
| Mining-quarrying machinery | 208 | 602 | 66 | 187 |
| Herring, fillets, whole, dressed, pickled | 9 | 535 | 464 | 768 |
| Asbestos milled fibres, shorts | 421 | 332 | 255 | 149 |
| Plastic, synthetic rubber, not shaped | 162 | 290 | 40 | 100 |
| Rapeseed | 93 | 232 | 232 | — |
| Copper bars, rods and shapes | — | 224 | — | — |
| Whitefish, frozen, whole, dressed | 110 | 221 | 132 | 108 |
| Pulp, paper machinery and parts | 121 | 214 | 173 | 30 |
| Flaxseed | 159 | 210 | — | — |
| Waste paper | — | 203 | — | — |
| Bars, steel, hot rolled | 345 | 182 | 142 | 91 |
| Aircraft engines and parts | 130 | 161 | 107 | 34 |
| Sausage and similar meat casings | 98 | 147 | 73 | 266 |
| Grass seed | 431 | 137 | 136 | 24 |
| Parts, accessories for chain saws | 185 | 104 | 10 | 61 |
| Fish offal and waste | 169 | 104 | 59 | 14 |
| Polyethylene resins, not shaped | 493 | 95 | 35 | 74 |
| TOTALS | 7,898 | 11,228 | 4,433 | 4,872 |

Source: Statistics Canada

# The Higher Application of Business Information Consultancy

GRUNDAGE P. CRAYON, media observer, *Canada Commerce*

*We are gathered here today to unitize these non-integrated bio systems into a cohesive infrastructure, thru the medium of systematic logistical progression. If any among you feels that the infrastructures' functional programming cannot be balanced with a maximized socio-responsivity, let him speak now or etc. etc. etc.*

Remember the day when infrastructure was a "permanent installation required for military purposes?" You don't? Well anyway, there was such a day, but now an infrastructure can be just about anything you want, except maybe a doghouse.

Economists love the word and not one of them will write a report without using it at least a half-dozen times. Naturally, there are different kinds of infrastructures, depending on what our economist wants to say. Infrastructure is a word like fasneeris. You know — you ask a fellow how's his fasneeris; tell the garage mechanic you think the fasneeris is broken; or inquire as to where in the fasneeris your blue tie has got to.

You see, it doesn't matter that the word itself doesn't really mean anything — as long as it sounds like whatever it is you're trying to describe. Infrastructure is that kind of word. It has become so entrenched in modern business language that whole commercial empires would collapse were its use banned by the powers-that-be.

By now, everyone is familiar with things like learning resource centres — we used to call them libraries. We aren't confused anymore when we're told the sanitary engineer will clean up the mess — because we know he's really the janitor. We read with sympathy when we see that a man has taken early retirement — because we know that nine times out of ten, that particular euphemism means the poor guy's been fired.

There's no use moaning about the changes because language has always changed. But new words and expressions are popping up faster and faster every day and the harassed businessman is finding it harder and harder to keep track of all the latest buzz words.

Now we have highly paid consultants to advise us on almost everything we do. No municipality would dream of permitting a new shopping plaza without hauling in a team of planners to size up the thing. Nobody shifts the office furniture around without calling in the office landscapers. What about computers? You sure don't get involved with one of those until the consultants have filled you in. And, in a class by themselves, we have the famous team of Masters and Johnson, who told us how to do what every other species just *knows* how to do.

So — if we accept the idea that gobbledygook is here to stay — and so are consultants, we see that a whole new field of endeavour has opened up. Really, no mere secretary could conceptualize a sentence like: "The systemized logistical progression, synchronized with our integrated third-generation hardware, coupled with their balanced organizational mobility can be seen to be able to provide maximized responsive management infrastructure."

No, we cannot depend on a secretary to handle important stuff like that. Let's call in a Total Media Business Information Output and Retrieval Consultant. We can get him for only $35,000 a year and he'll be able to maximize our total input and output in assisting our commitment to creative interchange with other organizations.

Then, when some other company writes us something like this: "Our functional, digital programming is balanced with a total incremental capability that is best synopsized as a responsive, monitored system balanced for complete management contingency options;" we won't have to fake it anymore! We won't have to waffle with our answer — our output and retrieval information consultant will know just how to handle it — "Re: your papercom of last week . . . We have carefully balanced your projection vis-a-vis our concepts and have systemized our response to that input. On balance, the projection is not necessarily unfavorable but we feel that your functional management capability may not be maximized to real potential, or, as my old grandfather used to say — horsefeathers!"

*The author wishes to acknowledge the important contributions made by Philip Broughton and his Systematic Buzz Phrase Projector System in preparing this searching report.*

# 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.**

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T. Charles
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J. C. Bradford
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**CONGO (see Zaire, Republic of)**

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Other countries: Malta

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F. I. Wood
Commercial Counsellor

# International Projects

## COLOMBIA — BOGOTA URBAN DEVELOPMENT

The Inter-American Bank has approved two loans totaling $44 million to help finance a major urban impact development program in Bogota, Colombia. The loans — one for $20 million from the Bank's ordinary capital resources and another for $24 million from the Fund for Special Operations — were extended to the Republic of Colombia to carry out a program to improve living conditions in the eastern part of the city, which is one of its neediest areas, through the execution of impact across-the-board projects affecting power, paving, health, social fields, housing, sanitation, education and other areas.

**Implementing Organization:** Agencies and units of the Municipality of Bogota under the Coordinating Agency of the Integrated Program of Urban Development for the Eastern Zone of Bogota (PIDUZOB).

**Procurement Procedures:** International public bidding on all imported goods and services covered by the Bank's ordinary capital resources, and among all eligible member nations of the Bank on imported goods and services covered by resources of the Fund for Special Operations. National public bidding on domestic purchases.

**Goods and Services:** The purchase of materials for and the construction of hospitals and clinics, community social centers and primary and secondary schools; the construction of housing units and of sewage collectors, interceptors and secondary open and underground canals and storm sewer networks; the installation of electric power transmission and distribution lines, the construction of a modern limited-access expressway and the pavement and repavement of city streets, and the contracting of qualified personnel to help reorganize municipal agencies and units and to help introduce a new teaching system and teacher training techniques.

## INDONESIA — POWER PROJECT

The Asian Development Bank has loaned $5.3 million to Indonesia for a power project in Ujung Pandang, the capital of South Sulawesi province (Celebes). The project follows technical assistance provided by the Bank in April 1972. It will take four years to implement and involves the extension of the transmission system; rebuilding and extension of the distribution system; construction of five sub-stations; rehabilitation of the existing diesel generating plants; improvement of power system operations and maintenance; and provision of associated consultant services.

**Implementing Organization:**
Perusahaan Umum Listrik Negara (PLN)
Kantor Pusat
JL. Adityawarman
Blok M1 No. 135
Kebayoran Baru
Djakarta, Indonesia

**Procurement:** The materials and equipment to be imported for the Project will be procured, in accordance with the Bank's Guidelines for Procurement, from member countries which are contributors to the Bank's Multi-Purpose Special Fund and all developing member countries of the Bank. Except as the Bank agrees otherwise, individual contracts above $50,000 equivalent will be awarded on the basis of international competitive bidding among suppliers from eligible source countries, while contracts up to such amount will be awarded on the basis of competition among a reasonable number of suppliers from eligible source countries.

**Consultants:** The consultants will be selected, in accordance with the Bank's Guidelines on Uses of Consultants, from member countries which are contributors to the Bank's Multi-Purpose Special Fund and all developing member countries of the Bank. Consultants will prepare detailed designs and tender documents, assist in evaluation of bids, supervise construction work, and undertake a supplementary study on future generation and transmission requirements.

## MEXICO — IRRIGATION

The Inter-American Bank has loaned $21 million to help finance an irrigation project in Mexico's State of Jalisco which will open up 82,251 acres of land to crop cultivation and livestock production.

**Implementing Organization:** Secretaria de Recursos Hidraulicos (SRH), Mexico, D.F.

**Procurement:** International public bidding among member nations of the Bank and eligible non-member nations on imported goods and services covered by proceeds of the Bank loan. National public bidding on domestic purchases.

**Goods and Services:** The acquisition of machinery, equipment and other materials as well as the awarding of construction contracts.

## PARAGUAY — EDUCATION SYSTEM UPGRADING

A $5.1 million credit of the International Development Association (IDA), will help finance a project to improve and expand the secondary education system in Paraguay. The credit will cover about 70 per cent of the total cost of the project, estimated at $7.35 million.

This is the first education project to be assisted by the World Bank Group in Paraguay. It is a key component of Paraguay's overall educational reform program and will assist the Government in developing a system of secondary and vocational education that will be more responsive to the nation's manpower needs. The project includes the construction and equipment of eight multilateral coeducational secondary schools, a new technical school and a vocational training center. It also includes related technical assistance and training.

**Implementing Organization:** A project implementation unit providing overall supervision will be established within the Ministry of Education, Asuncion, Republic of Paraguay.

**Procurement:** Contracts for civil works and the supply of furniture and equipment will be subject to international competitive bidding. Paraguayan manufacturers will be allowed a preferential margin of 15 per cent.

**Consultants:** Architectural consulting firms to be selected.

## PHILIPPINES — EDUCATION SYSTEM UPGRADING

The International Development Association (IDA), an affiliate of the World Bank, is providing a credit of $12.7 million to help finance an education project in the Philippines, designed to provide qualified manpower for the country's economic development. The project will assist improvements in such areas as education planning, management and curriculum development; science teacher training; training of technicians for industry and agriculture; and training of skilled craftsmen and farmers.

**Implementing Organization:** A Project Unit will be established in the Depart-

ment of Education and Culture, Manila, Philippines, which will be responsible for implementing the project.

**Procurement:** Civil works contracts will be awarded after international competitive bidding. Contracts for furniture and equipment will also be subject to international competitive bidding, except for contracts under $40,000, up to a total of $250,000 which may be awarded after local competitive bidding. A 15% preference margin will be given to bids for equipment, materials and supplies substantially of Philippine origin offered by Philippine manufacturers or suppliers.

**Consultants:** 62 man-years of specialist services for educational planning and management, curriculum reform, textbook development, agricultural and technical education, and project implementation; 56 man-years of overseas fellowships.

## SENEGAL — IRRIGATION

The International Development Association has approved a $4.5 million credit for the Republic of Senegal to help finance an irrigation project in the polders of the Senegal River.

**Implementing Organization:** Societe d'Amenagement et d'Exploitation des Terres du Delta (SAED), Boite Postale 74, St. Louis, Senegal.

**Procurement:** International competitive bidding will be used to let civil works contracts amounting to $5 million, and to procure pumping station and hydraulic equipment, tractors, and tools costing about $900,000. Contracts for construction of houses and offices estimated to cost $250,000 will be let by local competitive bidding, as will be selected contracts for minor on-farm development works. Vehicles, motorcycles, furniture, office equipment, tools, and other small equipment, valued at a total of $80,000, will also be procured by local competitive bidding. Civil works contracts will be broken into sizes small enough for local contractors to execute. Contractors, whether local or foreign, will be permitted to bid for all or any of the contracts.

**Technical Assistance:** Provided by IRAT to carry out a program of applied research to support agricultural operations at Dagana.

## THAILAND — POWER PROJECT

The Asian Development Bank has approved a loan of $23 million for the Mae Moh Power Project in northern Thailand, with the Electricity Generating Authority of Thailand (EGAT) as the borrower and executing agency. Based on a feasibility study financed under the Swiss Technical Assistance Program, the Mae Moh Power Project is one of the four important electric power projects included in Thailand's Third National Five-Year Plan (1972-1976).

**Implementing Organization:** Electricity Generating Authority of Thailand, Nonthaburi, Thailand. Cable Address: EGAT, NONTHABURI, THAILAND.

**Procurement:** The material and equipment to be imported for the Project will be procured by EGAT in accordance with the Bank's Guidelines for Procurement, from eligible member countries of the Bank. Individual contracts for goods involving estimated expenditures not exceeding the equivalent of $50,000 will be awarded on the basis of competition among a reasonable number of suppliers from member countries of the Bank.

**Consultants:** EGAT has retained the services of an engineering consultant consortium (Electro-Watt & Motor/ Columbus of Switzerland & Rheinbraun of Germany), which it will finance from its own resources.

## URUGUAY — PETROLEUM TERMINAL

The Inter-American Bank has loaned $10 million to help finance the construction of a petroleum terminal on the Atlantic coast of Uruguay. The Bank loan will be used to pay for imports of goods and services required in the construction of an off-shore mooring and unloading terminal for deep-draft oil tankers, a storage tank yard with a total capacity of 268,000 cubic meters of crude petroleum and an oil pipeline between Punta José Ignacio, where the terminal will be built, and Montevideo.

**Implementing Organization:** Administracion Nacional de Combustibles, Alcohol y Portland (ANCAP), Montevideo, Uruguay.

**Procurement Procedures:** International public bidding among member countries and eligible non-member countries.

**Goods and Services:** Purchase of buoys, launches, pipes, hoses, tanks and pumps.

## WESTERN SAMOA — TELECOMMUNICATIONS

The Asian Development Bank is making a concessional loan of $2.6 million to Western Samoa for improvement and expansion of the existing domestic and international telecommunications services. The total cost of the telecommunications project, which forms an integral part of the Second Five-Year Development Plan, is $3 million, of which $2.6 million represents the foreign exchange cost to be financed by the Bank loan.

**Implementing Organization:** Department of Post Office and Radio, Apia, Western Samoa.

**Procurement:** All procurement for the Project will be carried out by the Department of Post Office and Radio in accordance with the Bank's guidelines for procurement, from eligible source countries as determined by the Bank from time to time on the basis of available contributed Special Funds resources. Except as the Bank agrees otherwise, individual contracts above $30,000 equivalent will be awarded on the basis of international competitive bidding among suppliers from eligible source countries, while contracts up to such amount will be awarded on the basis of competition among a reasonable number of suppliers from more than one eligible source country.

**Consultants:** To be selected in accordance with Bank's guidelines on uses of consultants.

**Halifax Office Moves**

The Halifax Regional Office of the Department of Industry, Trade and Commerce has moved. Its address as of March 12, is Suite 1124, Duke Street, Scotia Square, Halifax, Nova Scotia. The telephone and telex numbers, however, remain the same: 426-3851 (area code 902) for the telephone and 019-21829 for the telex. The manager of the office is Cliff McPherson.

# Foreign Tariffs and Trade Regulations

**Bangla Desh**

The government of Bangla Desh has announced its import policy covering the first six months of 1973. The stated objectives of this policy are: to make full use of production capacity by assuring supply of essential commodities; to meet urgent requirements in the private sector; to meet the requirements of the development program; and to make greater use of the Trading Corporation of Bangla Desh.

The import list has been expanded to include 16 new items among which are equipment for agriculture and irrigation, arms and ammunition, linseed oil and corn oil. Luxury items such as automobiles, television sets and air conditioners continue to be banned.

Seventy per cent of all imports are to be handled through the Trading Corporation. The policy also provides an incentive for the replenishment of raw materials through the issuing of additional import licences based on export performance. Urgently required items such as medicines and baby foods will be granted licences to 200 per cent of annual entitlements.

To encourage early ordering repeat licences will be issued to commercial importers of medicines, baby foods, milk foods, motor vehicle spare parts and diesel engines on proof of opening of letters of credit.

**Brazil**

The following tariff amendments have been announced by the Brazilian Customs Policy Council:

**Resolution 1514** of December 26, 1972 exempts from duty a quota of 3,100,000 tons of wheat, unhusked, for the year 1973 (tariff item 10.01.01.00).

**Resolution 1515** of December 26, 1972 reduces the duty from 37% to 17% for a period of six months on waste and scrap aluminum, only for own consumption and when of the types listed in the resolution (item 76.01.03.00).

**Resolution 1516** reduces the duty from 55% to 15% on a quota of 700 tons of polypropylene copolymer destined exclusively to the monobloc battery case industry (item 39.02.02.12).

**Resolution 1518** of December 26, 1972, in force for a period of one year, exempts from duty potassium nitrate with a content of KN03 of 98% or less, only when for use as a fertilizer in agriculture (item 28.39.19.01).

**Resolution 1519** reduces the duty from 85% to 25% on polyester film of the following thicknesses: 0.076mm, 0.127mm, 0.190mm, and 0.250mm for the manufacture of skins for musical drums (item 39.01.04.99).

**Resolution 1523** exempts from duty 1.5 -di (2, 4 dimethyl phenyl) -3 methyl -1, 3, 5 triazo penta -1, 4 diene with a minimum purity of 12.5%, BTS 27419 (Triatox Cooper) and hygromycin B, concentrated, with a minimum purity of 385,000 units of activity per gram when for use exclusively in the agricultural and livestock sectors (items 38.11.02.00 and 39.44.24.00).

**Resolution 1526** reduces the duty from 105% to 15% for a period of one year on pocket watches and wrist watches with cases of plastic material (item 91.01.99.99).

**Resolution 1527** reduces the duty from 105% to 15% on wrist watches with cases of fiberglass (item 91.01.99.99).

**Resolution 1531** of December 20, 1972 extends for a period of 1 year the duty exemption established by Decree 1203 of December 21, 1971 on orthophosphoric acid (item 28.10.02.03).

**Resolution 1538** of January 17, 1973 reduces the import duty from 55% to 15% on syringes, automatic pistol, for the application of injectable veterinary products (tariff item 90.17.71.00).

**Resolution 1540** exempts from duty for a period of one year silos for forage, automatic, autoclave cycle type, manufactured of steel with a glass coating, equipped with breathing apparatus and a loading and unloading device, when imported by the user or when consigned to him (tariff item 73.22.00.00).

**Resolution 1541** in force February 1, 1973 for a period of 24 months increases the duty from 7% to 20% on milking machines (tariff item 84.26.01.00).

**Resolution 1542** extends until June 30, 1973 the duty reduction from 55% to 15% established by Resolution 1377, on cut viscose rayon artificial fibre with a maximum tensile strength of 2.5 grams per denier (tariff item 56.01.02.01).

**Resolution 1544** of January 17, 1973 exempts from duty for a period of one year machinery for thrashing, cleaning and bagging peanuts (tariff item 84.25.02.99).

**Resolution 1549** of January 18, 1973, in effect 15 days after the date of publication increases the duty from 15% to 20% on neomycin sulphate (tariff item 29.44.12.00).

**Resolution 1551** exempts from duty the following products when imported for use exclusively by the agricultural and livestock sectors, Fensulfation and Bromophos (tariff item 29.21.99.00), Decamba (tariff item 29.22.99.00) and Carbofuran and Leptophos (tariff item 28.11.02.00).

**Resolution 1552** of January 18, 1973 extends for one year the duty exemption on cryolite (tariff item 25.28.01.00), aluminum fluoride (tariff item 28.29.05.00) and double fluoride of aluminum and sodium (tariff item 28.29.11.00).

**Resolution 1553** of January 18, 1973 extends for a period of twelve months the duty exemption of phenetidine (tariff item 29.23.45.00).

**Resolution 1555** of January 18, 1973 extends for a period of one year from March 27 the duty exemption on cathode blocks of amorphous carbon and carbon paste for jointing (tariff item 85.24.99.00).

**Resolution 1556** exempts from duty unwrought aluminum (tariff item 76.01.01.00) provided the importer produces proof of having purchased 4 tons of national production for 1 ton of imported material.

**Jamaica**

Notice to Importers - No. 2827 of February 3, 1973, imposes a total import ban on the following commodities: coffee mills, juice extractors, food grinders, liquid and/or food mixers, food mincers, whippers.

The November issue of Canada Commerce listed Canada's trade fair program for 1973-74 but since then there have been some deletions, changes and additions.

**Deletions**

*Women's Apparel Show (Solo)*, New York, January 1974; Children's Wear Show (solo), London, February 1974; 3-i Farm Equipment Show, Kansas, April 1973.

**Changes**

The Men's Wear Show (Solo), London February 1974 is changed to International Men's and Boys' Wear Exhibition (IMBEX), February 1974. The show will be highlighted by exhibits of Canadian outerwear, sportswear, slacks, jeans and knitwear.

**Additions**

*American Association of School Administrators*, Convention, San Francisco, March 1974. This event marks Canada's fifth participation. It is the most complete display of instructional materials and supplies including language labs and books, furniture and filing systems, gymnasium and display equipment.

*Japanese Auto Industry and Parts Show*, Tokyo, October 1973. This is the first time Canada is participating in this show and there will be a concentration on automotive parts for original equipment and after market sales.

*International Congress and Exhibition for Marine Research and Marine Exploration (Inter-Ocean 73)*, Dusseldorf, November 1973. This event will centre on planning, development, manufacture and application of equipment and procedures for ocean research, exploration and exploitation. Equipment shown will include offshore drilling rigs, submersibles, U/W petroleum production and oceanographic instruments.

*Ladies' Solo Apparel Shqw*, Los Angeles, June 1973. Products to be featured will include women's sportswear, coats, suits, leathers, outerwear, knitwear and dresses.

*Women's Wear Show (Solo)*, London, October 1974. Products to be featured will include coats, suits, outerwear and knitwear.

Other changes in the schedule may be made from time to time and will be published in Canada Commerce.

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# 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.**

**Automotive**

SWEDEN — Chamois and other accessories: Aug. Eklow AB, Box 23086, S-104 35 Stockholm, Attention: Mr. U. Ferdfeldt. Also Contitrade AB, Fack, S-400 42 Goteborg.

All types accessories, parts, tools and equipment; also ski racks: Bilmateriel AB, Box 127, S-421 22 Vastra Frolunda, Attention: Mr. Lennart Hardange.

HONG KONG — Asbestos brake linings: Seaco International, No. 601, Ting Cheung Bldg., 166-168 Des Voeux Road, Central, Attention: Mr. W.I. O'Bourne.

**Chemicals**

SWITZERLAND — Chemical and pharmaceutical products for following industries: detergents and soaps, cosmetics, glass, plastics, rubber, textiles, paper, food and feedstuffs: W. Tchopp AG, Dreispitzstrasse 10, 4018 Basel.

**Clothing**

SWITZERLAND — Various types work and protective gloves: palm made of leather, upper of cotton; neoprene rubber gloves; leather gloves; disposable polyethylene gloves; also rubber boots, height 10½ - 12 inches and 16 inches: Further and Co., Zentralstrasse 62, 8036 Zurich.

**Educational**

NIGERIA — Audio-visual equipment, primary and secondary school teaching aids: Medical Equipment and Visual Aid Development Co. (MEVADCO), 33 Ademola St., SW Ikoyi, Lagos: Attention: Mrs. K.A. Pratt.

SWEDEN — Combined slide and film strip projector, vinyl film screen approx. 100 x 56 inches, stereo student microscopes: Attention: Mr. Stig Fowelin, Manager — Education Division, Almqvist & Wiksell Forlag AB, Box 159, S-101 22 Stockholm.

**Equipment and Machinery**

SWEDEN — Lockable window handles, special keys with web welded on turned basic part: Attention: Mr. Ake Sa!wen, President, AB Kafs Industrier, Hornsbruksgatan 19. S-117 34, Stockholm.

Equipment and machinery for iron and steel production, pulp and paper, shipyards, electrical works: Specialmaskiner i Goteborg AB, Box 336, S-401 25 Goteborg.

SWITZERLAND — Micro-electronic components: Elbatex AG, Alberich Zwyssigstrasse 28, 5430 Wettingen.

Information systems for data processing and process control: Modulator, Fischerweg 11 - 13, 3000 Bern.

URUGUAY — Tenders soon to be called for supply of buoys, launches, pipes, hoses, tanks and pumps for petroleum terminal at Punta Jose Ignacio. More information from Commercial Counsellor, Canadian Embassy, Casilla de Correo 3898, Suipacha 1111, Buenos Aires.

**Materials**

SWEDEN — Plastic film for shower curtains: Firma Marinos, Box 4133, S-683 02 Hagfors.

Olivine sand. Alternatives for mesh sizes: 0 - 5mm or 0 - 3mm; 10 - 40mm; nature of rock less than 500mm, raw Dunite mineral with hardness 6.5 - 7

after Mohs; full chemical analysis and ignition loss of the qualities requested: AB Askania, Fack, S-104 60 Stockholm 20. Tinned iron for herring tins: AB Elis Luckey Konservfabrik, N. Hamngatan 2, S-453 00 Lysekil.

**Medical**

NIGERIA — Disposable medical products, sterilizers, dressings, instruments: Medical Equipment and Visual Aid Development Co. (MEVADCO), 33 Ademola St., SW Ikoyi, Lagos, Attention: Mrs. K.A. Pratt.

**Properties**

PHILIPPINES — Canadian companies interested in joint ventures for development of mining properties: Lomacs Corporation, 81 Banahaw Street, Cubao, Q.C. Attention: Mrs. Lourdes Lopez.

**Recreation**

SWEDEN — Snowshoes, outdoor leisure shoes: Wemeca, St. Eriksgatan 56, S-112 34, Stockholm.

SWITZERLAND — Ice hockey and curling equipment, other sporting goods: Further and Co., Zentralstrasse 62, 8036 Zurich.

**Veterinary Supplies**

DENMARK — Company acting as buyers for all types veterinary equipment and instruments: contact Commercial Counsellor, Canadian Embassy, Prinsesse Maries Alle 2, Copenhagen V.

# 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 OH5.**

**Laminated Panels**

British firm offers for manufacture under licence in Canada its pre-formed, flame retardant, laminated material for use in exhibition construction, as store displays and theatrical props, and in architectural applications such as portable partitioning, office screening, column cladding, etc. The inner core is composed of expanded polystyrene; the outer skins of Kraft-lined chipboard incorporating timber and plywood trims laminated to the exposed edges. This material is available in two thicknesses, 5/8 inch and 1 inch, and is produced in 6′ x 10′ sheets. Cylinders can be constructed to an overall height of 10 feet. Claimed advantages of this new material include extreme light weight and low manufacturing and tooling costs. Literature available. **Item 2780**

**Process for Aluminum Photographs**

Swiss company offers under licence the Canadian manufacturing rights for its process for the application of photographs to aluminum plates. The aluminum plate is first anodized, then made sensitive to light by means of three immersion processes. The dried plate is then exposed by film negative using the contact process, developed, fixed, dark-toned and, finally, sealed. The photograph obtained is scratch-proof and resistant to corrosion and heat. Literature available. **Item 2781**

**Plastic Shipping Pails**

American company is offering the rights for manufacturing under licence in Canada its 3 1/2 gallon and 5 gallon plastic shipping pails. Of one-piece seamless construction, these pails offer new design features which are said to give them advantages over other plastic pails. They can be used for transporting such products as adhesives, foods, printing inks, latex paints and most petroleum products. The pails are fitted with optional plastic or steel covers. Literature available. **Item 2782**

**Pumps**

French firm offers under licence the Canadian manufacturing rights for its "integral" type volumetric pumps which are in use in every kind of industry for all products, from the most volatile to the most viscous. These pumps are reversible and can be supplied in motorized sets or as complete electrical pumps. They can also be used for pumping and recovery of used water, or as rotary vacuum pumps with liquid seal. Literature available. **Item 2783**

**Screw Jacks**

British company offers under licence the Canadian manufacturing rights for its range of worm gear screw jacks. These screw jacks with lifting capacities from 1000 lbs. to 300 tons are designed to give linear movement for either light or heavy duty applications. The jacks can be used singly, in series, or in multiple jacking arrangements. They can be operated by hand, or by electric, air or hydraulic motor. All jacks are self-locking and will not creep under load. Literature available. **Item 2784**

**Rotary Piston System**

German firm offers under licence the Canadian manufacturing rights to its new rotary system for combustion engines, pumps and compressors. This system uses a piston of epitrochoidal shape and a casing in the form of the outer envelope curve. This system has particular application in chain saws, snowmobiles, motorboats, gas compressors, etc. Advantages claimed over other rotary piston systems include high compression ratio, sealing located in the casing wall, and free choice of shape of combustion chamber. Literature available. **Item 2785**

**Reversing Mechanism**

Canadian inventor offers under licence the Canadian manufacturing rights for his reversing mechanism. The unit consists of a simple planetary drive including a clutch disc linked to a clamping device. The mechanism has applications in the areas of snowmobiles, all-terrain vehicles and other recreational vehicles. Advantages claimed include: a) no de-clutching required, b) noiseless transition from forward to reverse, even if vehicle is not fully at rest, and c) device is non-operational when vehicle is in forward gear. Literature available. **Item 2786**

**Electric Hand Gun**

Czechoslovakian state trading agency offers for manufacture under licence in Canada its wire metallizing electric hand gun. This hand gun is used for the surface treatment of work-pieces and for the renovation of worn parts with aluminum and other metals. Agency states this gun is superior to similar products because of its unique control, feeding and maintaining of arc stability, its low weight at a high output, and its simplicity. Literature available. **Item 2787**

**Convertible Furniture**

United States company offers for manufacture under licence in Canada its

line of convertible furniture. This furniture is compact and utilizes available space to the maximum. It is designed for use in every room of the house, on the patio, etc. It consists of a bed-bassinette-cradle equipped with an automatic rocking device which is removable from the main bench-loveseat-sofa. The unit can be manufactured to any desired length to accommodate from 2 to 8 adults or children. This convertible furniture is of modular design concept to best utilize mass production techniques. Literature available. **Item 2788**

**Seed Sheets Forming Machine**

British inventor offers the outright sale of his Canadian patent covering a machine to produce pre-sown seed sheets. A seed sheet consists of two overlying sheets of thin paper formed into pockets to receive one seed in each pocket. The seed sheets are placed in boxes of soil and covered with soil. They eliminate the costly and time consuming job of transplanting seedlings by hand into boxes. Literature available. **Item 2789**

**Electric Hair Cutter**

Swiss inventor offers for manufacture under licence in Canada his portable, lightweight electric or battery powered device for cutting hair from the nose and ears. This instrument is claimed to remove superfluous hair without pain or risk of infection. It can easily be disassembled for cleaning. Prospective purchasers include individuals, hospitals, doctors, etc. Literature available. **Item 2790**

British Government agency offers for manufacture under licence in Canada the following products:

**Stable Hole Machine**

Mineral mining machine for stable hole formation on mineral faces, long-wall mining, short-wall mining, heading out and ripping. The machine consists essentially of a rotary cutting head, the driving motor being mounted on a base for reciprocal movement along a guide-way formed of a conveyor. Literature available. **Item 2791**

**Mine Waters Bio-Chemical Oxidation**

Process for the purification of acidic and ferruginous effluents or for the regeneration of spent material or leach liquors of the ferruginous type. The process involves the oxidation of ferrous salts in acidic solution effected by subjecting the solution to the action of an activated sludge. This sludge comprises non-oxidizing bacteria carried on particles of solid material in liquid suspension. Literature available. **Item 2792**

**Carbon Monoxide Meter**

Apparatus for detecting carbon monoxide. The device consists of one thermistor juxtaposed with an oxidiser and another thermistor juxtaposed with an inert material. Both the oxidiser and the inert material are, in use, subjected to the atmosphere to be tested; the thermistors are connected in an electric circuit which produces a signal indicative of the difference in temperature between the thermistors, thereby indicating the quantity of carbon monoxide in the atmosphere. Literature available. **Item 2793**

**Electrical, Mechanical, Fluidic and Electrical Products and Processes**

United States company offers for manufacture under licence in Canada the following products and processes from its technology and patent inventory which it does not plan to exploit within its own facilities. Brief descriptions are available covering each item. Companies interested after perusing this preliminary information can obtain additional data directly from the United States company in order to permit a more thorough evaluation of the technical merit, market prospects, etc., of specific items:

Graphic CRT Computer Terminal
Item AES-1/1B13

Low Profile Antenna
Item AES-2/1B17

Single Frequency Communication Repeater
Item AES-3/1B18

Melt Forming – A New Method of Manufacturing Waveguide Components
Item COM-4/1B5

Telephone Telemetry
Item COM-5/1B2

MultiCom Radio for Short-Range, Hands-Free Communication
Item COM-12/1B8

Microwave Stripline Techniques
Item ELE-1/1C10

System for Detecting and Measuring Doppler Frequency Variation in a Single Pulse of Alternating Current
Item ELE-2/1C6

Free Flooding Flotation Unit Employing Glass Spheres
Item ELE-3/1C11

Underwater Release Mechanism
Item ELE-4/1C12

Piezoelectric Transducer for High-Power Sonar
Item ELE-5/1C5

Microstrip Balun
Item ELE-6/1C13

Radar Altimeter
Item ELE-7/1C14

Cable Termination
Item ELE-8/1C15

Broadband Microwave Antennas
Item ELE-9/1C16

Process of Rain Proofing Small Aircraft Antennas
Item ELE-10/1C17

Bearing Failure Sensor and Auxiliary Bearing System
Item ELP-1/1C8

Ductile Chromium – A New Engineering Metal
Item ENC-1/1B6

Weld Breaking Electrical Switch
Item ENS-1/1B4

Analog to Digital Converters
Item ENS-5/1C3

Wiring Harness Assembly Tool – "Pathfinder"
Item FLP-5/1B3

Low Friction Bearing and Wear Ring Materials
Item FRM-1/1B7

Torque Tester
Item INT-1/1B19

Test Device for Electrical Circuit Cards
Item NAC-1/1C2

Laser-Based Flatness and Straightness Measuring Instrument
Item REL-1/1B14

Diffusion Binding Technology
Item REL-2/1C4

High-Resolution Electrocardiograph
Item REL-3/1B15

Magnetic Channel Electron Multiplier
Item REL-4/1C1

Fluidics
Item REL-5/1B1

High-Torque, Low-Speed Drives
Item REL-6/1C7

Interrogated Tire Pressure Indicator
Item REL-7/1B16

Floatless Liquid Level Gage
Item AUE-1/1B9

Broadband, Omnidirectional, Horizontally Polarized Loop Antenna
Item BFE-1/1B22

Tuned AC Power Amplifier
Item ILS-6/1C21

Mechanical Fuel Injection System for Racing Applications
Item ENC-2/1C23

# 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 foreign currency unit in Canadian dollars at March 20 | Canadian dollar in foreign currency units |
|---|---|---|
| **Algeria** Dinar | .2380 | 4.20 |
| **Arab Republic of Egypt** Pound (official) | 2.5505 | .39 |
| **Argentina** Peso (free) | .1996 | 5.01 |
| **Australia** Dollar | 1.4222 | .70 |
| **Austria** Schilling | .0485 | 20.62 |
| **Bahamas** Dollar | .9980 | 1.00 |
| **Belgium and Luxembourg** Franc | .0253 | 39.53 |
| **Bermuda** Dollar | 1.0397 | .96 |
| **Bolivia** Peso | .0499 | 20.04 |
| **Brazil** Cruzeiro (official free) | .1662 | 6.02 |
| **Britain** Pound | 2.4621 | .41 |
| **British Honduras** Dollar | .6078 | 1.64 |
| **Burma** Kyat | .2073 | 4.82 |
| **Ceylon** (see Sri Lanka) | | |
| **Chile** Escudo (bank rate) | | |
| (free) | N.A. | |
| **China, People's Republic of** Yuan | .4188 | 2.39 |
| **Colombia** Peso (fixed) | .0432 | 23.15 |
| **Costa Rica** Colon | .1504 | .66 |
| **Cuba** Peso | .9150 | 1.09 |
| **Czechoslovakia** Koruna (fixed basic rate) | N.A. | |
| **Denmark** Krone | .1621 | 6.17 |
| **Dominican Republic** Peso | .9980 | 1.00 |
| **Ecuador** Sucre (official) | .0399 | 25.06 |
| **El Salvador** Colon | .3992 | 2.51 |
| **Fiji** Dollar | 1.2435 | .80 |
| **Finland** Markka | .2559 | 3.91 |
| **France, Monaco, etc.**[1] Franc | .2204 | 4.54 |
| **French Pacific**[2] Franc | .0121 | 82.64 |
| **Franco-African Republics**[3] Franc | .0044 | 227.27 |
| **Germany** D Mark | .3531 | 2.83 |
| **Ghana** New Cedi | .8649 | 1.16 |
| **Greece** Drachma | .0333 | 30.03 |
| **Guatemala** Quetzal | .9980 | 1.00 |
| **Guyana** Dollar | .4444 | 2.25 |
| **Haiti** Gourde | .1996 | 5.01 |
| **Honduras** Lempira | .4990 | 2.00 |
| **Hong Kong** Dollar | .1963 | 5.09 |
| **Hungary** Forint (official) | .0869 | 11.51 |
| **Iceland** Krona (official) | .0101 | 99.01 |
| **India** Rupee | .1302 | 7.68 |
| **Indonesia** Rupiah | .0024 | 410.00 |
| **Iran** Rial | .0134 | 74.63 |
| **Iraq** Dinar | 3.3710 | .30 |
| **Ireland** Pound | 2.4621 | .41 |

| Country and Currency | Value of foreign currency unit in Canadian dollars at March 20 | Canadian dollar in foreign currency units |
|---|---|---|
| **Israel** Pound | .2376 | 4.21 |
| **Italy** Lira | .0017 | 588.24 |
| **Jamaica** Dollar | 1.0978 | .91 |
| **Japan** Yen | .0038 | 263.16 |
| **Kenya**[4] Shilling | .1379 | 7.25 |
| **Korea, Republic of** Won | .0027 | 370.37 |
| **Lebanon** Pound (free) | N.A. | |
| **Libya** Dinar | 2.777 | .36 |
| **Malawi** Kwatcha | 1.2280 | .81 |
| **Malaysia** Dollar | .3933 | 2.54 |
| **Mexico** Peso | .0798 | 12.53 |
| **Morocco** Dirham | .2379 | 4.20 |
| **Netherlands** Florin | .3455 | 2.89 |
| **Netherlands Antilles** Florin | .5575 | 1.79 |
| **New Zealand** Dollar | 1.3273 | .75 |
| **Nicaragua** Cordoba | .1426 | 7.01 |
| **Nigeria** Naira | 1.4700 | .68 |
| **Norway** Krone | .1685 | 5.93 |
| **Pakistan** Rupee | .1008 | 9.92 |
| **Panama** Balboa | .9980 | 1.00 |
| **Paraguay** Guarani (free) | .0080 | 125.00 |
| **Peru** Sol (free) | N.A. | |
| **Philippines**[5] Peso (free) | .1467 | 6.82 |
| **Poland** Zloty (fixed basic rate) | .2577 | 3.88 |
| **Portugal & Overseas Provinces**[6] Escudo | .0391 | 25.58 |
| **Saudi Arabia** Riyal | .2273 | 4.40 |
| **Sierra Leone** Leone | 1.2371 | .81 |
| **Singapore** Dollar | .3358 | 2.98 |
| **South Africa** Rand | 1.4165 | .71 |
| **Spain & Dependencies** Peseta | .0172 | 58.14 |
| **Sri Lanka**[7] Rupee | .1578 | 6.34 |
| **Sweden** Krona | .2232 | 4.48 |
| **Switzerland** Franc | .3077 | 3.25 |
| **Syria** Pound (free) | .2711 | 3.69 |
| **Thailand** Baht (free) | .0480 | 20.83 |
| **Trinidad & Tobago**[8] Dollar | .5129 | 1.95 |
| **Tunisia** Dinar | 2.2932 | .44 |
| **Turkey** Lira | .0713 | 14.03 |
| **United States** Dollar | .9980 | 1.00 |
| **Uruguay** Peso (free) | .0013 | 769.23 |
| **Venezuela** Bolivar (official free) | .2318 | 4.31 |
| **Yugoslavia** Dinar (official) | .0587 | 17.04 |
| **Zaire, Republic of**[9] Zaire | 1.961 | .51 |
| **Zambia** Kwacha | 1.3893 | .72 |

**Due to the unsettled conditions of the market at time of going to press, rates for certain countries were not available and are indicated NA.**

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

**Cape Town**

**Canadian Government**
**Trade Commissioner**
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**African Life Centre, 13th Floor**
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Cape Province, Orange Free State.
Other countries: St. Helena

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

**SRI LANKA (formerly Ceylon)**

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# CESO . . .
# Living in a World the Tourists Never See

DAVID MAGEE, Assistant Editor, *Canada Commerce*.

Not many times in life does a person get a chance to do something for the hell of it — and to feel good about it. But an organization based in Montreal offers just that kind of chance. It's called Canadian Executive Service Overseas and its primary appeal is to the person who has retired from the grind of business or professional life but isn't quite ready to putter around in the garden.

The idea is that Canadians, either retired or on loan from their companies, with technical and management experience, spend time in developing countries helping to build or re-organize specific industries. For instance, Erwin Swangard, former managing editor of the *Vancouver Sun*, was sent to Nigeria to help get a newspaper back on its feet.

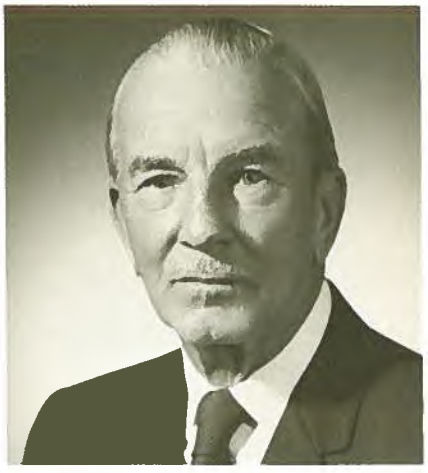
Four years ago, the Nigerian Ministry of Industries was looking for someone to upgrade the Mid-West Newspaper Corporation in Benin. The Corporation publishes a daily tabloid, *The Nigerian Observer*, and the *Sunday Observer*. Both newspapers were in trouble. Improvements in the financial area, staff structure and the whole organization were required.

Mr. Swangard took on what was to have been a six-month job in April '69 but he got so involved in it that he wound up staying for a year. He was able to pinpoint the trouble spots almost immediately — little advertising, hence little money coming in; largely untrained reporters and prohibitive delivery costs — and that wasn't all.

Mr. Swangard was made Administrator of the publishing company by the local Military Governor who also helped him raise money to carry out the improvements. The standard of journalism was raised by re-training the reporters. Copy flow was smoother and press start-up times rigidly scheduled. The photographic department was completely re-structured.

Transportation facilities were reorganized and salaries were adjusted. A simple chain of command was created and representatives of both newspapers were appointed in Nigeria's major centres. Mr. Swangard also arranged with the *Vancouver Sun* for an exchange program for Nigerian reporters.

*D. J. Sinclair*



*V. C. Collet*
*(Ashley & Crippen photo)*

*E. M. Swangard*

*A. Ashmore*

During the entire year Mr. Swangard worked without pay, as do all CESO volunteers (travel and living expenses are paid), but by October, 1969, he had received another kind of compensation. Circulation had jumped by 10,000 issues per day and an almost bankrupt company had been transformed into a paying proposition.

Mr. Swangard's assignment counts among more than 500 projects under-

taken by CESO volunteers since the organization's founding in 1967. The assignments cover an astonishing variety of industries: pulp and paper, electrical manufacturing, sugar production, textiles, iron and steel, civil and electronics engineering, hotel marketing and many more.

Interviewed by the *Board of Trade Journal,* 76-year-old Victor Collett, former plant manager of Regal Stationery Co. Ltd., said his assignment was the "most interesting thing" he'd ever done.

What Mr. Collett did was take over total management of a printing plant (at the owner's request) in Brazil. He also submitted a detailed report with recommendations for implementing modern methods. The company has since advised Canadian Executive Service Overseas that the changes have helped increase business by 50 per cent.

Delbert Sinclair, former President of Canadian Food Product Sales Limited, was, in a sense, too successful as temporary General Manager of Tigrai Agricultural and Industrial Development Limited (TAIDL) 500 miles north of Addis Ababa, at Makale, Ethiopia.

Mr. Sinclair was expected to assist in developing industry and, more importantly, employment in an area where modern technology was virtually non-existent when he arrived in March, 1969. Machinery had been purchased for linseed oil extraction, paint manufacturing, rope making, aluminum spinning, insecticide processing and other industries. But no work had been done to determine availability of technicians and skilled labour; there had been no market research and sources of supply had not been established.

When Mr. Sinclair wound up his assignment six months later, supply of many of the required raw materials had been obtained; a plant to manufacture steel-coated cans was operating and an oil extraction plant had attained satisfactory production levels. Actually, says Mr. Sinclair, the plant "could not produce enough 20-litre tins (of oil) to look after contracts that I secured from both Shell and Mobil."

There are many more success stories in the CESO files. The truth is, almost every assignment undertaken so far has concluded successfully. CESO's failure rate is not more than 1 per cent, which is remarkably good in this sort of work.

That's not to imply anyone else is doing a poor job; it simply points up the effectiveness of CESO. Its volunteers are picked carefully from a roster of about 1,000 people, not only for their technical abilities but also their personal qualities. A special kind of person is needed for the projects taken on. The average Canadian businessman, for example, is used to getting things done right now and if major changes are necessary then "damn the torpedoes and full speed ahead." It doesn't quite work that way in a lot of other countries.

One CESO volunteer on a project in Brazil found that the company he was assisting should at least temporarily reduce its staff by half but management was extremely reluctant to do that. There was a good deal of concern about the welfare of employees and no one, regardless of status, could be fired without consent of the four plant owners and the board of directors.

Obviously, the Canadian used to thinking only in terms of costs and efficiency would have a difficult time working in that sort of environment. But CESO volunteers must cope with and adapt to situations they just would not encounter in Canada.

However, most CESO volunteers find that their assignment becomes much more than a job in a strange country. They find themselves drawn into the communities in which they are working. Volunteers return to Canada filled with stories about how they were made to feel at home while on assignment.

Arthur Ashmore, who has taken on several projects in Brazil and Guyana, described how he and his wife were taken on social outings, entertained in restaurants and given memberships in private clubs. He is a good example of the man who plays something of the role of diplomat while with CESO. He, as a typical CESO volunteer, never discussed political or religious differences and never cast aspersions on the local way of life.

Mr. Ashmore's attitude was appreciated. The Chairman of the Guyanese firm he assisted wrote to CESO: "I must particularly mention the ease with which he was able to get on with all our people . . . On behalf of this company I would like to place on record our thanks to your organization for making available to us such a well qualified man as Mr. Ashmore and such a fine gentleman."

Naturally, many volunteers are accompanied by their wives who often wind up working just as hard as their husbands. During her husband's assignment in Guyana, Mrs. Ashmore attended meetings of a local charitable organization and made clothing for under-privileged children. Mrs. Lawrence Howe also made clothes for the poor and taught English five times a week for employees of the Brazilian electrical power company where her husband was working.

CESO has also started providing services in Canada, in collaboration with government agencies which bear the expense. This is necessary because CESO's budget is for aid to developing nations overseas. Volunteers have assisted establishment of band-owned businesses on Indian reservations and others have made studies of secondary industries in Nova Scotia.

CESO co-operates with other agencies too. It helped initiate counselling Assistance to Small Enterprises (CASE) and makes its roster available to that organization, which is designed to assist Canadian enterprises. A self-help industry for Quebec's Abenaki Indians received financial help from OXFAM and Canadian University Service Overseas (CUSO) while CESO supplied the project coordinator.

**CESO Quick Facts**

*Headquarters* — Suite 420, 1010 St. Catherine Street West, Montreal 110, Quebec.

*Financing* — Provided by the Canadian International Development Agency (CIDA) plus some support from private sources.

CESO has Regional Representatives in Brantford, Calgary, Edmonton, Halifax, Moncton, Montreal, Quebec City, Regina, Saskatoon, Toronto, Thunder Bay, Vancouver, Victoria and Winnipeg. It also has permanent or part-time representatives in 13 countries and provides assistance to government agencies as well as private business and industry.

# Fashion Conscious Hong Kong

Where the textile and related products market is worth more than $600 million.

FRANK M. LOH, Commercial Officer, Hong Kong

*Garments are one of Hong Kong's main export items and this picture was taken at a recent fashion show for buyers. But the textile industry caters almost entirely to the export market so most items for local use are imported.*

The continued growth of Hong Kong's imports of clothing and textiles clearly indicates that there are opportunities for Canadian suppliers of these products. The Colony's clothing imports jumped from $36 million in 1968 to $64 million in 1971 — an increase of 77.8 per cent. Imports of textile yarn, fabrics and related products increased almost as dramatically during the same period— from $368 million to $605 million, or 64.4 per cent.

It is well known that the textile and clothing industries form the backbone of Hong Kong's economy. In 1971 they were worth about $1,204 million, or about 50 per cent of domestic exports. About 45 per cent of the manufacturing labour force is employed in textiles or clothing. These industries carry out the spinning of cotton, rayon, silk and woolen yarns; weaving, knitting, dyeing, printing and finishing of piece-goods, and the production of all types of garments and made-up goods.

Hong Kong may excel in the manufacture and export of clothing and textiles but it is also a substantial importer of these products for local consumption and for re-export. There are several reasons for this: the Colony's textile and garment industries are heavily export-oriented and pay little attention to the local market; local consumers are extremely brand-conscious and, when they can afford it, prefer to purchase imported brandname merchandise instead of an equivalent local product.

This trend is increasing because Hong Kong enjoys one of the highest standards of living in Asia and money is available for the purchase of sophisticated personal products. Also, Hong Kong continues to be an important entrepot for the Southeast Asia market, with textile finished products one of the principal re-export commodities.

Other consumer goods are imported to cater to local needs. A survey carried out at two leading Hong Kong department stores showed that, in 1971, between 80 and 90 per cent of their sales involved imported items.

A stock-in-trade inventory at one of the stores showed these sources of imports: United States (24 per cent), Britain (16 per cent), France (9 per cent), Japan (8 per cent), Germany and Italy (6 per cent each), Switzerland (5 per cent), Australia (4 per cent), Denmark, Holland and Norway (1 per cent each), and others, the remainder. Clothing accounted for almost 30 per cent of the items stocked.

The Colony is a free port so products from all over the world compete on an equal price footing. But quality, design and styling are important because residents of Hong Kong are very fashion-conscious.

The principal clothing suppliers are the People's Republic of China, the United States, Britain and, to a lesser extent, Australia, France and Italy. Although the total value of goods from China is considerably greater than that from other countries, most of the items are inexpensive cotton and woolen goods for low-income consumers. Other suppliers cater to the middle and high-income consumers and it is in this area in which Canadian suppliers can best compete.

Items which have potential in this market are sportswear, slacks, shirts of all types, neckties, dresses, lingerie, jackets, ready-made suits and coats, including leather coats, as well as children's and infants' wear.

Garments in every price range may be offered and low and medium-price items should prove popular. In the high price area, competition from established brand names must be taken into consideration. A new brand has a better chance of success if price concessions are made.

Well-known brand name shirts are being imported at about $40-$42 and $44-$46.50 per dozen for plain and fancy short sleeves, and $50-$60 per dozen for long sleeves. With the rising cost of local custom tailoring, made-to-measure suits will soon be too expensive for the man in the street; therefore, moderately priced ready-made suits should find a receptive market here.

The local textile industry relies heavily on imports of raw materials for fabric and garment production. Fabrics accounted for $378 million, or slightly more than 62 per cent, of the total imports of $605 million during 1971.

Principal suppliers of cotton fabrics are the People's Republic of China, Japan and Taiwan. Synthetic fabrics, blends, woolens and others come mainly from Japan, Britain and the United States.

Canadian exports of fabrics increased from $79,200 in 1968 to $1.33 million in 1971, which may be considered an achievement in the face of keen competition. Potential exists for sales of women's dress materials of jersey and silk, printed or plain, and cotton from 4 to 7 oz. with 45-inch width for summer; for winter, all wool, wool mixture or jersey with knitted or jacquard-look weights 15 to 20 oz. for coating and 10 to 12 oz. for dresses with 54-inch width.

In men's suitings, terylene and wool mixtures with weights from 6½ to 7 oz. are desirable for summer; for winter, all wool, wool mixture and worsted with weight from 9 to 16 oz. All widths should be 58 inches. The market pays about $2 per yard for low-quality men's suitings and at least $12 per yard for high-quality material.

There is growing demand for nylon and pile fabrics, as well as upholstery and curtain materials.

Clothing and textile fabrics are best distributed through local agents. There are hundreds of firms, large and small, engaged in soft goods trade. Most are keen on acting as representatives and have broad contacts among the major retail establishments, wholesalers, garment manufacturers, custom tailors and mail order houses. It is not uncommon for some of the larger retailers and manufacturers to order directly from suppliers, or through their own purchasing agents in the country of origin, but distribution is usually channelled through local agents.

The proportion of direct imports by retailers is about one to three. There is less direct buying because most retailers and manufacturers in Hong Kong are small and therefore rely heavily on their agents to process orders and, at times, to provide credit facilities.

Agency commissions vary from 8 to 10 per cent for clothing and 6 to 8 per cent for textile fabrics. Settlement of commission is negotiable. Payment is normally by letter of credit established either by the agent himself or by his customers. However, agents frequently encourage customers to open their own letters of credit and in such cases a cash discount from the supplier is often required as an incentive. There are no standard terms of credit and these arrangements are strictly between the principal and his agent.

Delivery of soft goods is important. Because of Hong Kong's climate there are only two booking periods — summer and winter. Summer booking for clothing starts from August through September for shipment in January/February. Fall booking begins in January through February for June/July shipment.

Summer booking for fabrics begins from April through June for delivery in December/February and winter booking runs from October through February for May/September delivery. Shipment and delivery in any but the months stipulated will not be acceptable.

Shippers should cable their agents to re-confirm the order if unable to ship or to meet the delivery schedule. Shipping and delivery instructions from agents are important and must be strictly adhered to.

Because garment and fabric buying is based on actual samples shown to the purchaser, proper sampling is an important factor in securing orders. To sell garments, one sample for each style with colour swatches and colour combinations, if any, should be submitted to the agent well before the booking season begins.

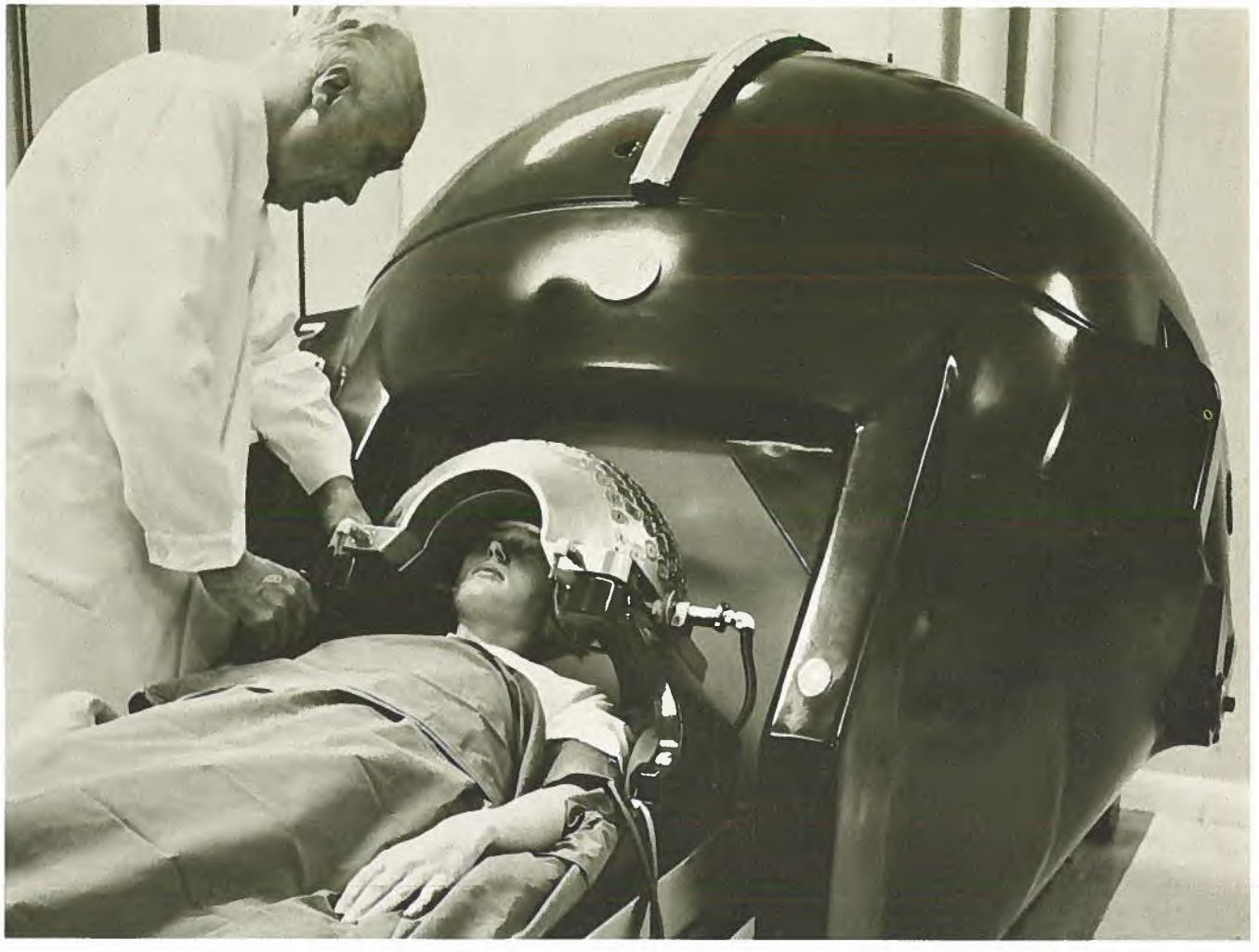
Normal Hong Kong practice requires the agent to pay 50 per cent of the cost of the samples and the supplier to absorb air freight charges. Of course, arrangements can be made for such charges to be split 50-50.

Only feelers or sample swatches are required for textile fabrics. But it is not uncommon for an agent to request a suit-length sample to inspect quality and composition.

Some points on product presentation are worth noting. All garments should carry "Made in Canada" labels as well as price tags. This is for prestige and also helps to distinguish Canadian products. All textile fabrics should have woven selvedge bearing the words "Made in Canada" and describing the material, and there should be hanging seals and stampings spaced every 2½ yards on the fabric. This is particularly important on men's suitings. All materials should be supplied in bolts, rolled on flat wooden slabs, and each bolt should be the standard length of 60/65 yards or 65/70 yards with double fold for men's suitings.

The Trade Commissioner's office here is always ready to assist Canadian manufacturers and exporters to introduce their products to the Hong Kong market. It can also help to locate agents. If you want to take advantage of this service, send full details of your products with c.i.f. Hong Kong prices and samples to: Commission for Canada, Commercial Section, P.O. Box 20264, Hong Kong.

# Sweden and Finland Are Markets for Medical Equipment Manufacturers



*This Gamma Unit was developed by Professor Lars Leskell of the Department of Neurosurgery at Karolinska Sjukhuset, Stockholm. The unit is used to treat intractable pain, deep-seated tumours, parkinsonism and other diseases.*

ORJAN HOLM, Commercial Officer, Stockholm

Sweden and Finland, which have a combined population of 13 million, are countries with high standards of living and well-developed medical care systems. Large amounts of money are spent annually in both countries for new hospitals, health centres, renovations of hospitals and outpatient care; consequently, there is a growing market for a variety of medical equipment. However, the Swedish market, estimated at $80 million a year, and Finland's from $10 to $15 million, are competitive as both have manufacturers of some types of advanced medical equipment and foreign suppliers are well established in certain fields.

Nevertheless, there is considerable opportunity for the sale of Canadian products and, in addition, Canadian firms may find promising licensing arrangements.

Usually, each of the 23 Swedish county councils (and the separate municipalities of Gothenburg and Malmö) buys all the medical equipment for the hospitals within its area. An exception is the central government-owned Karolinska Sjukhuset in Stockholm which handles its own buying. The purchasing managers of individual councils or municipalities are free to approach manufacturers or agents/importers of equipment or to buy through the county councils' central purchasing organization (Landstingens Inköscentral—LIC).

LIC is owned jointly by the county councils and manufactures and imports medical equipment as well as other council requirements. Consequently, it competes with private firms in selling to county councils. The smaller councils usually buy most of their equipment through LIC and the larger ones (e.g. the Stockholm county council) often buy direct from manufacturers and importers to receive quantity discounts.

Each of Sweden's self-governing counties and the two self-governing municipalities of Gothenburg and Malmö is responsible for providing its residents with hospital and medical care, and does so from its own revenues, with some help from the Government.

Most hospitals in Sweden are public and even the smallest of them usually have four medical chiefs of staff. A county hospital has 12 or more specialized wards, but a regional hospital is larger (1,200 to 2,300 beds), more specialized and usually supports research activities. Psychiatric care is part of the regular medical care system.

In 1971, Sweden had about 900 hospitals with 150,000 beds, or 18 beds per 1,000 of the population, and 10,000 physicians, including 1,500 general practitioners.

Finland has about 50,000 hospital beds, for an average of 11 per 1,000 of the population. There are about 330 public, private and mental hospitals in the country, as well as central sanatoriums, and about 4,500 physicians. The public sector includes about 19 central or university hospitals owned separately or jointly by several counties or cities together, and 197 district and local hospitals owned by individual counties or cities.

Purchasing of medical equipment is much more decentralized in Finland than it is in Sweden. Although the individual doctor in Sweden has considerable influence in the buying of equipment, Finnish doctors definitely have more. This increases the number of calls a supplier must make to sell his product.

All hospitals (university, central, district and local) buy their own medical equipment, with the exception of the communal hospitals in Helsinki, which buy through the city purchasing office.

The hospitals are free to buy direct from manufacturers, importers or through the State Central Purchasing Office. This organization, however, mainly handles low-cost equipment and equipment of standard design which is sold in large quantities, such as disposable products, textile products, bedding and unspecialized furniture.

About 8 per cent of Sweden's gross national product, or 42 per cent of the expenditures for social services, is used for public health and medical care. Inpatient hospital care accounts for the bulk of the expenditures, but an increasing proportion is being spent on preventive medicine.

Finland's total expenditure for health and medical care in 1971 was about $1,200 million, of which 45 per cent came from the communes, 45 per cent from the Government and the rest from the patient.

Both Sweden and Finland are moving toward mandatory testing of medical equipment for conformity with pre-set standards. The Swedish Planning and Rationalization Institute of Health and Social Services (SPRI) is increasingly concerned with the establishment of standards for medical equipment and has recently established a subsidiary, the Material Testing Institute for the Medical Service (Sjukvardens Materialprovnings Institut AB), to carry out tests.

So far, only materials and equipment for anesthesia require approval and most of SPRI's recommendations are only advisory. It has, however, a great deal of influence on the purchasing decisions of hospitals and councils.

In Finland, activities corresponding to those of SPRI are divided between The Finnish Hospital League (Sairaalaliitto) and the Institute for Biotechnical Research in Tampere, which, when it becomes active, will be concerned with setting standards for and testing medical equipment.

The trend in Sweden is to increase the share of total health care expenditures being used for outpatient care, old age care, the welfare of the crippled, chronic invalids and the care of the mentally retarded. This means that the demand for equipment in these fields is growing both for domestic and imported products.

Finland is working toward a higher general standard of intensive care and considerable amounts of money will be invested in this as well as in development of the care of the crippled and chronic invalids. Of interest to suppliers is Finland's plan to establish 400 general health centres for pre-hospitalization examinations. These will probably create a market for a broad spectrum of analytic and less sophisticated diagnostic equipment.

Sweden manufactures a wide variety of sophisticated medical equipment which is competitive and of high quality. However, there are some specialized market areas in which Canadian manufacturers could establish themselves.

The best sales potential for new lines is in equipment for chemical analysis such as automatic analysers, centrifuges, chromatographs, electroforesis equipment and microtomes. Suppliers of radiology equipment, particularly ultrasonics, could profitably investigate the market for their products. The demand for dialysis equipment and medical data-processing systems is growing and presents opportunities. Products and processes that can be used in equipment testing and standards setting are increasingly required and this is a trend which will continue.

The competition in the field of monitoring and testing equipment is keen but there is still room for new suppliers of such products as ECG, EEG, cardioscopes, telemetric systems, pressure transducers, lung function testing apparatus and equipment for catheterization.

The Finnish market is also competitive because of domestic manufacturing and well-established foreign suppliers but most of the medical equipment used in the country is imported and there is room for new suppliers.

Radiology equipment and body function and support equipment such as anesthetic apparatus offer good sales potential. An increasing amount of money will be spent on data-processing and test equipment and on methods. Initially, however, contacts should be made with the planning bodies now. The Canadian Trade Commissioner will gladly assist in this.

Lung ventilators, dialysis equipment, incubators and pacemakers are already manufactured and imported into Finland, but there is a need for more advanced versions of these products. Good opportunities for profitable exploitation exist in these areas.

*Manufacturing Under Licence* — Sweden and Finland produce a variety of advanced medical apparatus, and many firms have expressed interest in having equipment manufactured under licence in Canada. Also, Swedish and Finnish firms have the necessary resources and are interested in manufacturing or assembling Canadian medical products locally. Sophisticated products, using advanced electronics, such as anesthetic apparatus and intensive-care equipment, are of particular interest to local manufacturers.

Canadian manufacturers who have products they wish to licence or who are looking for items to add to their lines should ask the Canadian Trade Commissioner for contacts with suitable companies.

Our office is in regular touch with the major manufacturers, importers and agents in the medical field here and we will be glad to put you in touch with them for marketing or licencing. A list of important companies in the medical field in Sweden and Finland can be obtained by contacting the Commercial Division of the Canadian Embassy, P.O. Box 16129, Tegelbacken 4, 10323 Stockholm 16, Sweden.

International Financing Series

# Lots of Preparation Goes Into a CIDA Project

KEN RICHARDSON, Information Division, CIDA.

*This is the first of six articles from CIDA's Information Division. It provides a general outline of how CIDA projects work. The remaining articles, to be published in future issues, will deal with specific multilateral aid programs.*

It may be a transportation system in Africa, a tourism development scheme in Latin America, an airport in the Caribbean, or a communication system in Asia.

Regardless of the type of project or recipient country, there's a lot of planning, preparation and participation on the part of the Canadian International Development Agency (CIDA).

To assist in the management of its bilateral program, CIDA has developed a computerized Project Reporting System (PRS), to provide information about each project and its current status. It is used by all the five geographical divisions in the Bilateral Program Branch — Asia, Commonwealth Africa, Francophone Africa, Latin America, and the Caribbean.

This system collects, distributes and analyzes information concerning approximately 2,000 bilateral development assistance projects. Monthly inputs are made by the project team leader. This includes, in addition to basic country and economic data, information regarding the specific objectives of the project, a planned and actual schedule of activities, planned and actual cost data on a fiscal year basis, dates of some major project milestones, a description of the project, and the names of all members of the project team.

Financial data in the PRS are related to the Agency's computerized accounting records — the Financial Reporting System (FRS) — and to a system for identifying experts and trainees involved in project implementation, the Human Resources System (HRS).

Just what is a development assistance project? A project is an activity or group of activities that are planned, developed, and implemented to accomplish stated objectives in support of priority development needs identified by the recipient country. Its main characteristics are a specified developmental objective, one or more activities which can be separately predetermined, and start and finish dates and costs involving defined activities. Projects range from modest short-term technical or capital assistance activities involving a few thousand dollars to comprehensive development schemes costing millions.

The PRS highlights six main stages in the life cycle of planning, development, implementation and evaluation of a CIDA bilateral assistance project.

1. New project requests, proposals, and ideas from developing countries are identified on the basis of information available. A temporary project file is set up.

2. The Planning Officer for the country concerned establishes a project team which consists of the project officer and specialists from the various resource divisions, i.e. Special Advisers, Manpower Resources, Engineering Resources, Training Resources, and Contracts and Commodities. The project is analyzed to determine its suitability for Canadian assistance, and acceptability with respect to development priorities of the recipient country. A complete review of the project's potential, extent, feasibility, costs, timing, and extent of analysis required is made. (This may include feasibility studies conducted by Canadian consultants.) The Project team agrees on a planning schedule to move the project through the succeeding stages.

3. Consideration — Approval must be obtained from the Divisional Director, Project Review Committee (comprising senior representatives from the various branches and divisions), the President of CIDA, and the Secretary of State for External Affairs. When approval is obtained, the project budget is established, and the leadership of the project team passes from the planning officer to the project officer for the country concerned.

4. Development — A Memorandum of Understanding or Loan Agreement concerning the respective participation of Canada and the recipient country is prepared for the approval and signature of representatives of both countries. Other members of the project team who are specialists in particular fields draft contracts for the provision of goods and services. The project team leader prepares a plan of operations for implementation of the project, based on predetermined milestones, costs, and times and the approved schedule for stages four to six. Tenders are called and contracts negotiated and signed.

5. Implementation — The project officer monitors provision of goods and services and directs, co-ordinates and controls project implementation according to the plan of operations. Amendments required are negotiated and made, the Canadian High Commission or Embassy concerned and the contractors make regular reports on the status of the project, as well as a final report on completion, when the project is handed over to the recipient country.

6. Evaluation — The project team leader prepares a final report based on all available information. Debriefing of project personnel is carried out by the project officer and other members of the project team, with the assistance of the CIDA Briefing Centre. A management audit report is submitted. All reports are reviewed by an interdivisional committee and findings distributed to planning and project officers for future guidance. Records are closed and filed, and the final input into the PRS is made by the project officer.

"A system of this type is helpful to project team leaders", said Phil Brady, a country program manager in Asia Division. Mr. Brady helped experts from the Bureau of Management Consulting Services of the Department of Supply and Services introduce the system in 1970. "In part, it's a self-disciplinary process, because it requires a project team leader to review all his projects, their current status, and objectives for the next month. It helps to keep project developments in front of them on a systematic basis, and acts as an automatic tickler system. When you have 15 to 20 major projects to look after, it's difficult to keep track of everything that's happening, and to plan and schedule times and activities in advance.

"The PRS also helps project team leaders to develop a concise and analytical approach to the project and their work. This leads to improved planning of projects and the scheduling of activities and compares the plan of operation to actual performance.

"We've also noticed that it has helped to reduce correspondence about projects with Canadian trade posts abroad, the project team members, and other arms of the Agency, because all the projects of interest to a particular post, person, or division are provided monthly. Moreover, because of the type of data available from the PRS, the system offers very real advantages to country program managers and senior management in the Agency in the management of large and complex programs, since it compares planned activities with actual performance. It's also a useful tool for briefings and a basic information source concerning development assistance programs in geographic areas, individual development countries, economic sectors, types of projects, and cost categories, etc."

An example of how a development assistance project progresses through the various stages can be seen in a CIDA-assisted equipment repair and maintenance centre being constructed in Burma at Pyinmana, between Rangoon and Mandalay.

In the spring of 1969 the Government of Burma forwarded a request for Canadian assistance with the Pyinmana project through the Canadian High Commissioner in Kuala Lumpur, Malaysia, who is accredited to the Burmese Government. The proposal was forwarded to CIDA in Ottawa, with background information and recommendations. It was processed into the PRS through the identification stage into preliminary analysis.

During this stage the planning officer, Rick Ward, referred the project proposal to the special adviser on forestry, John Bene, who had served for many years as president and general manager of Weldwood of Canada, a major British Columbia forest products manufacturer.

"When looking at a project, we first of all try to conceptualize, and determine the best solution to the problems concerned", he explained. "Then we try and determine the best way of getting it done."

"With 15,000 square miles, or 57 per cent of its land area, covered by forest, Burma has some of the largest teak reserves in Asia. Because this and other hardwoods are in short supply on world markets, increased production in Burma's logging industry would help in earning valuable foreign exchange credits.

"Although Burma is not a major recipient of Canadian development assistance, we felt this project should receive serious consideration. Forestry is a sector in which Canadian competence is highly regarded internationally. But what was more important, it gave us the opportunity to provide assistance in a basic sector which gave prospects of immediate economic returns for the Burmese.

"Canadian participation in the project called for the provision of two Canadian experts and equipment for the centre. The chief Canadian adviser's duties called for him to lay out the base workshop, supervise its construction, design workshop procedures, establish preventive maintenance and inventory control systems, and manage the complete project. He would also advise the State Timber Corporation (STC), a Burmese government agency, on general logging improvements.

"The other adviser's position called for a master mechanic to develop and conduct training programs for instructors, counterpart staff, mechanics, and machine operators. He would also supervise manufacture of simple spare parts and rebuilding programs at the centre."

As another part of the preliminary analysis stage, a feasibility study was considered necessary. In November 1969 CIDA hired C.D. Schultz Company Limited, a Vancouver consulting firm, to conduct the study. The firm's report confirming the viability of the project was submitted in February 1970.

Once its feasibility had been established, the project proposal entered Stage 3. Approval was obtained from the Project Review Committee and CIDA's President, Paul Gérin-Lajoie. In July of 1970 approval was given by the Secretary of State for External Affairs, funds were committed and the project handed over to the project officer, Vic Botari. A Memorandum of Understanding concerning the project was signed in Rangoon, on October 22 by representatives of CIDA and the State Timber Corporation.

Meanwhile, a plan of operations had been completed and proposals from consulting firms to provide the necessary technical assistance were invited. In December, CIDA entered into contract with C.D. Schultz to provide technical assistance for this project. It had now reached the implementation stage, and all necessary details were programmed into the PRS by the project officer.

The State Timber Corporation was to provide the materials and manpower to construct the base workshop at Pyinmana, and accommodation for the Canadian advisers. STC was also to provide counterpart staff whom the Canadians would train as their eventual replacements.

In February 1971 the chief Canadian adviser, Murray MacKenzie, of Vancouver, a veteran of more than 30 years in construction and logging, arrived in Rangoon. He was joined by Bill Ahola, an experienced master mechanic from Kamloops, B.C.

Back in Ottawa, Mr. Botari, the project officer, was arranging for the purchase of the Canadian equipment and machinery for the project. This included a milling machine, hydraulic press, shop tools, grinders, drill presses, saws, lathes, power tools, air compressor and accessories, steam cleaner, welding equipment, furnace, engine and truck parts, and other spare parts.

In Burma the two Canadian advisers were getting the project under way. "The problems that the State Timber Board faces in trying to improve logging production are formidable, to say the least", commented Mr. MacKenzie. "They don't have much in the way of skilled manpower. They also lack materials. There are few facilities to carry out repair and maintenance programs, or to train the skilled people they so desperately need.

"Because of their lack of knowledge and training, they have had some difficulty in grasping the principle of preventive maintenance. They didn't seem to realize at first that if a piece of equipment is not serviced regularly

it breaks down. However, they quickly learned to appreciate the value of the system when they saw its results."

Although the training program has exceeded all expectations, construction at the centre has not been as successful. It is, in fact, nearly a year behind schedule.

"There are a number of good reasons for this", said Mr. MacKenzie. "For instance, the monsoons. For roughly three months of the year you have the rain coming down in buckets, slowing everything to a crawl. Secondly, there's a shortage of skilled manpower. A lot of the work is done manually, in order to provide employment. Often you run into a shortage of materials. Even when they are available, it often takes a long time to get them here.

"In spite of all the problems, we feel we've made a lot of progress so far, particularly in the training program. A lot of credit for the success we have met to date must go to our colleagues in the State Timber Corporation, who have done a great job when you consider the conditions and problems they are facing."

Serious consideration is now being given by CIDA to extending the Schultz contract to allow the Canadian advisers to complete the training program and expand the project. This latter development includes spare parts for upward of 40 Timberjacks purchased by the State Timber Corporation in Canada.

Mr. Botari is enthusiastic about the project's future. "It could have far-reaching implications for the Burmese logging industry. Once the centre becomes operational, we can probably triple the number of people we're putting through the training program, thereby easing the shortage of skilled manpower. Accelerated repair and rebuilding programs should do a great deal to improve the present state of equipment by drastically reducing the number of inoperable machines. Improved maintenance should help to improve over-all efficiency of operations in the field. These developments should help to achieve the ultimate goal of increasing the output of teak and other hardwoods and increase Burma's foreign exchange earnings."

# Your Business Trip to Hungary

P. A. HOLTON, Assistant
Commercial Secretary, Vienna

A visa is required for Hungary and is best obtained from the Hungarian Embassy in Ottawa before you leave Canada. Your travel agent can help you. If you do not have time to do this, your visa can be obtained at the Budapest Airport or a highway border, although at busy times it may take more than an hour. (It can not be obtained on the spot if you travel by train or boat). It will speed things up if you have two passport pictures with you.

There are air connections to most major European cities and you can travel by train or hydrofoil (in the summer only) from Vienna. Taxis are numerous, but they do not cruise and normally you will have to find a taxi-stand.

The unit of currency is the forint, divided into 100 fillers. There are several exchange rates, but the only one of importance to the traveller is the Tourist Rate, which at the time of writing made a forint worth about 3.8 cents. Hungarian currency can be obtained at a better rate outside the country, but by law you may bring in (or take out) only 200 forints, in denominations of 20 forints or less. This law is taken very seriously. You may exchange money at your hotel and American Express and Diners cards are accepted in major hotels and some shops. Since Hungarian currency is not used in external transactions, quotations are best given in Canadian or U.S. dollars, generally c.i.f. one of the North European ports or Rijeka.

There is only one deluxe class hotel in Budapest, the Duna Intercontinental, Apáczai Csere János utca 4, tel: 128-000, telex: 22-5277. It is up to North American standards, new, and conveniently located. There are about 20 other hotels but you should definitely have your travel agent make reservations before you leave home. Telex and long-distance telephone are available at the hotels.

The national language, Hungarian (Magyar) is, for practical purposes, unrelated to any other. Although English is spoken in hotels and major restaurants, German is more common. Almost invariably English translators will be provided by a trading company.

Normal business is carried on from 8:30 to 5 o'clock on weekdays. Aside from Christmas, New Year's and Easter Monday, holidays are taken April 4th, May 1st, August 20th, and November 7th. It is sometimes quite difficult to find people in their offices during the Budapest International Fair in the latter half of May and during the normal summer holiday season.

If you have been in touch with the Trade Commissioner you will know which companies you should see. You will have either a schedule of calls or he will suggest you call first on the Chamber of Commerce, which will have prepared your schedule. The Chamber is responsible for facilitating contacts between foreign businessmen and Hungarian companies. If you have any problems with your appointments, do not hesitate to call them — they are always very helpful. The official currently responsible for assisting Canadian businessmen is: Mr. Istvan Eliás, Secretary, Hungarian Chamber of Commerce, Rosenberg Hazaspar u. 17, Budapest V; phone: 314-155; telex: 22-4745.

When you arrive at a trading company, enter the office designated "Protocol" and introduce yourself with a card (note—on Hungarian cards, the surname is sometimes written first). When the official you are to see is available you will be taken to a meeting room and listened to very courteously. What happens from this point is up to you.

No special health precautions are necessary. The food is tasty, if perhaps a little spicier than is usual in Canada, and Budapest is filled with good places to eat and there are some night clubs. The Hungarian Travel Agency "IBUSZ" has a representative at most hotels and there are city tours by day and night. The representative can answer your questions about where to go and also arrange for car rentals and interpreters. The central IBUSZ office is at Felszadulás tér 5, Budapest V., phone: 180-860.

# Southern Africa marches onward

**Many capital projects will be developed in South Africa and neighbouring countries in the next few years. The main ones may present opportunities for Canadian skills and equipment.**

*A chemical plant in Germiston, South Africa. Each of these fermentation vessels contains 20,000 gallons of acetone-butanol, which is produced by sugar cane molasses fermentation.*

M. A. BRAULT, Trade
Commissioner, Johannesburg

South Africa is by far the chief economic power in southern Africa. Although the country has recently suffered a mini-recession and some balance of payment difficulties it is well on the way to recovery. The Government in future might take a cautious approach to spending but many priority projects cannot be delayed.

The private sector will likely be slow in regaining the momentum of the late sixties; however, architects, engineers and consultants are busy again and big corporate spenders are beginning to untie their purse strings. The forecast is that South Africa will still be the top market for many years to come as it rises to a higher living standard brought about by greater industrialization, better working conditions and higher incomes.

Angola and Mozambique rank next as the most important economies. Their development and industrialization are progressing rapidly and their governments will spend huge sums to accelerate the development of their economic basis. Currently, both territories have balance of payment problems resulting from the high rate of economic expansion; both must rely heavily on imports for capital goods and raw materials. Recently they have attracted sizeable private investments mainly to develop natural resources.

Botswana, Lesotho and Swaziland — independent members of the South African Customs Union — have extensive development programs but depend greatly on outside financial assistance. Swaziland has a good infrastructure based on sugar, iron ore and forestry. Lately, it has started to establish small-to-medium size industrial enterprises and has attracted investment from Iran and South Africa.

Botswana's huge mining venture, at Selibe-Pikwe, is the product of close co-operation between the World Bank, Canada, other bilateral donors and private capital. This will be the country's first industrial complex. Botswana's tourist sector is receiving much attention and the country has a beef cattle industry. Lesotho will take a little more time achieving economic self-dependence but projects listed in its five-year plan should start it well on the road.

Madagascar's economic life is at a standstill following recent internal disturbances and the change in Government might force a reassessment of planned projects as well as financing sources. Madagascar still relies heavily on outside sources of financing for important capital projects. There is no doubt that this country will provide important opportunities for Canadian firms, which can profit from the fact that all communication must be in French.

Mauritius, located near Madagascar in the Indian Ocean, has an economy based completely on sugar and some tea. Unemployment is still the Government's main preoccupation. The country has room to increase acreage for plantations and industrialization is still in its infancy. The Government is concentrating its efforts on reclaiming land, diversifying agriculture and stepping up promotional efforts to attract industrial investors.

The other Indian Ocean territories of Reunion and the Comores are completely dependent on France so do not offer many opportunities for Canadians.

Canadian consultants should note that, in South Africa, opportunities to supply their services generally arise only when they are very specialized and when they have a working relationship with a local firm. South Africa has much domestic engineering talent and consulting expertise and the larger government and industrial organizations usually have in-house engineering, management and design departments.

As for Angola and Mozambique, Canadian consultants would be advised to have some sort of arrangement with a similar firm in Portugal, although this is not always essential. In Madagascar, consultants must be prepared to work and correspond in French.

Many capital projects will be taking shape in southern Africa in the near future. The following list is by no means exhaustive but contains the most important ones.

Canadian producers of machinery and equipment will find that every country in southern Africa is open to them although they usually have to compete in quality, price and financing with European suppliers.

In most cases, the post has additional details and if you have a specific interest in any of them, write and tell the post your experience and your products (catalogues and prices); or write directly to the person listed next to the project, sending the post a copy of your letter. The post will do its utmost to follow up for you. The address is: Canadian Government Trade Commissioner, P.O. Box 61619, Marshalltown, 78 Fox Street, Johannesburg, South Africa.

**SOUTH AFRICA**

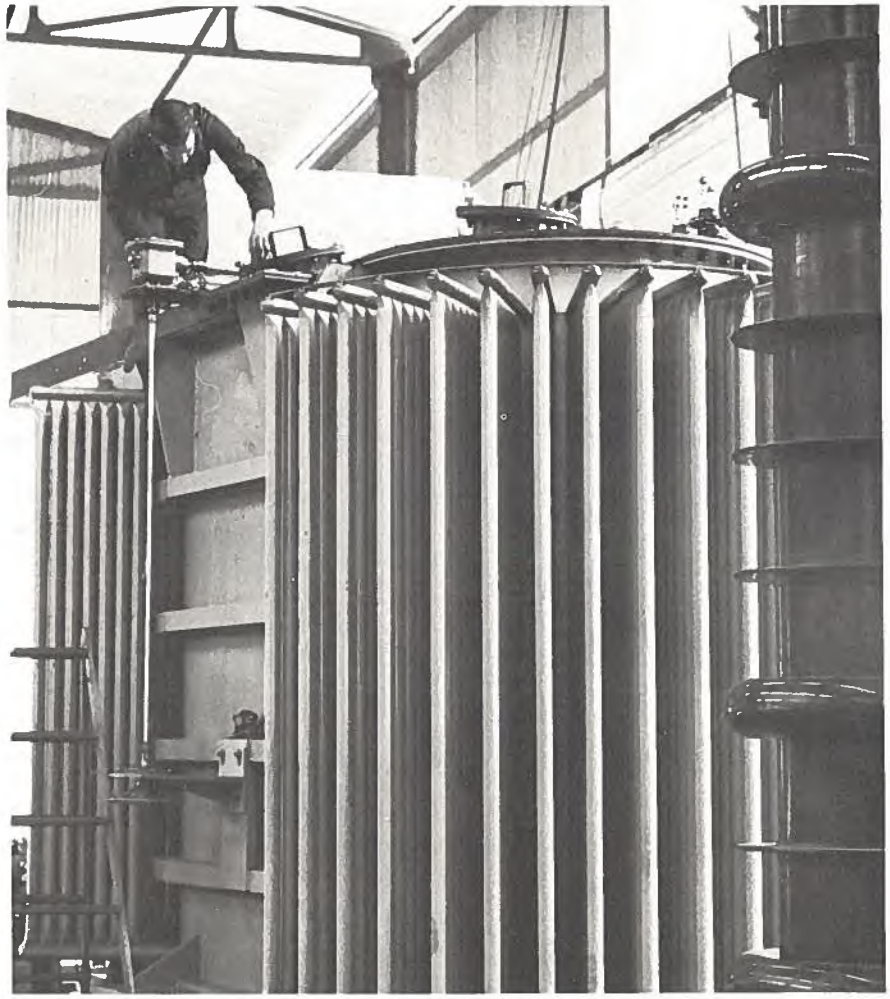
*Steel Production* — The main steel producer, South African Iron and Steel Industrial Corporation (ISCOR), P.O. Box 450, Pretoria, Transvaal, has a continuous program of renovation and expansion. It purchases by tender through local agents and buys both local and imported equipment. If you have any product required by steel mills send the post your catalogue.

*Saldanha Bay Project* — This $500 million project of ISCOR includes an iron ore mine at Sishen, railway marshalling yards and harbour development. Tenders have just closed but nothing has been awarded yet. If you have equipment that might be competitive send the post details and it will contact the firms who will be awarded the various prime contracts. Export financing is required.

*Johannesburg Subway* — The preliminary route survey has been done by a British firm. The central Government is studying a request for financial assistance and, if approved, building should start by 1974. The engineering will probably be done by a South African company in collaboration with a British firm. The best chance to get in on this project is by supplying components for the various parts of the system (e.g.: cars will be locally made but might contain about 40 per cent imported content). Send the post your catalogues.

*Drydock and Harbor in Cape Province* — Additions to Cape Town harbor are under way and the Industrial Development Corporation is studying the possibility of building a drydock to accommodate super tankers. The possible area is Saldanha Bay. The Trade Commissioner, P.O. Box 683, Cape Town, can assist you.

*Nuclear Power Station* — Early in 1973, South Africa's Electricity Supply Commission plans to call tenders from selected countries for its first nuclear power station, to be



*Testing an electrical transformer at a Pretoria plant.*

*SASOL — the world's largest oil-from-coal plant.*

commissioned by 1980. The decision still is open whether the process will use enriched or natural uranium.

*Earth Satellite Station* — The Department of Posts and Telegraphs is in the market for an earth satellite tracking station to be operative by 1978. For further information write to the post in Johannesburg.

*Airports* — A new international airport will be built at La Mercy, near Durban, by 1978. The consultants are from local and U.S. firms. Equipment will be purchased through local agents by the Department of Civil Aviation for the airport and South African Airways for ground handling equipment. The new airport is planned to accommodate jumbo jets. Smaller airports are planned for other areas of South Africa. Write the post in Johannesburg and it will try to find you a good agent.

*Hospitals* — The huge Tygerberg Hospital is under construction in Cape Town and in Johannesburg the $100 million General Hospital is at the design stage. It will include 2,000 beds and six 16-storey nurses' residences. Write to the post and it will try to find you an agent as one is needed to quote on any tenders.

*Railway Equipment* — South African Railways is a major customer for diesel locomotives to replace the steam ones. It also buys communication equipment, rails and ore cars whenever local production is insufficient to meet the demand.

*Richards Bay* — New developments include a bulk-loading port for coal and minerals, industrial sites and railways north of Durban. Many contracts have already been awarded but there are still some to come, especially in track laying, housing and harbor developments. The engineering has been done by a local firm in collaboration with a Canadian firm.

*Mining* — Mining and mine processing projects under way are too numerous to list completely, however, there is a possible steel mill at Saldanha Bay (joint venture – Austria-South Africa); the development of a new open-pit silica mine; a new copper mine and possible enlargement of platinum mining and vanadium mining.

*Abattoirs* — $110 million will be spent over five years to build new abattoirs. The Johannesburg project alone will cost about $40 million. Government plans are firm and budget has been allocated. The engineering will be done locally. Write to The City Engineer, Johannseburg Municipality, P.O. Box 4323, Johannesburg, and also to our office.

*Refinery* — Trek Petroleum, in collaboration with other oil companies, is planning the establishment of another refinery at Durban and Mobil is planning a sulphur extraction plant. Contact the General Manager, Trek Petroleum, P.O. Box 2283, Johannesburg and write to us for information on the refinery as well as details on the Mobil project.

## MAURITIUS

*Development Work Corporation* — Under consideration is a $4 million project to create employment. It will include land development, construction of public facilities in rural areas, orchard developments and fisheries. The project is still being planned.

*Industrial Estate* — The Government has appointed consultants to do a feasibility study on the construction of factories and industrial sites at Coromandel near Port Louis.

*Port Development* — Plans are to deepen and expand Port Louis harbor to improve passenger and cargo services; to provide a deep water quay, new storage facilities and cargo facilities. The engineering study is under way.

*Hotels* — A medium-class, 180-bed hotel is to be built soon. The World Bank and local banks will provide $800,000 to finance the project. The hotel will probably be operated by The Mauritius Hotels in co-operation with a South African group.

*Tea Plantations* — Projects in this area will include land clearing, machinery purchases and staffing. Retroactive and future financing is to be done by IDA up to $5.5 million.

*Drydock* — This project being considered could cost up to $50 million. However, Madagascar stands a better chance of establishing a drydock for super tankers and there is also a South African project. A feasibility study has been done by a British firm.

*Water Supply, Sewerage* — Projects are being considered in Port Louis, Mare aux Vacoas, and Plaine Wilhems. A consultants' study is to begin in April. In addition, about $2 million a year will be spent on improving existing systems.

*South Africa's Western Deep Levels—gold mining country.*

*The famous Kimberley diamond mine.*

*Irrigation* — A feasibility study for a three-phase agricultural irrigation project involving areas of 10,000, 15,000 and 17,000 acres has been done by the FAO and the Government is looking for financing.

*Airport* — The project involves either the extension of the existing airport or the building of a new one to accommodate jumbo jets. A feasibility study has been done by French consultants.

**BOTSWANA**

*Education*—A vocational school is being planned for Gaberones at a cost of $1 million. The University is now under construction by a Yugoslav firm and although it may be too late for construction material, manufacturers offering educational aids should send the post their catalogue or write directly to: Dr. H. Vernon-Jackson, Pro-Vice Chancellor, Universtiy of Botswana, Lesotho and Swaziland, Gaberones, Botswana.

*Water Supply* — The construction of a 40-mile pipeline from Gaberones to Lobatse, over flat terrain, is being considered but the project is still in the idea stage.

*Mining* — The Selibe-Pikwe mining project is well under way and there is no further need for capital equipment in the near future. However, other mines will open in Botswana in the coming years, mainly for extracting copper and nickel. Anglo-American Corporation, P.O. Box 61587, Marshalltown, Johannesburg, owns many of the main rights.

*Roads* — The 50-mile road between Gaberones and Lobatse will be improved and paved at a cost of $6.5 million. The contractor is now being selected and although most of the equipment will be obtained from South Africa, firms offering road working machinery should contact the post.

*Abattoirs* — A feasibility study into the establishment of a second abattoir in Lobatse is now being carried out.

**MALAGASY REPUBLIC**

*Power Station* — A 100 mw hydro-electric station, including a four km tunnel, is planned for the Vohitra at Roguez. It would be owned by the Compagnie d'Electricite de Madagascar. The Government is seeking financing for its cost of $40 million. A feasibility study has been done by a German firm.

*Railways* — The World Bank is studying the merits of a possible $9 million loan for railway rehabilitation, rolling stock, locomotives and signalling equipment for the Malagasy Railways. For further details, contact the Service des Etudes, Reseau des Chemins de fer Malgaches, Soarano, Tananarive, Malagasy Republic.

*Drydock* — If a drydock of $18.3 million is established at Narinda Bay, an infrastructure of $49 million will be necessary and will include roads and airport, housing, a hospital and schools. The feasibility study was carried out by a French firm with Canadian participation. Financing would come from private French interests, South Africa and the World Bank. Norwegian consultants have been retained. South Africa's participation in the project is becoming less likely and it may decide to build its own drydock at Saldanha Bay, near Cape Town. Contact Gaston Ramenason, Directeur, Bureau des Developpements et des Promotions Industrielles, 33 rue de Liege, Tananarive, Malagasy Republic.

*Forestry* — Two reforestation projects involving pine and eucalyptus, probably to be financed by the World Bank, would lead to the establishment of a 250,000-300,000 - ton pulp mill by 1985. The plantations are expected to cost some $22 million and the mill $120 million. Various firms are interested in investing in the pulp mill. The Government would be a main shareholder. Contact the Direction des Eaux et Forets, Ministere de L'Agriculture, de l'Expansion Rurale et du Ravitaillement, Tananarive, Malagasy Republic.

*Roads* — About 4,000 kilometers of primary roads have to be built at an estimated cost of $40 million. The World Bank is studying possible assistance. Write to: Le Chef du Service Central Technique, Ministere de l'Amenagement du Territoire, Tananarive, Malagasy Republic.

*Morondava Irrigation and Rural Development* — This project comprises a dam, 65 kilometers of canals, irrigation, drainage systems, roads, buildings, villages and the resettlement of 3,000 people. The World Bank is financing the project. Write to Pierre Rakotoarison, Directeur de la Sodemo, Ministere du Developpement Rural, Tananarive, Madagascar. Consulting work is under way and in-

cludes design work for international tender call with 15 per cent preference for local content in equipment.

*Cyclone Forecasting, Detection and Warning System* — This will include a radar station and synoptic stations at a cost of $1.5 million and will be jointly financed by UNDP and the Malgache Government. Write to the UNDP representative, Development Program in Madagascar, P.O. Box 1348, Tananarive, Madagascar.

**SWAZILAND**

*Highways* — The UNDP has retained consultants to conduct a feasibility study of two road projects in mountainous areas; at Big Bend and Ishaneni. The cost is estimated at $2.3 million and may be financed through the World Bank.

*Irrigation* — The Government is studying a feasibility report on the irrigation of 10,000 acres of land for agriculture purposes.

*Electric Power* — A 1,000-1,500 mw thermal power station might be established near coal reserves for which Anglo-American has the mining rights. The preliminary feasibility study has been done but $170-$200 million for capital financing has yet to be found. The World Bank is studying what assistance it can offer South Africa, which will buy the power. Bilateral aid donors are now being approached. Contact the post for details. Consultants may have been already earmarked.

*Airport* — A new airport complex to accommodate 707 class aircraft is in the early planning stage. The project, estimated at $4 million, is the result of the desire of Swaziland to develop its own direct international air links outside the South African network. Bilateral assistance is required. Contact the post for further details.

*Industries* — Swaziland is setting up a Swazi Industrial Advisory and Consultancy Service. Many small manufacturing plants are being established now, including a fertilizer plant and a tractor factory. A TV manufacturing plant is being considered. Swaziland has duty-free access to the South African market through the Southern African Custom Union.

**LESOTHO**

*Rural Development*—Now under study is a project which consists of agricultural development, rock and soil studies, conservation, produce marketing and related activities. The cost is estimated at $4 million.

*Agricultural* — Diversion of the Malibamatso river to provide water for sale to South Africa is being considered. This scheme would cost $6 million and would include dams, tunnels, balancing dams, reservoirs and earth work. The feasibility study has been done by a British firm under a UNDP grant. Consultants for the detailed studies may be already earmarked. Financing might be forthcoming from the World Bank and bilateral donors, but an agreement has not yet been reached with South Africa over the price of the water. Write to the post for further details.

*National Teachers Training College* — Partial financing has been found for this $1 million college near Maseru.

**MOZAMBIQUE**

*Pulp and Paper Mill* — The Companhia de Mocambique has been licensed to establish a 300,000 ton bleached pulp mill at Bandula, at an estimated cost of $100 million. Enquiries should be referred to the Commercial Counsellor, Canadian Embassy, Rau Rosa Araujo, 2-7", Lisbon 2, Portugal.

*Ports* — A $40 million deep water port at Ponta Dobela has received official approval from Lisbon and tenders will go out within the next few months. The port should handle about 15 million tons of mineral exports a year and will come into operation by 1975. The feasibility study has been done by a U.S. firm and only details of export tonnages with the users are to be finalized.

*Power* — The Mozambique Government is planning an irrigation scheme, including hydro power facilities on the Sabie River. The project known as the Corumano Dam, is estimated to cost $22 million. The consultants are Portuguese. The Massingri Dam, now under construction, may supply hydro power in the future.

*Iron Ore and Steel Mills* — A group of companies has been granted the right to explore iron ore and fluorspar deposits in the Tete District. The still unnamed consortium is composed of two Portuguese companies based in Lisbon, Companhia Mineria do Lobito, Companhia do Uranio de Mocambique and Bethlehem Steel Corporation as well as the Province of Mozambique. Future plans include a steel mill producing ingots and sheets for exports.

**ANGOLA**

*Brewery* — Nocal of Luanda, in collaboration with Heineken, is planning a brewery in Luanda. Technical aspects are handled by Heineken, Rotterdam, The Netherlands. Companhia Uniao de Cervejas de Angola is planning a beer bottling plant in Benguela.

*Chemical Plant* — CUF, one of the large Portuguese conglomerates, has applied for a licence to set up a sulphuric acid and fertilizer plant. All details would be controlled by Companhia Uniao Fabril in Lisbon.

*Fertilizers* — The Companhia Fosfatos de Angola will soon complete the second phase of its developments which will include a plant to produce fertilizers. The whole project represents an investment of more than $60 million.

*Pulp and Paper* — Companhia de Cellulose do Ultramar Portugues is accepting offers to build a pulp and paper plant at Alto Catumbela. All processing aspects, from trees to paper, are involved. The estimated cost is $120 million. The feasibility study is being done by Finnish consultants.

*Ore Port* — A preliminary study has been completed for a mineral loading quay for the port of Luanda. It is intended to handle the iron ores from the Cassala Quitungo area, when the mining project begins.

The Ontario Soya-Bean Growers' Marketing Board have sold 29,400 bushels of Harwood soybeans to Japan. It is the first sale of Ontario soybeans to that country.

The soybeans, an edible variety called Harwood, were assembled from stocks contracted by area growers and moved by rail to Montreal terminal storage for direct shipment to Japan.

# The Ocean Freight Market

Industrial Traffic Services Division

Average rates paid during the fourth quarter continued the upward trend that began during the previous three months. Grain rates sustained the overall demand and rate advancement until late October when grain charterers attempted to stay the trend by withholding inquiry. Although rates were checked initially, with some shipowners accepting lower rates for their immediately available ships, other owners held out for rate improvements. A strong demand developed for time chartered ships as a hedge against rising rates, grain charterers being active in this respect. In December, rates regained the upward momentum and the year closed with some bright prospects for shipowners for the coming year. Older ships were reactivated from lay up, and by the beginning of December laid up ships totalled only 3.7 million tons deadweight or about half the number laid up earlier.

In the Canadian context, higher dry cargo rates were apparent in all markets. Average rates for heavy grain, from the St. Lawrence ports to Britain, rose from $4.98 a ton during the third quarter to an average $8.12 in the fourth quarter, while rates from the Great Lakes to Belgium/Holland/Germany rose from an average $8.28 a ton to an average of $10.93 respectively during the two periods. Heavy grain rates from British Columbia/North Pacific to Japan increased from an average $7.32 a ton to $9.96 and rates to the People's Republic of China advanced from $7.99 to $9.73. Demand in the grain trades affected other markets and higher rates resulted. For example, sulphur rates from British Columbia to Australia increased from $6.19 a ton during the third quarter to $9.67 during the fourth quarter, while iron ore from the St. Lawrence to Britain rose from an average $3.94 to $4.40.

Tanker rates rose substantially during the fourth quarter. For example, average rates for crude oil cargoes from the Persian Gulf to the pipeline terminal at Portland, Maine, advanced from an average $6.59 a ton during the third quarter to $9.18 a ton during the fourth. Rates were also higher on the shorter haul from the Caribbean as indicated by average rates from Venezuela to Portland which rose from $1.81 a ton to $2.57, while rates from Venezuela directly to Canada's East Coast increased from $1.50 a ton to $3.05 during the fourth quarter.

*Rates During 1972*

The ocean freight market in 1972 opened with a continuation of the very depressed rates that were posted during the latter half of 1971. Both the level of inquiry and rates were low during the first half of 1972 despite the Japanese seamen's strike from mid-April until late July which created a demand for replacement tonnage. Ships laid up for lack of sufficient world demand reached a record of 609 tankers and dry cargo ships totalling 7.35 million tons dwt. in May 1972. In July, higher dry cargo rates reflected the U.S.S.R.'s massive chartering program to transport U.S. (especially), Canadian, Australian and French grain purchases. Large grain sales to the People's Republic of China added impetus to the higher rate movement. A surge in demand in one large trade customarily has a spill-over effect in all dry cargo trades and, accordingly, shipowners began demanding and receiving higher rates in all markets.

## CHARTER RATES—FOURTH QUARTER 1972

The rates shown in column A are in sterling or U.S. dollars with the Canadian dollar equivalent in column B calculated at £ = 2.388 and U.S. $ = 0.983. For comparison, the rates for the previous quarter are shown in column C with the Canadian dollar equivalent in column D calculated at £ = 2.476 and U.S. $ = 0.981. The rate schedule does not necessarily represent all charter movements to or from Canadian ports since details of certain fixtures are not published.

**TIME CHARTERS**—The classes of motor ships indicated have been selected as representative for purposes of illustrating time charter rates. Average rates per dwt. ton per month for the fourth quarter of the year were:

| | Fourth Quarter 1972 | | Third Quarter 1972 | |
|---|---|---|---|---|
| | A £ or US$ | B Cdn. $ | C £ or US$ | D Cdn. $ |
| **General Trading (approximately 4 to 12 months)** | | | | |
| 11,000-15,000 dwt. 13-16 knots | 4.24 | 4.17 | 3.51 | 3.44 |
| 15,000-20,000 dwt. 13-16 knots | 4.18 | 4.11 | 4.01 | 3.93 |
| 20,000-30,000 dwt. 13-16 knots | 3.64 | 3.58 | 2.83 | 2.78 |
| 30,000-40,000 dwt. 13-16 knots | 3.39 | 3.33 | 2.15 | 2.11 |
| **VOYAGE CHARTERS**—Average rates for the fourth quarter of the year were: | | | | |
| **Heavy Grain (per long ton)** | | | | |
| St. Lawrence to Belgium/Holland/Germany | 4.70 | 4.62 | — | — |
| St. Lawrence to Britain | £3.40 | 8.12 | £2.01 | 4.98 |
| St. Lawrence to France (Mediterranean) | *7.25 | 7.13 | — | — |
| St. Lawrence to U.S.S.S.R. (Black Sea) | *7.85 | 7.72 | *4.90 | 4.81 |
| St. Lawrence to Nigeria | *13.00 | 12.78 | — | — |
| St. Lawrence to India/Pakistan | 16.37 | 16.09 | — | — |
| Saint John/Halifax to Britain | £3.31 | 7.90 | — | — |
| Saint John/Halifax to Belgium/Holland/Germany | 5.50 | 5.41 | — | — |
| Saint John/Halifax to Italy | *4.50 | 4.42 | — | — |
| Saint John/Halifax to India/Pakistan | 15.13 | 14.87 | — | — |
| Great Lakes to Britain | 13.04 | 12.82 | £4.22 | 10.45 |

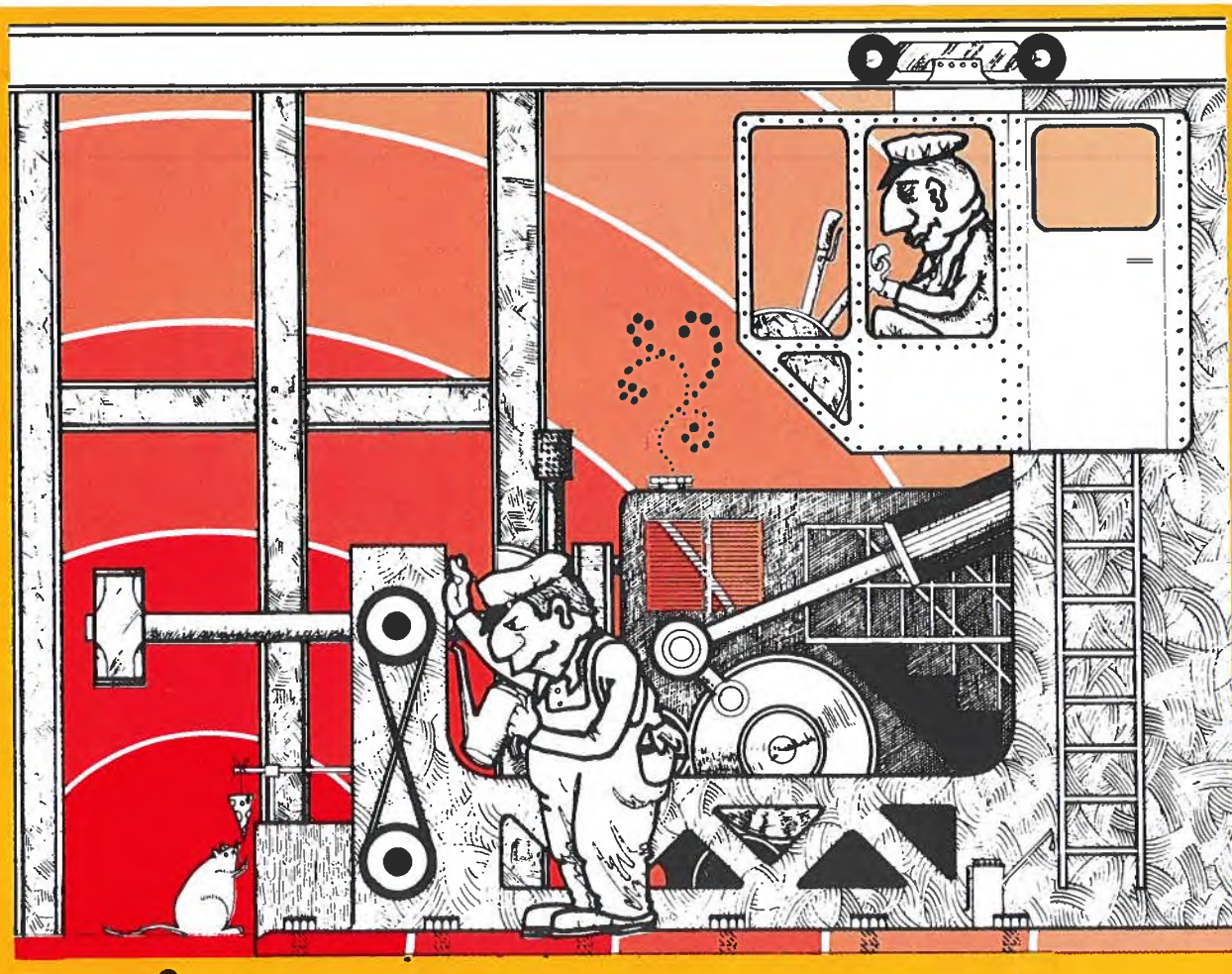
| | Fourth Quarter 1972 | | Third Quarter 1972 | |
|---|---|---|---|---|
| | A | B | C | D |
| | £ or US$ | Cdn. $ | £ or US$ | Cdn. $ |
| Completing St. Lawrence | 6.58 | 6.47 | £2.12 | 5.25 |
| Great Lakes to Belgium/Holland/Germany | 11.12 | 10.93 | 8.44 | 8.28 |
| Completing St. Lawrence | 5.45 | 5.36 | 4.00 | 3.92 |
| Great Lakes to Italy | *13.25 | 13.02 | — | — |
| Great Lakes to Spain | *10.00 | 9.83 | 10.63 | 10.43 |
| Completing St. Lawrence | *5.50 | 5.41 | *5.25 | 5.15 |
| Great Lakes to U.S.S.R (Baltic) | 12.95 | 12.73 | 10.53 | 10.33 |
| Completing St. Lawrence | 6.95 | 6.83 | 4.63 | 4.54 |
| Great Lakes to U.S.S.R (Black Sea) | 12.50 | 12.29 | 10.84 | 10.63 |
| Completing St. Lawrence | 6.50 | 6.39 | 4.85 | 4.76 |
| Great Lakes to North Africa | 13.88 | 13.64 | 11.98 | 11.75 |
| Great Lakes to Japan | 16.53 | 16.25 | *10.00 | 9.81 |
| Completing St. Lawrence | *9.85 | 9.68 | *6.00 | 5.89 |
| Great Lakes to People's Republic of China | *15.75 | 15.48 | — | — |
| Completing U.S. Atlantic | *10.25 | 10.08 | — | — |
| Brtish Columbia/North Pacific to Belgium/Holland/Germany | *10.31 | 10.13 | — | — |
| British Columbia/North Pacific to Iran | 13.28 | 13.05 | *10.00 | 9.81 |
| British Columbia/North Pacific to India/Pakistan | 14.57 | 14.32 | 9.90 | 9.71 |
| British Columbia/North Pacific to Japan | 10.13 | 9.96 | 7.46 | 7.32 |
| British Columbia/North Pacific to Philippines | 12.50 | 12.29 | *7.00 | 6.87 |
| British Columbia/North Pacific to People's Republic of China | 9.90 | 9.73 | 8.15 | 7.99 |
| British Columbia/North Pacific to South Korea | 11.18 | 10.99 | 7.90 | 7.75 |
| **Coal (Per long Ton)** | | | | |
| Hampton Roads to Japan | 5.92 | 5.82 | 3.54 | 3.47 |
| **Petroleum Coke (Per long ton)** | | | | |
| Contrecoeur to Belgium/Holland/Germany | 4.77 | 4.69 | — | — |
| **Oilseeds (Per long ton)** | | | | |
| Great Lakes to Peru | *19.50 | 19.17 | — | — |
| British Columbia to India | 16.75 | 16.47 | — | — |
| **Sulphur (Per long ton)** | | | | |
| British Columbia to Brazil | *15.25 | 14.99 | — | — |
| British Columbia to Australia | *£4.05 | 9.67 | *£2.50 | 6.19 |
| British Columbia to New Zealand | *£3.80 | 9.07 | £3.45 | 8.54 |
| **Oilseed Meals (Per long ton)** | | | | |
| Great Lakes to Britain | 14.76 | 14.51 | — | — |
| Great Lakes to Belgium/Holland/Germany | *10.75 | 10.57 | 8.73 | 8.56 |
| British Columbia to Japan | 10.01 | 9.84 | — | — |
| **Potash (Per long ton)** | | | | |
| British Columbia to Belgium/Holland/Germany | 9.25 | 9.09 | — | — |
| **Ammonium Sulphate (Per long ton)** | | | | |
| British Columbia to India | *14.35 | 14.11 | — | — |
| **Iron Ore (Per long ton)** | | | | |
| St. Lawrence to Britain | 4.48 | 4.40 | £1.59 | 3.94 |
| St. Lawrence to Belgium/Holland/Germany | 3.50 | 3.44 | — | — |
| St. Lawrence to Italy | 2.85 | 2.80 | — | — |
| St. Lawrence to United States Gulf | *2.00 | 1.97 | — | — |
| **Scrap Iron and Steel (Per long ton)** | | | | |
| Great Lakes to Spain | *14.00 | 13.76 | — | — |
| U.S. Atlantic to Italy | *6.85 | 6.73 | 5.63 | 5.52 |
| U.S. Atlantic to Japan | 10.44 | 10.26 | *8.50 | 8.34 |
| U.S. Atlantic to People's Republic of China | *14.25 | 14.01 | — | — |
| California to Japan | 9.23 | 9.07 | — | — |
| **Oil Black (Per long ton)** | | | | |
| Venezuela to East Coast of Canada | 3.10 | 3.05 | 1.53 | 1.50 |
| Venezuela to Portland, Maine | 2.61 | 2.57 | 1.85 | 1.81 |
| Persian Gulf to Portland, Maine | 9.34 | 9.18 | 6.72 | 6.59 |
| Mediterranean to Portland, Maine | 4.35 | 4.28 | 3.31 | 3.25 |

*One fixture reported only.

# Regional Offices of the Department of Industry, Trade and Commerce

The following is a list of the addresses of the Department's offices across Canada, together with the telex number, telephone number, the name of the regional manager, and names of the officers. These offices operate under the direction of the Industry, Trade and Traffic Services Branch.

| | OFFICERS | Telex | Telephone |
|---|---|---|---|
| **VANCOUVER 1, British Columbia**<br>2003 Board of Trade Tower<br>1177 West Hastings Street | J.F. Murray, Regional Manager<br>J.E. Forbes<br>R.A. Picard<br>Ann Pollock (Miss)<br>E. Cashell (Miss)<br>M. Craig (Miss)<br>F. Honholt (Miss) | 04-51191<br>Callback:<br>ITANDC VCR | (604) 666-1434 |
| **EDMONTON, Alberta. T5J 2C3**<br>500 Chancery Hall<br>3 Sir Winston Churchill Square | W. Mackenzie Hall, Regional Manager<br>M.M. Morgan (Mrs.)<br>Lee Harris<br>C. Van Bostelen | 42<br>Callback:<br>ITANDC EDM | (403) 425-7063 |
| **REGINA, SASKATCHEWAN. S4T 1K2**<br>Room 651 — Sask. Wheat Pool Building<br>2625 Victoria Avenue | G.A. Cooper, Regional Manager<br>D. Hollweck<br>A. Shuster (Miss) | 03-12745<br>Callback:<br>ITANDC REG | (306) 525-9814 |
| **WINNIPEG, Manitoba. R3C 0A5**<br>Suite 1104, Royal Bank Building<br>220 Portage Avenue | G.A. Gillespie, Regional Manager<br>R.W. Petersmeyer<br>E.A. Schick (Mrs.)<br>G.J. Gluck (Mrs.) | 07-57624<br>Callback:<br>ITANDC WPG | (204) 985-2381 |
| **TORONTO 111, Ontario M5K 1G8**<br>P.O. Box 114<br>Toronto-Dominion Centre<br>Suite 3001 | L.D. Robinson, Regional Manager<br>M. Bennett (Mrs.)<br>H. Aitcheson<br>V.R. St. Louis<br>M. Herrmann (Miss)<br>S.G. Cruickshank (Mrs.)<br>A. Bryan (Miss)<br>A.L. Bereckyj (Miss) | 02-21691<br>Callback:<br>ITANDC TOR | (416) 369-3711 |
| **MONTREAL 128, Quebec**<br>1080 Beaver Hall Hill<br>Commerce House<br>Suite 1700 | G. Morin, Regional Manager<br>J.M. Lajoie<br>C. Menard<br>N. Guertin (Miss)<br>L. Lafond (Miss)<br>D. Lepage (Miss) | 01-20280<br>Callback:<br>ITANDC MTL | (514) 283-6254 |
| **FREDERICTON, New Brunswick**<br>Eastern Canada Building<br>212 Queen Street<br>(Territory includes P.E.I.) | F.D. Grimmer, Regional Manager<br>M.R. Wilson (Miss)<br>N. Blanchard (Miss)<br>E.M.A. Turnbull (Mrs.) | 014-46140<br>Callback:<br>ITANDC FRN | (506) 454-9707 |
| **HALIFAX, Nova Scotia**<br>Suite 1124, Duke Tower<br>Scotia Square<br>(Territory includes Newfoundland) | C.P. McPherson, Regional Manager<br>F.A.D. Blair<br>P.E. Crane<br>E.C. Kendall<br>R.E. Dorey (Mrs.)<br>G.M. LeBlanc (Miss) | 019-21829<br>Callback:<br>ITANDC HFX | (902) 426-3851 |



# What's IDAP?

IDAP is short for Industrial Design Assistance Program. IDAP was created by the Department of Industry, Trade and Commerce to assist Canadian companies to design new and better products for more profits.

Very briefly, the IDAP program pays up to 50 per cent of the product design costs when your proposal meets the following program requirements:

- The product proposal must be innovative.
- A qualified industrial designer must be a member of the company's design team.
- Your company must prove there is a profitable market and that it has a viable marketing plan.
- Your company must have management and financial stability.
- Your company must be incorporated in Canada.

The IDAP Program Office of the Department handles all queries relating to IDAP. It can also help companies find qualified industrial designers to help you develop export and domestic markets.

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**Department of Industry, Trade and Commerce,**
**112 Kent Street,**
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**K1A 0H5**

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