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**Canada
Commerce**

1974



New sources of oil

Mining Grant for Tanzania

Canada is providing Tanzania with a \$1.5 million grant to help it develop its mining industry. Grant funds, to be administered by the Canadian International Development Agency, will support a variety of activities in the mining sector.

A major contribution will be the provision of senior Canadian mining officials to fill top posts with Tanzania's State Mining Corporation, which was formed last year to regulate and co-ordinate the mining industry and to operate mineral resource-based companies. Tanzanian mining officials will be trained in Canada over the next five years to replace the Canadian executives.

Canadians also will assist the mining corporation in reviewing Tanzania's mining legislation and in conducting studies on mineral deposits, expansion of existing mines and establishment of new mines.

To assist in mineral exploration, Canada is providing three diamond drilling rigs and three master drillers to train Tanzanians to operate them. The Canadian miners will be responsible for organizing drilling operations and the on-site training of staff.

Aerial view of Dar es Salaam, Tanzania (United Nations photo).



In This Issue

"The mission is having a tremendous impact," so said Canada's Ambassador to Mexico, Maurice Schwarzman, in commenting on the trade mission led by Industry, Trade and Commerce Minister Alastair Gillespie that visited Mexico recently. As one member of this mission said: "You have opened doors that we could not get behind ourselves." And our lead article this month gives an inkling of what can be found behind those doors.

It may be a tough market, but Canadians have everything going for them in Mexico — a desire on the part of Mexicans for Canadian expertise, goods and supplies, a willingness to trade with Canada, and an atmosphere of friendliness and co-operation. Perhaps it is time you got down there to test the temperature.

One of the most constantly changing markets in the world these days is the oil market, specifically the one in the North Sea. There is constant exploration work going on there — and will be for some time to come — and since we received the article from our Glasgow post the Scottish-based Burmah Oil Company has confirmed a major strike near the Texaco field. But coincident with the undersea activity, of course, is the land-based activity, centered mainly around Aberdeen in Scotland. The Trade Commissioner's office in Glasgow has a list of those firms in the area doing business connected with oil and gas and can put you in touch with the main buyers.

There is less going on on the other side of Britain, in the Irish Sea and off the coast of South Wales, but things are beginning to move there and it may well be worth keeping a weather eye open on what is happening in order to get in on the ground floor.

COVER: Sedneth 701, a semi-submersible exploration rig built by Halifax Shipyards, on its way to the North Sea.

Articles

Mission successful, down Mexico way	2
One man's view of the mission	5
But what will I tell my wife?	6
Canada records highest exports and imports	7
The Government of Canada: industry's ally	11
Detroit — Gateway to the West	12
North and Irish Seas Oil Industry	
Scotland	21
Ireland	24
The Information Services — At Your Service	26
The West African market	29
From the Librarian's Desk	30
Your New Assistant Trade Commissioners	31
Directory: Foreign Trade Service Abroad	13



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Mission Successful, Down Mexico Way

Some of the mission members leaving the Ministry of the Presidencia after a meeting. The Canadian Ambassador to Mexico, Maurice Schwarzmann, is seen talking to Mr. Gillespie.

ROBERT M. SHAW, Chief, Media Relations, Industry, Trade and Commerce.

"This has been a most effective mission. It will give the Embassy a tremendous boost in what we are trying to do. If what you have been doing in the past few days comes to fruition we can double our exports next year. The mission is having a tremendous impact on the country."

This is the way Maurice Schwarzmann, Canada's Ambassador to Mexico, summed up his reactions to the trade mission of 33 businessmen which visited Mexico in late January under the leadership of Industry, Trade and Commerce Minister Alastair Gillespie.

For the Minister, the mission represented an opportunity to look at what could become a market representing sales prospects of \$1 billion for Canadian exporters over the next few years. For the businessmen on the trip it represented a chance to see market potential that they are keen to pursue.

For the record, firm business completed during the mission tour included signed Export Development Corporation agreements totalling \$18 million — \$1 million for telecommunications equipment from GTE Automatic Electric and GTE Lenkurt, \$2 million for rolling stock from Hawker Siddeley and tie plates from Sydney Steel Corporation, and a \$15 million letter of commitment for purchase of railway equipment and other capital goods; \$8 million worth of equipment from Dominion Engineering; Westinghouse turbines valued at \$4 million, and \$500,000 worth of sawmill equipment from Norman Springate and Associates of Vancouver. An order worth \$34 million for milk powder was also signed during the time the mission was in Mexico, which brought the total business done during this period to \$64.5 million.

The pending business — business that appears to be pretty well assured but still needs some further negotiations — includes \$30 million worth of railway coal cars; \$8 million worth of air traffic control equipment; \$23 million worth of power boilers; \$8 million worth of wheat; \$4 million worth of cattle and \$4 million worth of rapeseed: totalling about \$77 million.

Adding together the firm and pending business, there is a total of \$141.5 million worth of exports Canada can expect to

We got a feeling for the over-all picture which would have been difficult for an individual to get . . .

J.B. Stirling, Dominion Engineering Works Limited.

make to Mexico during the present year — a figure that exceeds the projected exports of all commodities for 1973.

But this is peanuts compared with the potential business pursued by the mission.

Mexico is forging ahead on several fronts. It is actively seeking to upgrade its electric power generation and to improve its railroads. A major steel complex is being built in which there is an excellent opportunity for export of Canadian machinery, coal and technical expertise.

In these areas, the potential business is in excess of \$863 million. Mexico is interested in nuclear energy development and has expressed a particular interest in the heavy water reactor. This could mean in excess of \$500 million in sales by Atomic Energy of Canada Limited and other Canadian manufacturers.

Railway development could be worth another \$200 million to Canadian producers who can come up with bids that are competitive in quality, price and delivery. In both railway and electric power equipment the Mexicans were most insistent on firm delivery commitments.

In a current electrical development, Sr. Arsenio Farell of the Federal Electricity Commission said late delivery by a supplier (not Canadian) had cost his Commission 1,200 million pesos.

For the Mexican National Railways, Sr. Luis Gomez said "we have never had a bad experience with Canadian railway equipment." He expressed appreciation of an offer by Canada to supply locomotives, rolling stock and related equipment for the railway rehabilitation program. This offer would involve the design of a passenger rail car by Hawker Siddeley. Prototypes would be built in Canada with the assistance of Mexican technicians. They would then return to Mexico and set up the new shops at Agua Caliente to produce the cars in Mexico.

Sr. Gomez said he had discussed the Canadian proposal with the Minister of Communications and they would take it to the President for approval in principle. "I have a great hope we will get the go-ahead and we will have a good relationship with Canada," he said.

Apart from these rather dramatic developments in railways and nuclear

power, Canadian exporters can look forward to a wide variety of opportunities revealed by the mission.

Steel mill development in Mexico is featured by Phase I of a new mill north of Acapulco, which projects annual production of five million tons. Already an order is pending for continuous casting equipment from Dominion Engineering and there is room for Canadian machinery and technology to play an important part.

Canadian coal can also be exported in large quantities to feed the requirements of the new steel mill. The Mexican Government is sending a mission to Canada to determine if Alberta can provide the million tons a year the mill will require in its first phase. The mission will also look into a possible joint venture with Canadian interests to provide coal.

Other machinery export possibilities include high-speed newsprint machinery, materials handling equipment, grinding mills and crushing equipment in large sizes which are not produced in Mexico and a possible joint venture in trailers.

The Mexican automotive business is mature and there are many opportunities for increasing Canada's already substantial exports of automotive parts to this country. There are opportunities in tooling, particularly dies, semi-finished products such as castings, as well as headlamps, steering mechanisms, automatic transmissions, windshield wipers and other parts. The parts associations of Mexico and Canada plan to survey their member companies to see if any are interested in joint ventures.

Mexico is also expanding its fine subway and needs more equipment of all types for its urban transport system. Offshore oil drilling rigs represent an opportunity for Canadian manufacturers: President Echeverria said Mexico plans to exploit its offshore deposits with a view to becoming self-sufficient in oil production within a year.

Pending development of the Mexican steel industry, there is ample opportunity for exports of such things as steel rails and other steel products up to 100,000 tons per year.

The telephone and communications industry needs up to \$100 million worth of equipment. Although major competitors are already established in Mexico,

the Canadian mission found that there are opportunities for Canadians. There was an excellent response from the Department of Communications to the Canadian proposals for communications equipment and there is the possibility of a joint venture in this area, involving Mexican and Canadian capital.

Individual sales of communications equipment announced during the mission included the sales by GTE Automatic, GTE Lenkurt and a \$750,000 contract for passenger information signs for Mexico City's airport from Ferranti-Packard Limited.

More opportunities in electrical, electronics and communications equipment are apparent in the growing emphasis on tourism and industrial development. Airports, bus terminals and mass transit offer great scope for Canadian exporters and it appears that companies interested in joint ventures may have an edge on competitors.

Canadian exporters of food products also have an opportunity for increasing exports. Mexico is now becoming an importer of wheat — just recently 40 thousand tons were sold by the Canadian Wheat Board. The Mexicans also import rapeseed, edible oils and milk powder.

Mexico is expanding cattle imports by more than 100 per cent. Canada has been selling about 6,000 head of stock a year and the Mexicans would like to import about 8,000 bred heifers and 4,000 small calves, which they are anxious to get from Canada. The Holstein-Friesian Association has made a firm bid on all the frozen semen Mexico may require.

The mining industry also presents opportunities for joint ventures, possibly on the basis of one third Government, one third Mexican private and one third Canadian capital. Mining taxation is heavy but the mission determined that Canadians "could live with it."

Mexico has good engineering people but not enough of them. Thus there are the opportunities for consultants. However, senior consultants must have work visas, which are difficult to obtain. This suggests joint ventures in consulting services but here there is competition from Europe where favourable financing is available when tied in with sales of equipment.

In an overview, the mission learned

It is important to know about the Mexican market and the mission has given us this opportunity . . . W.J. Cheesman, President, Westinghouse Canada Limited.

that there is a definite kinship between the Canadian and Mexican economies, that Mexicans have a liking for Canadians and Canadian products and, all things being equal, there is a tremendous opportunity for increasing trade between the two countries.

Some mission members emphasized that there is a need to help Mexico im-

prove its exports; they suggested greater consideration be given to finding ways and means of using more of the goods and services that Mexico can provide.

As President Echeverria said: "It is a well-chosen and high-level trade mission which we have invited to come to talk with Mexican government officials and businessmen about the possibilities

of increasing joint investments, Mexican exports and trade in general. I believe that this mission is enjoying considerable success and the talk we have just held proves that the channels we sought to broaden during our contacts in Canada in April 1973 with government officials, industrialists and other sectors offer attractive prospects." □

The Minister discusses Canada/Mexico trade with the President of Mexico, Lic. Luis Echeverria.



One man's view of the mission

DAVID A. WHITEMAN, Vice-President, Marketing,
Barringer Research Limited.

I accepted the invitation to join the ministerial mission to Mexico with an open mind, but with some trepidation. I had been to Mexico before and my success was something less than exceptional.

However, I am now more than pleased with the mission arranged by Mr. Gillespie at the invitation of the President of Mexico. I am pleased that my company was included as a member of the mission. It opened doors that were previously closed, it provided an opportunity to meet with very senior people and to have a frank exchange at basic levels.

Our interest in the mission was three-fold. First, it provided an opportunity to discuss our Mobile Air Pollution Monitoring System. This is an expansion of technology and engineering services into a fully instrumented mobile laboratory based on Barringer's COSPEC remote sensing SO₂ and NO₂ monitoring spectrometer.

We had introduced this instrument at Mexico's first International Conference for Betterment of the Environment in January 1973. Canadian Ambassador Maurice Schwarzmann and his staff provided tremendous co-operation and arranged mobile and airborne demonstrations to the Ministry of Health and Environment.

The mission carried this even further. I was able to meet with Dr. Eduardo Echeverria, President of the Technical Council and adviser and consultant to the Ministry of Environment, and his senior technical officials from the Ministry. Dr. Echeverria, incidentally, is the brother of Mexico's President, Lic. Luis Echeverria.

As a result of this meeting during the mission we feel the market is here . . . now. We are submitting detailed proposals to the Mexicans and they have agreed to come to a decision immediately after they have studied these proposals.

But that's only part of what we sought to accomplish. We were able to look into engineering and exploration services, particularly with regard to resources exploration. We were also able

to look into joint ventures with the Mexican Government.

Our discussions with the Comision de Fomento Minero to set up a joint venture for resource exploration of minerals, utilizing Barringer's new patented technology for airborne exploration, was well received. We found a distinct interest in the most recently announced Barringer Airtrace System for airborne biogeochemical exploration.

This was a joint venture we had discussed previously but, as a result of the mission, it has become alive. As a result, we hope to welcome exploration specialists from Mexico to our Toronto

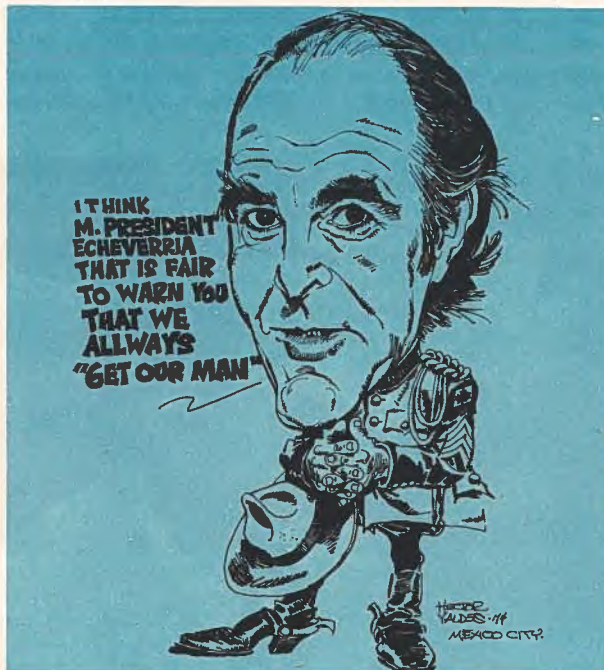
particular Ministry, which is undertaking complete airborne coverage of Mexico for resource and geologic mapping purposes.

In general, the mission was realistic and practical. The organization and execution were excellent. The work of our Embassy in Mexico was unbelievable — working nights and weekends meant nothing to these Canadians working abroad. The arrangements they made, the interest they generated in our products made me feel that this was set up just for Barringer. Yet the same staff, together with mission staff, made similar arrangements for all other members of the mission.

Beyond the technical and engineering talks which were arranged, I benefitted from meetings with banking and financial officials, learned of possible financing of high technology through joint ventures and of the keen interest of the Mexicans in these ventures.

Essentially, I would say that any firm seeking to expand its markets abroad should seek a place on a ministerial mission of the Department of Industry, Trade and Commerce. But in so doing, don't look on it as a junket. You're not going off on a high-level holiday. If you are to find success as a result of the mission, you will recognize the work that has been done on your behalf by the mission staff and the Embassy staff and then you will find yourself working twice as hard to keep the appointments and spread the word of your product.

The mission was a tremendous experience. And I am sure that other companies represented feel the same value that I feel our company has received as a result of it. □



laboratories to review results and experimental data from many countries of the world.

We were also able to have discussions with the Ministry of Electricity regarding airborne exploration for geothermal sources and will submit to them details of joint test projects and go into further discussions with them on this subject.

Then, as a fringe benefit of the mission, we were able to talk with yet another Ministry concerning possible sale of new Barringer airborne geophysical equipment. This could help this

We have a most valuable insight which could not have been gained except through this mission . . .
A.P. Bird, Vice-President, Sydney Steel Corporation.

But what will I tell my wife?

It started out as a very formal occasion. The President of Mexico, Lic. Luis Echeverria, had invited Trade Minister Alastair Gillespie to bring the entire Canadian trade mission to Los Pinos, the presidential palace.

The reception was warm. The formal discussions took place. Then Mr. Gillespie suggested the President might like to hear from some individual members of the mission. The President said he would. Mr. Gillespie called for opinions.

Up stood Jim McCague, President of the Holstein-Friesian Association of Canada, who said his group had exported large numbers of good cattle to Mexico over the years. "In fact," he said, "one

of them, a bull called Rosafe Citation, was so good that we have been importing his semen from Mexico."

There was a bit of laughter as Ambassador Maurice Schwarzmann sought to translate frozen semen. But the President interposed that this was the sort of thing with which he was familiar. He went on to ask if Canadian cattle, particularly pure-bred Holsteins, could survive in the tropics.

"They can survive anywhere people can live," Mr. McCague replied. "Aha," quipped the President, "anywhere from the North Pole to Hell, eh?" Then he told Mr. McCague that the presidential jet airplane would be waiting for him at the airport on Sunday morning to take

him out to Tabasco province (very hot, that Tabasco) to see Canadian cattle in the tropics.

The invitation surprised Mr. McCague and the rest of the Canadians . . . it was tossed off so casually. And it was expanded to include Jim Clarke of the Alberta Export Agency. And they spent a valuable day studying the more than 500 Canadian cows, their children and grandchildren (all Canadians, thanks to Canadian semen).

"It was a wonderful experience, but presented a bit of a problem," Mr. McCague said. "It was a proposition I couldn't refuse even though I had promised my wife to be back home in Canada on Sunday." □

Vincent L. Chapin, left, Vice President of Export Development Corporation, watches the signing by Mr. Gillespie and Lic. Gustavo Romero Kolbeck, Director General of Nacional Financiera S.A. (NAFINSA), of EDC agreements to finance Mexican purchases of Canadian supplies.



Canada records highest exports and imports

J.D. BUTTERILL, External Trade Division, Statistics Canada

Canada's exports and imports reached new highs of \$25.2 and \$23.3 billion last year, an increase of about 25 per cent each, widening the surplus on merchandise trade by \$0.5 billion to \$1.9 billion. This trade surplus was the third highest on record, exceeded only by surpluses of \$2.2 billion and \$2.9 billion in 1971 and 1970. The expansion of the surplus in 1973 resulted from an increase of \$5.0 billion in exports to \$25.2 billion, which outweighed a rise of \$4.7 billion in imports to \$23.3 billion. The export growth rate in 1973 was double that in the preceding year; growth for imports was 5 percentage points higher than in 1972.

The year saw substantial improvements in some bilateral trade balances, including some \$880 million with Japan, \$170 million with Britain, \$150 million with the six-country European Economic Community (1) and \$80 million with other Commonwealth countries. Canada's trade balance, however, became less favourable by roughly \$485 million, \$210 million, and \$110 million respectively with the United States, Latin America and "Other countries". The improvement in the over-all balance was concentrated in agricultural and other primary products such as petroleum, metals and minerals, forestry and fishery products, where prices rose sharply.

With average export prices rising 15 per cent over 1972 and import prices up 10 per cent, the improvement in Canada's terms of trade contributed to the increased surplus.

For example, a bushel of Canadian wheat sold, on average, for \$1.79 in 1972 and for \$2.69 last year; a bushel of rapeseed for \$2.64 in 1972 and \$4.37 last year. One hundred pounds of fresh, chilled or frozen Canadian meat going to the U.S. brought \$48 in 1972 and \$69.74 last year, on average, and a ton of bleached kraft pulp sold to the U.S. averaged \$140 in 1972 against \$169 last year. A barrel of crude petroleum last December cost Canada \$4.05, compared with \$2.45 in 1972, and sugar last year was imported at an average price of \$7.60 (100 pounds), compared with \$6.46 in 1972.

Higher prices for commodities such as wheat and petroleum helped to boost exports of crude materials by more than one third, and increased the proportion of such exports to 29 per cent of all domestic sales abroad, compared with 26½ - 27 per cent for the three previous years. With the share of exports of fabricated materials remaining at 34½ per cent, the proportion of finished goods dropped to 36 per cent of the exports from 39 per cent in 1972. End products continued to account for more than two thirds of all imports, up a bit from 1972, and imports of crude materials accounted for 13 per cent. As in the last few years, imports of fabricated materials showed a decline in their share, to under 20 per cent in 1973.

Exports of crude materials to the United States, more than half of which were crude oil and gas, rose to 19 per cent from the 17 per cent of domestic exports recorded in the two previous years. Shipments to the United States of end products, representing nearly seven-eighths of all end products exported, declined to 46 per cent from 48 per cent, as the proportion for fabricated materials did not change in 1973. The pattern of imports from this country remained unchanged from 1972, with nearly three quarters of imports being finished goods. (See Table 3.)

Imports rose in each quarter of 1973. The largest advance, 10½ per cent, took place in the last quarter, reaching a record level of \$25.7 billion, seasonally adjusted at annual rates. Rotating strikes, culminating in a 10-day national rail strike in August and September, together with work stoppages in pulp and paper mills, contributed to an interruption of the export growth in the third quarter. Exports, however, rebounded 11 per cent in the fourth quarter to a high of \$27.3 billion, notwithstanding an industrial dispute in Ford automotive plants in December.

Exports — Following a 16 per cent gain in 1972, exports to Japan jumped by 87 per cent, making that country the second most important destination of Canadian goods in 1973, followed by Britain, the EEC and other Commonwealth countries. The proportion of

Canadian exports shipped to Japan rose in 1973 to 7.1 per cent from 4.8 per cent in 1972, and to EEC countries from 5.7 per cent to 6.1 per cent. There were corresponding decreases from 69.4 per cent to 67.7 per cent, nearly the 1971 share, for exports to the United States and smaller decreases to Britain and Latin America, as shown in Table 1.

Ten commodities accounted for 55 per cent of exports and export growth in 1973: automotive and related products, crude oil, lumber, wheat, copper ores and concentrates, pulp, oil seeds, newsprint, iron ore, and copper metal. It is notable, however, that while motor vehicles and parts and newsprint represented 21 per cent and some 5 per cent respectively of exports, they contributed under 12 per cent and 2½ per cent to the expansion of exports: If exports of automotive and related products are excluded, Canada's export trade grew by 29½ per cent in 1973.

Imports — With the ranking of the sources of imports unchanged in 1973, the principal suppliers of goods to Canada were the United States, the six EEC countries, Japan, Britain, Latin America and the countries in the other Commonwealth countries category, in that order. The share for Japan and Britain declined respectively from 5.7 to 4.4 per cent and from 5.1 to 4.3 per cent. Import shares ascribable to the U.S. rose from 69 per cent to 70.8 per cent, up almost to the 1970 level of 71.1 per cent.

Seven commodity groups made up 55 per cent of imports and nearly 59 per cent of import expansion in 1973; automotive and related products, food, industrial machinery, crude oil, aircraft, communication equipment and steel fabricated materials. Of these, food, crude oil and aircraft accounted for about 14 per cent of purchases and 21½ per cent of the rise in imports.

(1) EEC figures include only those of the original six members — France, West Germany, Netherlands, Italy and Belgium and Luxembourg (BLEU).

TABLE 1
CANADA'S EXPORTS AND IMPORTS

Trading Area	Exports, \$ million				Imports, \$ million			
	1970	1971	1972	1973	1970	1971	1972	1973
United States	10,900	12,025	13,926	17,062	9,917	10,951	12,877	16,496
Britain	1,501	1,395	1,358	1,589	738	837	950	1,006
Japan	813	831	963	1,800	582	802	1,072	1,018
European Economic Community*	1,205	1,109	1,136	1,526	805	935	1,150	1,392
Latin America	566	568	624	647	546	607	661	888
Commonwealth exc. Britain	657	619	576	782	555	547	666	793
Other countries	1,179	1,274	1,481	1,801	808	938	1,294	1,722
All Countries	16,819	17,820	20,064	25,208	12,952	15,617	18,668	23,315
Percentage Distribution								
United States	64.8	67.5	69.4	67.7	71.1	70.1	69.0	70.8
Britain	8.9	7.8	6.8	6.3	5.3	5.4	5.1	4.3
Japan	4.8	4.7	4.8	7.1	4.2	5.1	5.7	4.4
European Economic Community*	7.2	6.2	5.7	6.1	5.8	6.0	6.2	6.0
Latin America	3.4	3.2	3.1	2.6	3.9	3.9	3.5	3.8
Commonwealth exc. Britain	3.9	3.5	2.9	3.1	4.0	3.5	3.6	3.4
Other countries	7.0	7.1	7.4	7.1	5.8	6.0	6.9	7.4
All countries	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Per cent Annual Change								
United States	3.3	10.3	15.8	22.5	-3.2	10.4	17.6	28.1
Britain	34.8	-7.0	-2.6	17.0	-6.7	13.4	13.4	5.9
Japan	29.9	2.3	15.9	86.9	17.3	37.9	33.6	-5.0
European Economic Community*	40.8	-7.9	2.4	34.3	2.3	16.2	22.9	21.1
Latin America	27.8	.2	9.9	3.8	0.4	11.1	8.9	34.3
Commonwealth exc. Britain	27.5	-5.8	-7.0	38.1	11.2	-1.5	21.6	19.1
Other countries	54.3	8.1	16.3	21.6	4.9	16.0	38.0	33.1
All countries	13.1	6.0	12.6	25.6	-1.3	11.9	19.5	24.9

Note: All figures rounded to the nearest million.

* Excluding Britain, Ireland and Denmark.

Trade with the United States — Canadian exports to the United States in 1973 stood at \$17.1 billion, up \$3.1 billion or 22½ per cent from 1972. More than half of the advance in these exports was due to a small group of commodities including automotive and related products (up \$650 million), crude oil (\$483 million), lumber (\$300 million), pulp (\$145 million) and newsprint (\$135 million). Canadian imports from the United States rose \$3.6 billion, or 28 per cent, to 16.5 billion in 1973. Higher import demand was registered for automotive and related products (up \$1,195 million), industrial machinery consequent upon the rise in business investment in Canada (\$310 million), aircraft and parts (\$245 million), fruits, vegetables, cereals, meat and other food (\$220 million), and fabricated steel materials (\$100 million). The rise in imports of automotive and related products exceeded the rise in exports, contributing to a change from a positive to a negative balance in automotive trade with the United States in 1973.

Trade with Overseas Countries — A few commodities accounted for more than half the rise in exports outside the United States: copper ore and metal

(up \$395 million), wheat (\$290 million), lumber and oil seeds (each about \$150 million) and pulp (\$90 million). Purchases of crude oil (up \$260 million), industrial machinery, communication equipment and apparel (each about \$55 million) led the increase in imports from overseas countries.

The rise in exports to Britain was concentrated in lumber and plywood (up nearly \$75 million), nickel and copper metals (over \$35 million) and grains and fish (each \$23 million). The 6 per cent rise in demand for British goods was distributed over many commodities, including textile fibres, chemical products, non-ferrous metals, aircraft engines, communication equipment, personal and household goods. There was a marked fall in imports of automotive products, owing in part to industrial disputes in Britain.

Exports to the six EEC countries rose on the strength of higher shipments of ores and alloys of copper, nickel and zinc (up \$110 million), pulp (\$37 million), asbestos (\$18 million) and grains (\$25 million). Expansion of some \$240 million in imports from the EEC included alcoholic beverages (up nearly \$20 million), textile materials and chemical

products (\$30 million), industrial machinery (\$30 million), motor vehicles and parts (\$22 million) and other finished goods.

Contributing to the increase of some 85 per cent in exports to Japan were copper ores (up \$240 million), other ores and metals (\$80 million), wheat (\$85 million) and lumber (\$62 million), rapeseed and flaxseed (\$65 million), coal and barley (each \$56 million) and pulp (\$40 million). The 5 per cent decline in imports from Japan encompassed reductions of more than \$20 million in textile materials and some \$65 million in automobiles, in part because of the upward revaluation of the yen. There were offsetting increases in imports of food, communication equipment and machinery.

Higher exports of wheat to Brazil and Cuba, skim milk powder to Cuba and other crude and fabricated materials to Latin America more than offset a decline in deliveries of aircraft and parts to Peru and Venezuela, locomotives to Mexico and motor vehicles and parts. Rising prices boosted the value of crude petroleum imports from Venezuela by \$116 million, and copper concentrates imported from Chile and Peru increased

TABLE 2

CANADIAN TRADE WITH ALL COUNTRIES AND THE UNITED STATES, 1972-73

By Section and Commodity Division

	Exports, \$ million				Imports, \$ million			
	World		U.S.		World		U.S.	
	1972	1973	1972	1973	1972	1973	1972	1973
Live Animals	86	145	67	118	45	137	40	131
Food, Feed, Beverages, Tobacco	2,287	3,041	690	897	1,356	1,844	615	861
Meat and preparations	134	210	78	115	157	229	58	88
Fish and marine animals	314	438	223	285	81	110	40	54
Dairy produce, eggs, honey	54	103	6	42	40	72	15	15
Grain, flour, meal, cereal preparations	1,259	1,631	53	71	67	128	54	113
Fruits and preparations	24	38	18	27	290	359	183	224
Vegetables and preparations	52	70	13	18	160	211	119	163
Sugar and preparations	25	37	17	19	167	212	10	17
Miscellaneous foods, material, preparations	70	103	31	39	100	115	57	63
Fodder and feed	82	113	39	47	41	71	40	70
Beverages	216	238	209	231	243	318	33	47
Tobacco	58	58	3	4	11	17	6	8
Crude Materials, Inedible	3,562	5,027	2,008	2,750	1,540	2,011	644	780
Animal products	90	122	28	47	63	84	40	58
Vegetable products	253	417	36	43	110	162	80	115
Wood materials	46	47	33	38	52	53	52	53
Textile and related fibres	13	20	6	11	123	158	81	115
Metal ores, concentrates, scrap	1,391	1,988	445	600	239	326	130	170
Crude petroleum	1,008	1,491	1,008	1,491	681	941	-	-
Coal and other crude bituminous	413	517	308	355	187	175	187	175
Non-metallic minerals	333	409	135	154	70	88	60	72
Other waste and scrap	14	17	9	11	16	24	15	23
Fabricated Materials, Inedible	6,687	8,334	4,763	5,821	3,579	4,280	2,234	2,823
Leather and materials	11	13	8	8	44	48	23	27
Wood fabricated	1,369	1,849	1,150	1,448	173	248	122	184
Wood pulp	819	1,054	473	617	17	17	15	13
Paper and paperboard	1,365	1,554	1,029	1,196	111	139	104	130
Textile fabricated	102	126	45	52	589	659	242	303
Oils, fats, waxes, extracts, derivatives	41	47	5	9	67	84	44	55
Chemical products	591	708	388	463	830	1,023	647	806
Petroleum and coal products	216	332	196	314	210	214	72	88
Iron and steel and alloys	407	493	303	374	528	652	254	355
Non-ferrous metals	1,382	1,675	863	946	291	373	166	239
Metal basic products	149	170	100	133	364	415	289	326
Non-metallic mineral basic products	134	169	116	133	205	245	129	162
Miscellaneous	99	142	87	128	151	163	125	135
End Products, Inedible	7,394	8,610	6,355	7,432	11,946	14,798	9,193	11,710
Industrial machinery	518	626	343	446	1,752	2,124	1,347	1,657
Farm machinery and tractors	228	302	215	286	490	635	421	557
Automotive and related products	4,738	5,350	4,521	5,171	4,933	6,060	4,287	5,482
Other transport equipment	670	780	421	511	616	937	458	737
Communication and related equipment	236	326	154	195	641	812	388	505
Other equipment and tools	556	663	397	444	1,685	1,992	1,363	1,605
Personal and household goods	196	250	139	173	833	1,021	227	300
Miscellaneous	252	313	166	208	997	1,219	703	867
Special Transactions, Trade	48	50	43	44	202	247	151	192
Total	20,064	25,208	13,926	17,062	18,668	23,317	12,876	16,497

Note: All figures rounded to the nearest million.

nearly \$26 million. Fruits, coffee and textile materials imported from Latin America rose more moderately.

The export rise to "Other Commonwealth countries" was dominated by sales of wheat to India, rapeseed to Bangladesh, India and Australia, lumber, and refined copper and nickel. Purchases of meat and butter from Australia and New Zealand, and of sugar from Mauritius, Australia and Fiji were higher.

More than \$100 million of the gain in exports to "Other countries" was in sales of non-ferrous ores and metals. A sale of \$74 million of refined nickel to China and higher-valued shipments of nickel ore to Norway were the main elements in this increase. The rise in other commodities was spread over transport, communication and other equipment, foods, non-metallic minerals and chemical products. About 30 per cent of the rise in imports from "Other countries" was due to crude petroleum (up \$131 million), with other increases recorded for fruits (\$11 million), sugar (\$18 million), textiles and fabricated wood materials (each \$14 million), fabricated steel materials (\$20 million), personal and household goods (\$71 million) and other finished goods.

International background — With the industrial world passing through the strongest upswing in recent years, the rise in output in 1973 in the 24-member Organization for Economic Co-operation and Development (OECD) countries⁽²⁾ was some 7 per cent. For the OECD areas as a whole, the average unit value of total primary produce entering into international trade is estimated to have risen by some 40 per cent between the first half of 1972 and the second half of 1973, with spot prices on world markets increasing about twice as fast.

The upswing in economic activity in the United States followed by a strengthening in demand in other industrial countries accelerated the growth of international trade. With world commodity output not matching this increase in demand, inflationary pressures rose in the major economies. Superimposed on these inflationary pressures

were escalating petroleum prices. Sharp changes in the terms of trade, moreover, adversely affected those many developing countries that were unable to participate in the export boom and were hard hit by inflated prices of imports.

With the Canadian dollar trading within 1 per cent of parity with the U.S. dollar in 1973 and the sharp appreciation of European and Japanese currencies for much of the year, Canadian exports were more competitive abroad. The appreciation of the German mark, Japanese yen and Swiss franc ranged between 13 per cent and 22½ per cent while the French franc appreciated 15 per cent against the Canadian dollar.

Outlook for 1974 — As far as 1974 is concerned the following conditions are likely to affect Canada's exports.

Unfavourable factors include the expected decline in economic activity of major trading partners from cyclical causes, and the energy shortage with greatly enhanced prices. Furthermore, the price competitiveness realized through exchange rate shifts in 1973 no longer exists. The unsettled economic situation in Britain will have an adverse impact on Canadian exports to the country. Moreover, any worsening of the

international oil situation could seriously restrain the ability of some traditional customers to purchase Canadian goods on account of balance of payments difficulties; and competitive trade restrictions could also be a depressing influence.

Favourable factors include Canada's position of being a net exporter of energy, which means that we will not be as adversely affected by rising costs as most other countries. This will facilitate greater processing before shipment abroad of crude products from the sea, farm, forest and mine, notwithstanding the recent strengthening of the Canadian dollar in the foreign exchange market. The market for Canadian grain, oil seeds, food, coal and fertilizer material will likely be maintained. Canadian exports of automobiles to the United States are expected to hold up, due to customer preference for compact and sub-compact vehicles. □

(2) Members of the OECD are Australia, Austria, Belgium, Canada, Denmark, Finland, France, West Germany, Greece, Iceland, Ireland, Italy, Japan, Luxembourg, the Netherlands, New Zealand, Norway, Portugal, Spain, Sweden, Switzerland, Turkey, Britain, and the United States.

TABLE 3
Percentage Distribution of Exports and Imports by Stage of Fabrication

	Per Cent							
	Exports				Imports			
	1970	1971	1972	1973	1970	1971	1972	1973
All Countries								
Crude materials	26.4	27.1	26.6	29.3	12.9	12.3	12.1	13.1
Fabricated materials	37.1	34.7	34.6	34.6	22.3	21.5	20.6	19.9
End products	36.5	38.2	38.8	36.1	64.8	66.2	67.3	67.0
United States								
Crude materials	18.1	17.2	17.1	19.0	8.8	8.4	8.2	8.8
Fabricated materials	34.7	34.1	34.9	35.0	20.2	18.7	18.0	17.9
End products	47.2	48.7	48.0	46.0	71.0	72.9	73.8	73.3

The Government of Canada: industry's ally

This is how one company sees the work of the Department of Industry, Trade and Commerce. The following is taken from the December 1973 issue of Spar News, published by Spar Aerospace Products Ltd., Toronto, Ontario.

Few Canadian high-technology companies can mount major marketing staff efforts on a world-wide basis, but they have hard-working, influential and exceedingly well-informed allies in the Trade Commissioner Service and the Office of International Special Projects of the Department of Industry, Trade and Commerce in Ottawa.

It is thanks to the labours of our trade commissioners in Kuala Lumpur, Buenos Aires, Sao Paulo, Lima and Caracas that Spar's R & O capability was first brought to the attention of military procurement authorities in Malaysia, Argentina, Brazil, Peru and Venezuela. As a result, equipment for military aircraft of these countries has been repaired and overhauled by Spar.

It was Canada's men-in-Dallas and Pasadena who recently alerted bidders for the rapid transit system planned for Las Vegas to Spar's newly acquired capability in the area of urban transportation systems.

The Washington, D.C., branch of the DITC's Office of International Special Projects acts as an efficient go-between for Canadian industries under the Canada/U.S. Defence Sharing Agreement, arranging meetings with U.S. Department of Defense officials, obtaining security clearances for Canadian personnel attending such conferences, interpreting for us the complex fine print of U.S. procurement regulations,

opening all manner of doors and generally making friends for the Canadian firms concerned, of whom Spar has long been one.

In varying degrees, much of Spar's international business is, in fact, secured through the efforts and with the assistance of the two government services named, or as the result of specific diplomatic, trade, or technology-and-science agreements between the Government of Canada and other countries.

It was the Canada/U.S. Defence Sharing Agreement which enabled Spar to bid for and eventually secure contracts for General Electric's T700 engine and other gear programs.

The Department of Industry, Trade and Commerce's development sharing program with Bell Aerospace Canada assisted Spar in securing a gear contract for Bell's new Viking air cushion vehicle, which is expected to have high export potential.

Spar has achieved an international reputation for excellence and for exceptional capability in different areas of advanced technology. In many instances, opportunities to demonstrate that capability came Spar's way thanks to the preliminary spade-work and the efforts of Canada's "industrial diplomats" in Ottawa and in foreign markets around the globe. □

Nicholson Terminal and Dock Company, on Detroit's busy waterfront.

ROBERT T. MERCER, Senior Commercial Officer, Detroit

Detroit, across the river from Windsor, Ontario, presents an exceptional opportunity for Canadian businessmen to plug into a market of more than four and a half million high-income people, with an additional 45 million within a 300-mile radius of the city. Little wonder that it is known as the "Gateway to the West".

Detroit's strategic location on one of the world's busiest waterways has, since the days of the early settlers, attracted an increasing number of entrepreneurs and businessmen and, latterly, thousands of manufacturers of a broad spectrum of goods ranging from automobiles to zippers. These industries have, historically, provided sales opportunities for Canadian manufacturers of primary industrial products.

Today, the manufacturing industries in Detroit, chiefly automotive, are enormous consumers of Canadian goods: castings, forgings, screw machine parts, stampings, rubber and plastic moulded parts to name a few. Under the terms of the Canada-United States Automotive Products Agreement, original automotive equipment parts enter the U.S. duty free. And industries other than automotive are discovering Canadian sources that offer high quality, competitive prices and reliability.

As Detroit has grown, a network of distributors, wholesalers, jobbers and dealers has evolved, presenting sales opportunities for finished goods from Canada. Today, purchasing officials of many internationally known retail chains and distribution centres with headquarters in Detroit are looking to Canada as a source of supply. They welcome Canadian offers.

Thousands of workers in Detroit industries enjoy per capita incomes among the highest to be found anywhere, making Detroit an important and rich market for Canadian exporters.

As a distribution centre for its rich hinterland covering a 31-mile stretch of the Detroit River between Lake Erie and Lake St. Clair, Detroit offers excellent transportation facilities including rail, air, highway and water. Five private shipping terminals handle more than 70 per cent of all ocean vessels using the St. Lawrence Seaway.

The port, according to the U.S.

Department of Commerce, ranks second only to New York in value of exports and imports. The main portion of the annual total of over \$10 billion, almost evenly divided between exports and imports, comprises a high proportion of shipments to and from Canada. Iron and steel products lead the list of imports via the waterway, followed by fluorspar, cement, agricultural machine parts, glass and glass products, alcoholic beverages, nuts, bolts and screws, crude rubber, and automobile engines and parts. Outward cargoes include steel scrap, iron and steel products, automobiles and tractors, hides and skins, tallow, machinery and beans.

Transport connections with important points are provided by 14 railroads and a trucking industry with 130 common carriers and 115 local cartage companies. Virtually every service related to export-import trade is available, including freight forwarders and agents, bonded warehousing, boxing and packaging.

As an indication of Detroit's international status, 29 countries are represented here by Consulates. The Canadian Government established a Consulate here in 1948, the major responsibility being to capitalize on trade opportunities. It has an experienced staff of Trade Commissioners and Commercial Officers to provide marketing assistance to interested Canadian businessmen. The Consulate maintains excellent facilities for displaying Canadian products to potential buyers and is in the position to assist with all necessary promotional arrangements. As part of the trade and industrial program, the Consulate has compiled and maintains an up-to-date file on approximately 1,000 qualified sales agents and distributors willing to represent Canadian manufacturers.

Canadian exporters wishing to take advantage of the opportunities offered to extend their sales to this area should contact the Consul and Senior Trade Commissioner, Canadian Consulate, 1920 First Federal Building, 1001 Woodward Avenue, Detroit, Michigan 48226. Our territory consists of the States of Michigan and Indiana, and the city of Toledo, Ohio. We will be glad to hear from you. □

CANADA COMMERCE



**Detroit
Gateway
to the
West**

Foreign Trade Service Abroad

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

ALGERIA

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

P. J. Gosselin
Commercial Secretary

A. H. Conradi
Assistant Commercial Secretary

Telex: 52036

Territory:
Tunisia

ARAB REPUBLIC OF EGYPT

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

W. A. McKenzie
Commercial Secretary

Cable: CANADIAN
Phone: 23110

Territory:
Libya, Sudan

ARGENTINA

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

W. R. Van
Commercial Counsellor

D. W. Brown
Assistant Commercial Secretary

Cable: CANADIAN
Phone: 32-9081

Telex: 121383 (121383AR CANAD)
Territory:
Paraguay, Uruguay, Falkland Islands

AUSTRALIA

Sydney

Consul General
Canadian Consulate General
P.O. Box 3952, G.P.O.
A.M.P. Building, 19th Floor ◀
Circular Quay
2001 Sydney, Australia

G. A. Browne
Consul General

J. M. Vincent
Consul (Commercial)

R. J. McLeod
Vice Consul (Commercial)

Miss M. A. Charles
Vice Consul (Commercial)

Cable: CANADIAN
Phone: 27-7565
Telex: 089 20600
(CDN GOVT AA 20600)

Territory:
State of New South Wales and Queensland, Capital Territory, Northern Territory, Papua New Guinea, New Caledonia, New Hebrides, Solomon Islands, Fiji

Melbourne

Consul General
Canadian Consulate General
Princes Gate East Tower, 17th Floor
151 Flinders Street
Melbourne 3000, Australia

K. F. Osmond
Consul General

J. T. Hill
Consul (Commercial)

R. Dery
Vice Consul General

Cable: CANADIAN
Phone: 63-8431
Telex: 089 30501
(CDN GOVT AA 30501)

Territory:
States of Victoria, South Australia, Western Australia, Tasmania

Canberra*

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

B. S. Shapiro
Commercial Counsellor

E. J. Davis
Commercial Secretary (Metals, Minerals and Energy)

C. V. Hiltz
Assistant Commercial Secretary
(Agriculture)

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

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

AUSTRIA

Commercial Counsellor
Commercial Division
Canadian Embassy
Dr. Karl Luegerring 10
1010 Vienna, Austria

Geo. Hazen
Commercial Counsellor

W. M. Maybee
Commercial Secretary

Cable: CANADIAN
Phone: 63-36-91
Telex: 75320 (DOMCAN A)
Territory:
Albania, Bulgaria, Romania

BELGIUM

Commercial Counsellor
Canadian Embassy
rue Loxum 6 ◀
B-1000 Brussels, Belgium

L. A. Campeau
Commercial Counsellor

R. B. Gourlay
Commercial Secretary (Timber)

K. G. DeWolf
Commercial Secretary

D. Horley
Assistant Commercial Secretary

Cable: CANADIAN
Phone: 13.79.40
Telex: 21613 (DOMCAN BRU)
Territory:
Luxembourg

BRAZIL

Brasilia

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

W. L. Clarke
Commercial Secretary

Cable: CANADIAN
Phone: Brasilia 23 7515
Telex: 203

Territory:
Central West, Northeast, and Amazon Basin ◀

Rio de Janeiro

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

R. B. Blake
Consul and Trade Commissioner

W. J. Roberts
Vice Consul and
Assistant Trade Commissioner

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

States of Rio de Janeiro, Guanabara, Espirito Santo, Bahia

Sao Paulo

Consul and Trade Commissioner
Canadian Consulate
Caixa Postal 6034*
Edificio Scarpa*
Avenida Paulista, 1765, 9 andar*
Sao Paulo, Brazil

B. F. Armishaw
Consul and Trade Commissioner

J. E. Graham
Vice Consul and
Assistant Trade Commissioner

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

States of Sao Paulo, Parana, Santa Catarina, Rio Grande do Sul, and part of Minas Gerais State, known as the Triangulo Mineiro

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

BRITAIN

London

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

*J. H. Stone
Minister (Commercial)

J. R. Sharpe
Commercial Counsellor

D. S. McCracken
Commercial Counsellor

W. K. Buck
Counsellor (Metals, Minerals
and Energy)

G. H. Musgrove
Commercial Secretary (Agriculture)

B. M. White
Commercial Secretary

G. Bruneau
Commercial Secretary

W. D. Wardle
Commercial Secretary (Timber)

Jean Roy
Assistant Commercial Secretary

H. G. Garland
Attaché (Fisheries)

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

Glasgow

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

A. B. Brodie
Trade Commissioner

Cable: CANTRACOM
Phone: 248-3026 (Area Code 041)
Telex: 778650 (CANTRACOM GLW)
Territory:
Northern Ireland, Scotland

CHILE

Commercial Secretary
Canadian Embassy
Ahumada 11, 10th floor (street address)
Casilla 771 (mailing address)
Santiago, Chile

D. G. Adam
Commercial Secretary

Cable: CANADIAN
Phone: 64189
Telex: 3520068 (3520068 DOMCAN)

CHINA, PEOPLE'S REPUBLIC OF

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

A. Blum
Commercial Counsellor

J. P. Higginbotham
Assistant Commercial Secretary

Margaret Cornish
Second Secretary

Phone: 521475
Territory:
Democratic Republic of Vietnam

COLOMBIA

Commercial Secretary
Canadian Embassy
Apartado Aereo 53531/2
Calle 58 No. 10-42
Bogota, Colombia

F. M. Mulkern
Commercial Secretary

C. R. Donley
Commercial Secretary

Cable: CANADIAN
Phone: 355211, 355477
Telex: 044568 (DOMCAN BOG)
Territory:
Ecuador

COSTA RICA

Commercial Secretary
Canadian Embassy
Apartado Postal 10303
6th Floor, Cronos Bldg.
Calle 3 y Avda Central
San Jose, Costa Rica

W. E. Magee
Commercial Secretary

Cable: DOMCAN SAN JOSE
Phone: 230588
Telex: CR 179 (DOMCAN)
Territory:
Canal Zone, Nicaragua, Panama

CUBA

Commercial Division
Canadian Embassy
Gaveta 6125
Calle 30 No. 518 esquina 7a Avenida
Miramar
Havana, Cuba

S. B. McDowall
Commercial Secretary

G. M. Darychuk
Assistant Commercial Secretary

Send all mail to this address:
Commercial Division
Box 499 (HVA)
Ottawa, Ont. K1N 8T7

Cable: CANADIAN HAVANA
Phone: 2-6421

CZECHOSLOVAKIA

Commercial Secretary
Canadian Embassy
Chancery, Mickiewiczova 6
Prague 6, Czechoslovakia

D. T. Wismer
Commercial Secretary

Cable: DOMCAN PRAGUE
Phone: 326941
Telex: 11061 (DOMCAN PHA)

DENMARK

Commercial Counsellor
Canadian Embassy
Prinsesse Maries Allé 2
Copenhagen V, Denmark

D. A. B. Marshall
Commercial Counsellor

Cable: CANADIAN
Phone: 31 33 06
Telex: 27036 (DMCNC DK)
Territory:
Greenland

EUROPEAN COMMUNITIES*

Mission of Canada to the European Communities

rue Loxum 6
B-1000 Brussels, Belgium

J. M. Rochon
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R. B. Gourlay
First Secretary

R. Marceau
First Secretary

F. L. N. Villeneuve
Second Secretary

L. T. Dickenson
Second Secretary

Cable: CANADIAN
Phone: 13.06.00
Telex: 21613 (DOMCAN BRU)

Territory:

European Economic Community, European Atomic Energy Community, European Coal and Steel Community

*The Mission handles only those inquiries that relate to Community law, regulations and activities or that require liaison with the Commission of the European Communities.

FRANCE

Minister-Counsellor (Commercial)
Canadian Embassy
35 Avenue Montaigne
75008 Paris, France

F. I. Wood
Minister-Counsellor (Commercial)

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Commercial Counsellor

G. W. Doucet
Commercial Secretary (Agriculture)

B. Dussault
Commercial Secretary

R. Goulet
Assistant Commercial Secretary

R. L. Kohler
Assistant Commercial Secretary

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Phone: 225-99-55
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Territory:
Andorra, Monaco

GERMANY

Bonn

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Canadian Embassy
Freidrich-Wilhelmstrasse 18
53 Bonn, West Germany

Wm. Jones
Minister-Counsellor (Commercial)

G. C. M. Lambert
Commercial Secretary

M. J. Hladik
Assistant Commercial Secretary
(Agriculture)

M. E. Perrault
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Cable: CANADIAN
Phone: 231061
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Territory:

States of Baden-Wuerttemberg, Bavaria, Hesse, Rhineland-Palatinate, Saar

Duesseldorf

Consul General
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Immermannstr. 3
4 Duesseldorf, West Germany

C. M. Forsyth-Smith
Consul General

R. H. Dorrett
Consul and
Trade Commissioner

P. G. Campbell
Vice-Consul and
Assistant Trade Commissioner

P. R. Zalite
Vice Consul and
Assistant Trade Commissioner

Cable: CANADIAN
Phone: 353471
Telex: 8587144 (DMCN D)
Territory:
State of North Rhine-Westphalia

Hamburg

Consul General
Canadian Consulate General
Esplanade 41-47
2000 Hamburg 36, West Germany

E. H. Maguire
Consul General

D. D. Van Beselaere
Consul and
Trade Commissioner

W. M. McQuinn
Vice Consul and Assistant Trade
Commissioner

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Territory:

City States of Bremen and Hamburg;
States of Lower Saxony and Schleswig-
Holstein; West Berlin

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B. A. Gagosz
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Guatemala City, Guatemala, C.A.

C. A. Carruthers
Commercial Secretary

M. C. Pelletier
Assistant Commercial Secretary

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Territory:

El Salvador, Honduras

HONG KONG

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Commission for Canada
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Hong Kong, Hong Kong

D. P. McLennan
Acting Trade Commissioner

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Territory:

Macao

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R. Lockhead
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B. E. Baker
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Territory:

Bhutan, Nepal, Sikkim

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J. Pearce
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Aven Daryaye Nour 19
Tehran, Iran

C. J. St. Pierre
 Commercial Secretary

D. F. Cooper
 Assistant Commercial Secretary

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 Commercial Secretary

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 Telex: 5488 (DMCN EI)

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R. J. McGavin
 Commercial Secretary

P. S. Dingleline
 Assistant Commercial Secretary

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 Phone: 287121

Territory:
 Cyprus

ITALY

Rome

Minister (Commercial)
Canadian Embassy
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W. J. Collett
 Minister (Commercial)

H. E. Ryan
 Commercial Counsellor (Agriculture)

R. F. Andrigo
 Commercial Secretary

Cable: CANADIAN
 Phone: 864-327
 Telex: 61056 (DOMCAN ROME)

Territory:
 Provinces of Toscana, Marche, Umbria,
 Lazio, Abruzzi-Molise, Puglia,
 Campania, Basilicata, Calabria, Sicilia,
 Sardegna.

Other countries: Malta

Milan

Consul General and Senior Trade
Commissioner
Canadian Consulate General
Via Vittor Pisani 19
20124 Milan, Italy

R. K. Thomson
 Consul General and
 Senior Trade Commissioner

N. W. Boyd
 Consul and Trade Commissioner

M. C. Spencer
 Consul and
 Trade Commissioner

Cable: CANTRACOM
 Phone: 652-485/652-600
 Telex: 31368 (CANTRACOM MILAN)

Territory:
 Provinces of Emilia-Romagna, Lombar-
 dia, Piedimonte, Trentino-Alto, Adige,
 Veneto, Liguria, Trieste, Valle D'Aosta,
 Friuli-Venezia

IVORY COAST

Commercial Secretary
Canadian Embassy
P.O. Box 21194
Le General Building
Cor. Avenue du Commerce et
Bottreau-Roussel Plateau
Abidjan, Ivory Coast

J. D. R. Roy
 Commercial Secretary

P. H. Sutherland
 Assistant Commercial Secretary

Cable: DOMCAN ABIDJAN
 Phone: 32-20-09
 Telex: 593 (DOMCAN ABIDJAN 593)

Territory:
 Gambia, Guinea, Liberia, Mali, Mauri-
 tania, Niger, Senegal, Upper Volta

JAMAICA

Commercial Secretary
Canadian High Commission
P.O. Box 1500
Tobago Road
Corner Trafalgar Road and
Knutsford Boulevard
Kingston 10, Jamaica

R. W. Burchill
 Commercial Counsellor

A. E. Lepage
 Commercial Secretary

W. D. Hutton
 Assistant Commercial Secretary

Cable: CANADIAN
 Phone: 93-61500, 93-61504
 Telex: 2130 (BEAVER JA)

Territory:
 Bahamas, Belize, Cayman
 Islands, Turks and Caicos Islands

JAPAN

Minister (Commercial)
Embassy of Canada
Akasaka Post Office
Tokyo 107, Japan

J. M. T. Thomas
 Minister (Commercial)

D. J. S. Winfield
 Commercial Secretary

W. K. Robertson
 Commercial Secretary

Y. R. J. Parent
 Commercial Secretary

S. J. Kaufmann
 Commercial Secretary

N. M. Switucha
 Commercial Secretary (Metals,
 Minerals and Energy)

R. H. J. Bower
 Commercial Secretary

Cable: CANADIAN
 Phone: 408-2101/8
 Telex: TK 2218 (DOMCAN TK 2218)

Territory:
 Guam

KENYA

Commercial Secretary
Canadian High Commission
P.O. Box 43778
Industrial Promotion Services Building
Kimathi Street
Nairobi, Kenya

Z. W. Burianyak
 Commercial Secretary

G. P. Scott
 Assistant Commercial Secretary

Cable: DOMCAN NAIROBI
 Phone: 34033
 Telex: 22198 (DOMCAN NRB)

Territory:
 Ethiopia, Somali Republic, Tanzania,
 Uganda

KOREA

Commercial Secretary
Canadian Embassy
9th floor, Hankoock Ilbo Bldg. ◀
Mailing address:
C.P.O. Box 6299
Seoul 100, Republic of Korea

R. C. Lee
 Commercial Secretary

Telex: 2525

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 International

Bureaux, 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.

Note: The following rates were current at March 26. Because of unsettled market conditions exporters should consult their bankers for up-to-date quotations.

Country and Currency	foreign currency unit in Canadian dollars	Canadian dollar in foreign currency units	Country and Currency	foreign currency unit in Canadian dollars	Canadian dollar in foreign currency units
Algeria Dinar	.2380	4.20	Ecuador Sucre (official)	.0389	25.71
Arab Republic of Egypt Pound (official)	2.4851	.40	El Salvador Colon	.3890	2.57
Argentina Peso (financial)	.0974	10.27	Fiji Dollar	1.2155	.82
(commercial)	.1944	5.14	Finland Markka	.2506	3.99
Australia Dollar	1.4461	.69	France, Monaco, etc.¹ Franc	.2037	4.91
Austria Schilling	.0515	19.42	French Pacific² Franc	.0110	90.90
Bahamas Dollar	.9722	1.03	Franco-African Republics³ Franc	.0040	250.00
Belgium and Luxembourg Franc	.0243	41.15	Germany D Mark	.3823	2.62
Bermuda Dollar	1.0397	.96	Ghana New Cedi	.8425	1.19
Bolivia Peso	.0486	20.58	Greece Drachma	.0333	30.03
Brazil Cruzeiro (official free)	.1524	6.56	Guatemala Quetzal	.9722	1.03
Britain Pound	2.3070	.43	Guyana Dollar	.4444	2.25
British Honduras Dollar	.6078	1.64	Haiti Gourde	.1944	5.14
Burma Kyat	.2019	4.95	Honduras Lempira	.4861	2.06
Chile Escudo (bank rate)	.0018	555.55	Hong Kong Dollar	.1912	5.23
(free)	.0013	769.23	Hungary Forint (official)	.0869	11.51
China, People's Republic of Yuan	.4188	2.39	Iceland Krona (official)	.0098	102.04
Colombia Peso (fixed)	.0383	26.11	India Rupee	.1223	8.18
Costa Rica Colon	.1465	6.83	Indonesia Rupiah	.0024	410.00
Cuba Peso		N.A. ¹⁰	Iran Rial	.0134	74.63
Czechoslovakia Koruna (fixed basic rate)		N.A. ¹⁰	Iraq Dinar	3.2846	.30
Denmark Krone	.1593	6.28	Ireland Pound	2.3070	.43
Dominican Republic Peso	.9722	1.03			

Country and Currency	foreign currency unit in Canadian dollars	Canadian dollar in foreign currency units	Country and Currency	foreign currency unit in Canadian dollars	Canadian dollar in foreign currency units
Israel Pound	.2315	4.32	Philippines ⁵ Peso (free)	.1453	6.88
Italy Lira	.0015	666.66	Poland Zloty (fixed basic rate)	.2577	3.88
Jamaica Dollar	1.0694	.94	Portugal & Overseas Provinces ⁶ Escudo	.0392	25.51
Japan Yen	.0035	285.71	Saudi Arabia Riyal	.2850	3.50
Kenya ⁴ Shilling	.1379	7.25	Sierra Leone Leone	1.2371	.81
Korea, Republic of Won	.0024	404.38	Singapore Dollar	.3358	2.98
Lebanon Pound (free)		N.A. ¹⁰	South Africa Rand	1.4486	.69
Libya Dinar	2.777	.36	Spain & Dependencies Peseta	.0165	60.60
Malawi Kwacha	1.2280	.81	Sri Lanka ⁷ Rupee	.1479	6.76
Malaysia Dollar	.3997	2.50	Sweden Krona	.2189	4.57
Mexico Peso	.0778	12.85	Switzerland Franc	.3240	3.09
Morocco Dirham	.2318	4.31	Syria Pound (free)	.2711	3.69
Netherlands Florin	.3612	2.77	Thailand Baht (free)	.0486	20.58
Netherlands Antilles Florin	.5431	1.84	Trinidad & Tobago ⁸ Dollar	.4806	2.08
New Zealand Dollar	1.4100	.71	Tunisia Dinar	2.2339	.45
Nicaragua Cordoba	.1389	7.20	Turkey Lira	.0694	14.41
Nigeria Naira	1.4700	.68	United States Dollar	.9722	1.03
Norway Krone	.1751	5.71	Uruguay Peso (free)	.0009	1,111.11
Pakistan Rupee	.0982	10.18	Venezuela Bolivar (official free)	.2268	4.41
Panama Balboa	.9722	1.03	Yugoslavia Dinar (official)		N.A. ¹⁰
Paraguay Guarani (free)	.0078	128.21	Zaire, Republic of ⁹ Zaire	1.961	.51
Peru Sol (free)	.0225	44.44	Zambia Kwacha	1.3893	.72

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).

10. Rates not available at press time.

International Projects

BANGLADESH — AGRICULTURE

The International Development Association (IDA), an affiliate of the World Bank, will provide a credit of \$50 million to Bangladesh to assist the Government's efforts to sustain agricultural production and to promote industrial production through higher utilization of existing productive capacity.

The economy of Bangladesh is still recovering from the dislocation which resulted from the cyclone of late 1970 and the political upheavals of 1971 which resulted in war and, finally, independence on December 16, 1971. In the immediate post-independence period most of the urgent tasks of reconstruction were tackled speedily, and the Government was aided in its efforts in part by massive assistance from bilateral donors and international agencies. However, external assistance has now tapered off to a level below that of the initial infusions of aid, and significant problems remain to be solved before Bangladesh can be said to be launched on a path of stable economic development.

IRAN — INDUSTRIAL FINANCING

The World Bank has announced a loan of \$75 million to the Industrial and Mining Development Bank of Iran (IMDBI), which is the major source of long-term investment capital for private industrial ventures in Iran. The loan, the Bank's eighth to IMDBI, will provide part of the foreign exchange requirements of this industrial financing institution until March 1976, which are estimated to total some \$400 million. IMDBI has succeeded in raising substantial borrowings in Europe and Japan during the last three years. Given the outstanding performance of the industrial sector in Iran and the prospective surpluses of foreign exchange which could accumulate in Iran from oil revenues, IMDBI is expected to cover the remainder of its foreign exchange requirements from sources other than the World Bank.

MALAYSIA — LAND SETTLEMENT

The World Bank has approved a loan equivalent to \$40 million to Malaysia to help finance the Johore Land Settlement Project. In Malaysia agriculture accounts for about 30 per cent of the economy and about 50 per cent of employment. During the Second Malaysia Plan (SMP) (1971-75), agricultural

growth is expected to increase considerably in pace.

The World Bank has previously made 23 loans to Malaysia for various projects including education, industrial finance, power, water supply, transportation, telecommunications and agriculture and forestry. These projects have been carried out satisfactorily and they reflect the Bank's support for the Government's efforts, particularly in the framework of its new economic policy which includes creation of employment for the urban unemployed and the reduction of rural under-employment.

Implementing organization: FELDA will be responsible for carrying out the land development and settlement part of the project, but under the overall authority of the Johore Tenggara Development Authority, Jalan Maktab, Kuala Lumpur Malaysia.

Procurement: Items financed under the Bank loan, except pesticides and fertilizers, will be procured under international competitive bidding for a total of \$31.5 million, excluding contingencies; local equipment manufacturers would be allowed a margin of preference of 15 per cent or the actual customs duty, whichever is lower. Fertilizers and pesticides amounting to \$10.7 million would be procured through local competitive bidding. Contracts for land clearing, awarded after August 1, 1973, would be eligible for disbursements, but only for expenditures incurred after the date of loan agreement.

MEXICO — ROAD BUILDING

The World Bank is lending \$90 million to help finance construction and upgrading of 16 roads in Mexico totaling about 1,165 miles.

The project represents about 40 per cent of Mexico's Department of Public Works' federal highway construction program for 1973-76, and will require investments estimated at \$241.4 million. The Bank loan will cover foreign exchange costs, and the balance will be financed by the Government out of the budget.

Implementing organization: The Ministry of Public Works through the Directorate of Federal Highways, Mexico D.V., Mexico.

Procurement: Contracts for all highways will be awarded on the basis of international competitive bidding. Contracts for bridges not included in the highways will be awarded on the basis of international competitive bidding. Contracts for bridges not included in the

highway contracts and for traffic signals and other minor specialized works accounting for about 10 per cent of the project cost will be awarded through competitive bidding after local advertising; this procedure, which *will not exclude* interested foreign bidders, is being followed because the works are so small that the advantages of international competitive bidding would be outweighed by the administrative burden involved.

SAN SALVADOR — WATER SUPPLY

The Inter-American Bank has approved an \$18.4 million loan to help improve and expand the water supply system of the metropolitan area of San Salvador, capital of El Salvador.

The loan, which was extended to the Republic of El Salvador, will be used by the Administracion Nacional de Acueductos y Alcantarillados (ANANDA), the national water and sewage agency to carry out a project designed to meet the water requirements of San Salvador and nine surrounding municipalities up to 1980.

The total cost of the project is estimated at \$23 million, of which the Bank loan will cover 80 per cent and the Salvadoran Government the remaining 20 per cent.

Implementing organization: Administracion Nacional de Acueductos y Alcantarillados (ANANDA), San Salvador.

Procurement: International public bidding among eligible member countries of the Bank on imported goods and services covered by resources of the Bank loan. National public bidding on domestic purchases.

Change of address — Toronto Regional Office.

Effective April 1, 1974, the Toronto Regional Office is located at: Commerce Court West, 51st Floor, P.O. Box 325, Toronto, Ontario M5L 1G1. Telephone and telex numbers remain the same.

Wanted: Manufacturers

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

Plastic building system

German firm wishes to have its plastic houses manufactured under licence in Canada. Licence covers a system to build prefabricated houses of fibreglass reinforced plastic. The walls are 3/4" (8 cm) thick insulated sandwich panels. The interior wall finish is of textiles, providing sound absorption and eliminating resonance. The roof elements span up to 33 feet (10 metres) and will support a weight of up to five tons. This system allows unlimited design possibilities of size, shape and colour. It has been successfully tested for resistance and stability against wind, snow and traffic. Literature available. **Item 2994**

Windowless building

Romanian state agency seeks a Canadian licence for its universal windowless building with false ceiling. The building is wholly prefabricated of prestressed concrete members made on site or in a factory. An important feature is the attic, formed between the false ceiling and the roof, in which air conditioning, wiring and other equipment may be installed. This building is especially suited to industries requiring a controlled microenvironment, such as electronics. Literature available. **Item 2995**

Prestressed concrete flooring

Romanian state agency seeks a Canadian company to manufacture under licence its prefabricated prestressed concrete flooring slabs. Each unit consists of two slanted longitudinal ribs having outside oriented horizontal flanges at the bottom and a wide concrete plate with brackets at the top. When these units are connected to form a floor, the spaces between the members permit easy installation of wiring, plumbing, air conditioning, etc. It is claimed to be applicable to industrial and public utility buildings, and offers great versatility. Literature available. **Item 2996**

Sound absorbing ceiling

Romanian state agency offers under licence the Canadian manufacturing rights to its sound absorbing ceiling. This new type of ceiling is composed of perforated aluminum with layers of various sound absorbing materials. Adaptable to new or old buildings, this ceiling can be attached to concrete ceilings with the aid of lightweight metal skeleton. It is provided with facilities for

air flow and for conveniently placing the lighting fixtures. It is claimed to have insulating properties as well. Literature available. **Item 2997**

Ventilation equipment

Romanian state agency is offering its ventilation system for manufacture under licence in Canada. It consists of a metallic skylight turret with movable screens designed for hot air exhaustion from factories with high heat release. This system is claimed to offer a higher natural ventilation efficiency and lower cost per linear metre of skylight turret than other types. The mobile screens are used both for protection from wind action and as closures for the top openings during the cold season. Literature available. **Item 2998**

Particle boards

Swiss company seeks to licence a Canadian firm to manufacture particle boards using its new process. The cold-formed particle mat is press-moulded directly with the melamine-impregnated decorative paper in one operation. Boards can be produced with flat or embossed surfaces in over 90 different patterns, in various sizes and all commercial thicknesses. Patented in Canada. Literature available. **Item 2999**

Imperial metric conversion unit

British firm is offering the rights to manufacture under licence in Canada its imperial/metric conversion dial unit for machine tools. The device consists of a dial which may be fitted to any machine tool without modification to the lead screw: only the lead screw pitch, keyway, and diameter need be specified. Firm claims that this unit has considerable advantage over other similar devices because it has only one scale and two reference points. Only one of the reference points is visible at any time depending on which system of measurement is being used. This is claimed to eliminate the possibility of operator error or confusion caused in misreading dual-scale devices. Literature available. **Item 3000**

Fat powder crystallization process

German company seeks a licensing arrangement with a Canadian firm for the production of its finely powdered animal and vegetable fat using a newly developed crystallization process. In powdered form the fat can be added to all kinds of finished products or concentrates on a

continuous basis with an accuracy of 0.3 per cent and in concentration of up to 80 per cent. The new process is claimed to prevent clogging or lumping of the final product, hardening during the cold season, and oil separation in cases of excess fat percentage. Principal field of application is in the food industry for the production of pastries, desserts, milk foods, milk substitutes and animal feed. Literature available. **Item 3001**

Epoxy resin curing agents

British company is offering the rights to manufacture under licence in Canada its epoxy resin curing agents. These agents are used in surface coatings and building, adhesive and electrical applications of epoxy resins. The special feature claimed for these agents is that they are water dispersible, eliminating the need for toxic organic solvents. Adhesion to damp surfaces is improved, and equipment is more easily cleaned. Literature available. **Item 3002**

Micro switches

German firm wishes to have its line of micro switches manufactured under licence in Canada. These micro switches are claimed to operate without mechanical stress on components. They are strongly built and only the electric stress on the contacts limits their useful life. The contacts are armoured with over 2 grams of silver 1000 per switch. The switch spring has a section of 1.6 sq.mm at its greatest current density. This section, supported by high contact pressure, permits a permanent load of 15 amp (ohmic load). Advantages claimed over competing products include long service life, close tolerance of characteristics, and reliability. Literature available. **Item 3003**

Lubricants

French company is offering the rights to manufacture under licence in Canada its range of lubricants for industry and motor fleets. The company is offering an anti-corrosion, detergent, multigrade oil for all gasoline and diesel (even super-charged) engines, a multigrade oil for gearboxes and rear axles, an oil for all hydraulic circuits, and a grease for all purposes and conditions of speed or temperature. Also available under licence is a range of lubricants for industry comprising four products and a synthetic motor lubricant, containing super-additives for the utmost in safety

and quietness under all circumstances. Literature available. **Item 3004**

Fishing boat plans

Canadian boat manufacturer offers to commercial fishing boat builders the design of a new fishing boat. In the 35-50 foot class, these boats are ideal for long-lining. Optional power plants include 255 H.P., 325 H.P. and twin 225 H.P. gasoline engines. Plans are approved by Canada Steamship Inspection. Literature available. **Item 3005**

Acoustic telephone booth

Swedish firm is offering the rights to manufacture under licence in Canada its acoustic telephone booth for indoor use. The booth consists of three parts. A black steel partitioned shelf is attached to the wall. An attractive screen of tinted, easily visible acrylic material is fastened to the sides of the shelving two inches from the wall to give a booth 32 inches x 32 inches x 16 inches. A sound absorbing plastic panel is then mounted on the wall. Adaptable to desk model telephones or wall-mounted coin operated telephones. Literature available. **Item 3006**

Box spring

American firm offers under licence the

Canadian manufacturing rights to its patented box spring structure. Company claims that its design uses less wood and steel wire than other types, yet is sway-free. Outstanding firmness is claimed because of short, stiff springs, quick-attaching coil connectors, and edgewise arrangement of wooden parts. Literature available. **Item 3007**

Oil drainage device

British inventor offers the opportunity to manufacture his oil drainage device under licence in Canada. The product is a slide-valve which replaces the normal sump plug, and is operated remotely from a knob or lever conveniently situated in the upper part of the engine compartment or on the dashboard. Engine oil changes at home are claimed to be less tedious and less expensive, contributing to better vehicle maintenance. The device may also be used for engine raditors and other small gravity-drained containers. Literature available. **Item 3008**

Miniature workbench

German inventor offers under licence the Canadian manufacturing rights to his small universal workbench. It offers various clamping and process facilities

and can, with a few adjustments, be used as a lathe, winding machine or potter's equipment. Developed from the simplest components (tubing and wood) on modular unitized principles, it is collapsible and can be assembled in ten minutes. The workbench takes up only 5½ sq. ft. of space, weighs about 48 lbs. and is supplied in a stationary or mobile version. It is intended for hobbyists, housekeepers, repair shops, educational centres, sport clubs, etc. Literature available. **Item 3009**

Curling game

Canadian inventor seeks a Canadian company to manufacture his table top sized curling game. It is the purpose of this game to simulate the game of curling by providing means for adjusting the weight and curl of the stone. The game consists of a flat rectangular surface having a target area, a curling disk, and an endless conveyor device with manual driving mechanism to move the pieces on the board in the direction of the target area. A section of the playing surface can be swivelled about an axis perpendicular to the flat surface. Literature available. **Item 3010**

Market Facts for Decision Makers

Analyses of Canadian imports of a variety of products are available, free, from the Import Analysis Division of the Department of Industry, Trade and Commerce, Ottawa K1A 0H5. If you would like the Branch to prepare an analysis for you, write to its Chief, or to the Industry Sector Division within the Department that handles the product you are interested in. The following list details the latest analyses that are available. A previous list appeared in the March issue of *Canada Commerce*.

Report No.	Class No.	Subject	Period
1-74	403-59	Sulphites & thiosulphates	Apr. to June 1973
2-74	404-37	Carbonates & percarbonates	Apr. to June 1973
3-74	409-57	Benzoic acid & benzoates	Apr. to June 1973
4-74	587-79 587-99	Golf carts & electric motor vehicles	Apr. to June 1973
5-74	758-65	Scissors, shears & trimmers	Mar. to May 1973
6-74	874-55) 878-89)	Vitamin E	Apr. to June 1973
7-74	961-59	Needlecraft	Jan. to Mar. 1973
8-74	404-79	Chromates, permanganates & other salts	Jan. to Mar. 1973
9-74	474-20) 474-24) 474-37) 474-38) 474-54) 474-56) 474-69) 474-99)	Asbestos products	Apr. to June 1973
10-74	509-79	Air purification equipment	Oct. to Dec. 1972
11-74	412-02	Xanthates	Jan. to Sept. 1973
12-74	661-89	Microwave ovens	Aug. to Oct. 1973

Foreign Tariffs and Trade Regulations

Brazil

The Customs Policy Council has announced the following tariff reductions:

Resolution 1894 of December 24, 1973 exempts from duty until June 30, 1974 methyl methacrylate (tariff heading 29.14.18.05) and revokes Resolution 1764 raising the duty from 17% to 47%.

Resolution 1949 of December 12, 1973 reduces the duty from 70% to zero for six months on glass vials up to 10cc capacity for pharmaceutical products (tariff heading 70.10.99.00).

Resolution 1951 of December 20, 1973 exempts from duty for one year sheets or strips of aluminum and aluminum alloys, with or without coating, painted or not on one or both sides, in thickness of 0.6 mm or less, and without any other finishing (tariff headings 76.03.01.00 and 76.03.99.00).

Resolution 1952 of December 20, 1973 extends the exemption from duty established by Resolution 1789 until December 31, 1974, on sheets or strips of aluminum of a thickness of 0.2 mm or less (tariff heading 76.04.00.00).

Resolution 1953 of December 20, 1973 exempts from duty for one year "Nylon Polymer 6" tariff heading 39.01.02.06).

Resolution 1954 of December 20, 1973 exempts from duty for one year aluminum oxide if intended for use in the production of primary aluminum (tariff heading 28.20.01.00).

Resolution 1955 of December 20, 1973 exempts from duty for one year copolymer of butadiene styrene with styrene content superior to 50% (tariff heading 40.02.99.01).

Resolution 1956 of December 20, 1973 exempts from duty for six months, polystyrene concentrates, any color, with a minimum content of 50% polystyrene by weight, intended exclusively for the pigmentation of polystyrene resins (tariff heading 39.02.02.03).

Resolution 1957 of December 26, 1973 exempts from duty for six months common newsprint and offset type paper without water mark, for the impression of newspapers, magazines and books, imported by newspaper and book editors and printers for exclusive own use. (tariff heading 48.01.02.99).

Resolution 1961 of January 11, 1974 extends until June 30, 1974 the exemption from duty established by Resolution 1711 on vinyl acetate monomer (tariff heading 29.14.03.20).

Resolution 1962 of January 15, 1974 extends for one year the exemption from

duty on cryolite (tariff heading 25.28.01.00), aluminum fluoride and aluminum-sodium fluoride (tariff headings 28.29.05.00 and 28.29.11.00).

Resolution 1963 of January 15, 1974 extends for one year the reduction in duty from 30% to: (a) 3% on unwrought zinc after proof of purchase of national product of not less than 40 per cent of the quantity imported. For imports from LAFTA origin the rate is zero subject to purchase of national product; (b) to 7% on special high grade zinc (99.99%) if for own consumption of a company which proves that it can use only this type of zinc (tariff headings 79.01.01.00 and 79.01.02.00).

Resolution 1964 of January 15, 1974 exempts from duty for one year lactose and lactose syrup, if importer proves acquisition of natural product of not less than 100% of the quantity imported (tariff headings 17.02.02.01 and 17.02.02.99).

Chile

A Central Bank Resolution published in Official Gazette 28,784 modified the Banking Exchange rate from 405 to 450 Escudos per U.S. dollar, effective February 22, 1974. The Brokers rate remained unchanged at 750 Escudos per U.S. dollar. Import and export transactions are made at the Banking rate.

Colombia

The validity of the Import Registrations and Licences has been extended from 5 months to 10 months. The prior deposit that the importer must make with the Bank of the Republic in order to obtain an Import Registration has been raised from 35% to 40% of the f.o.b. value.

Malaysia

The Malaysian Minister of Finance announced that from December 6 the present duty of M 30¢ per pound applicable to fresh meat and edible offals falling under The Brussels Tariff Nomenclature tariff heading Nos. 02.01.500, 02.01.920, 02.04.900 and 02.05.900 will be retained. Salted, dried or smoked meat and edible meat offal falling under main tariff heading 02.06 will also be removed. Similarly, the import duties on potatoes, onions, garlic, now dutiable at M\$10 per ton; unroasted coffee dutiable at M\$336 per ton, coffee and coffee substitutes dutiable at M 20¢ per pound, prepared or preserved fish falling under main tariff heading 16.04, commonly called sardines, dutiable at the rate of 20% will be removed.

Import duties on the following items are to be reduced. Meat or meat offal under tariff heading Nos. 16.02.110 which are now liable to import duty at the rate of 35% is to be reduced to 20%; prepared or preserved vegetables and fruits are to be dutiable at the rate of 20% instead of 40%, except those under tariff heading Nos. 20.02.200 (other vegetables prepared or preserved otherwise than by vinegar or acetic acid) where the duty will be 25%.

Nitrogenous mineral or chemical fertilizers falling under tariff heading No. 31.02.990 are to be liable to a reduced import duty of M\$42.50 per ton instead of the present M\$50. Import duties on fertilizers not exceeding 10 kilograms falling under tariff heading Nos. 31.05.120, 31.05.190 and 31.05.990 are to be reduced from M\$60 to M\$45 per ton. Unglazed tiles now subject to import duty at the rate of 25% or M\$89.60 per ton, whichever is the higher, will be dutiable at the lower rate of 20% or M\$72 per ton, whichever is the higher. The import duties of M\$50 per ton on spiegeleisen iron, ingots of iron or steel and blooms, billets and similar items under tariff heading 73.07 are to be abolished. Similarly, bars and rods of iron or steel and similar items under tariff heading 73.10 now dutiable at the rate of M\$100 per ton will no longer attract any import duty.

Trinidad and Tobago

Passport Exemption Regulations under Section 5 of Immigration (restriction) Ordinance Ch. 20 No. 2 has been revoked. As a result of this change in entry regulations, Canadian citizens and permanent residents in Canada will be required after April 16, 1974 to have a valid passport in their possession in order to enter Trinidad and Tobago.

United States

The U.S. Bureau of Customs has announced that fresh, chilled or frozen fish fillets, steaks and sticks of cod, cask, hake, pollock and rosefish may be imported into the United States during 1974 under U.S. Tariff Item No. 110.50 (tariff rate of 1.875 cents/lb.) up to the quantitative level of 35,455,704 pounds. Above that level, imports of these items enter under U.S. Tariff Item No. 110.55 (tariff rate of 2.5 cents/lb.). The annual quantitative level is derived by taking 15 per cent of the annual U.S. consumption of such fish during the three years preceding the current calendar year.

Export Opportunities

The inquiries listed below come from several sources, including various Branches of the Department in Ottawa and from the Trade Commissioner Service posts abroad. More information on these items can be had by contacting the post at the address shown under each item.

Automotive

SWITZERLAND — Electromobiles (passenger type); all types automotive parts: Commercial Counsellor, Canadian Embassy, Kirchenfeldstrasse 88, 3000 Berne.

UNITED STATES — Tube type and tubeless truck rims; Brake drums for Fruehauf and Rockwell axles: Consul and Senior Trade Commissioner, Canadian Consulate General, 500 Boylston Street, Boston, Massachusetts 02116.

Equipment and Machinery

NORWAY — Logging equipment, marine seismic equipment: Commercial Secretary, Canadian Embassy, Postuttak, Oslo 1.

SRI LANKA — Tender for boring machine (closes June 7, 1974): Commercial Division, Canadian High Commission, P.O. Box 1006, 6 Gregory's Road, Cinnamon Gardens, Colombo.

UNITED STATES — Grey iron castings, class 30; specifically, manhole covers and catch basins: Consul and Senior Trade Commissioner, Canadian Consulate General, 500 Boylston Street, Boston, Massachusetts 02116.

Foodstuffs

BAHAMAS — Agencies for pickled and canned meats, boneless beef, block-ready beef, condensed milk, solid pack tuna, canned sardines: Commercial Division,

Canadian High Commission, P.O. Box 1500, Kingston 10, Jamaica.

SAUDI ARABIA — Wheat, wheat flour, rice, barley, white maize, yellow corn, peas, beans and pulses; all canned fruits and juices, nectars, soups, jams, pickles, and condiments; powdered milk, cheese, pure dairy and vegetable ghee, biscuits and sweets, etc.; canned vegetables, especially processed peas, beans, okra and mixed vegetables: Commercial Counsellor, Canadian Embassy; Boite Postale 2300, Sabbag Centre, 3rd Floor, Hamra Street, Beirut, Lebanon.

SWITZERLAND — Frozen freshwater fish, except trout: Commercial Counsellor, Canadian Embassy, Kirchenfeldstrasse 88, 3000 Berne.

Hardware

BAHAMAS — Wire goods, screening, nuts, bolts and screws, garden tools, ladders, patio furniture, barbecues, hammers, hatchets and wooden handles: Commercial Division, Canadian High Commission P.O. Box 1500, Kingston 10, Jamaica.

Materials

MALAYSIA — Two hundred tons of paraffin wax: Commercial Secretary, Canadian High Commission, P.O. Box 990, A.I.A. Building, Ampang Road, Kuala Lumpur.

NORWAY — Drilling mud: Com-

mercial Secretary, Canadian Embassy Postuttak, Oslo 1.

SWITZERLAND — Test and filter papers for laboratory work: Commercial Counsellor, Canadian Embassy, Kirchenfeldstrasse 88, 3000 Berne.

Glucose powder: quartz crystals; painter's masking tape: see above address.

UNITED STATES — Twist wrapping film for use on Rose machinery from England: Consul and Senior Trade Commissioner, Canadian Consulate General, 500 Boylston Street, Boston, Massachusetts 02116.

Recreation

SWITZERLAND — Hockey suspenders, supporters, mouthguards, garters; wooden toys, playground equipment: Commercial Counsellor, Canadian Embassy, Kirchenfeldstrasse 88, 3000 Berne.

Textiles

NORWAY — Antigli, cottons (blue denim and corduroy), quilting nylon and spun rayon washed for printing; printed velours; plaid lumber jackets: Commercial Secretary, Canadian Embassy, Postuttak, Oslo 1.

SWITZERLAND — Cowboy hats: Commercial Counsellor, Canadian Embassy, Kirchenfeldstrasse 88, 3000 Berne.

Canada's Trade Fair Program, 1974-75

Last November, *Canada Commerce* published a list of trade fairs at which the Department of Industry, Trade and Commerce will sponsor exhibits. The following five fairs have been added to this list.

Poznan International Trade Fair, Poznan, June 9-18.

The premier trade fair in Poland, this show is held twice a year. Canada's first participation will concentrate on electronic equipment, including instrumentation and process control and scientific instruments and telecommunications equipment.

International Restaurant Exhibition, Tokyo, August.

An annual international trade show directed to trade and industry only. Canada's first participation will highlight food services and equipment, including cooking, refrigeration, washing and dispensing machines and cleaning and ventilating equipment.

Salon Professionnel des Articles de Sport

et Loisir de Plein Air, (SISEL), Paris, September 21-23.

The show is one of the largest international exhibitions of leisure products and sporting goods. Canada's participation will concentrate on summer use items and will be our first participation in this show.

Australian International Engineering Exhibition, Melbourne, September 23-28.

A highly rated vertical trade fair attracting professionals and technical specialists from abroad and Australia. Canada's participation will concentrate on engineering, instruments, automation and electronic control equipment.

Anti-Pollution Exhibition, (Apex 75), Tokyo, March 26-31, 1975.

The major international trade fair for

environmental control and pollution abatement equipment and services in Japan.

The Department will not be participating in the following fairs which were in the original list:

12th European Education Materials Fair (DIDACTA), Geneva, June 10-14.

International Airport Construction and Equipment Exhibition, Geneva, June 18-21.

21st Tokyo Motor Show, Tokyo, September.

Salon Technique Internationale de l'Equipment Hotelier (Equip'Hotel), Paris, October 11-12.

National Office Products Association Show, Chicago, October 30-November 2.

The Ocean Freight Market

After posting record high rates last year, 1974 opened comparatively quietly. The slowdown in inquiry, first evident prior to Christmas, was due partially to market uncertainty in the face of bunker problems and attendant rising rates.

A temporary surplus of shipping tonnage and some rate cutting helped depress voyage charter market prices at the end of January and in early February. Although lower rates were paid in grain trades, particularly United States/Japan and Australia/India, the Hampton Roads/Japan coal trade best illustrated the declines. From a peak of U.S.\$25.25 per ton in December, rates dropped to \$19.50 by the end of January and as low as \$15.55 per ton in mid-February. This situation was shortlived due to greater activity of grain companies and Japanese charterers (seeking foreign-flag ships as a hedge against a possible strike by Japanese seamen at the end of March), and rates in the Hampton Roads/Japan coal trade rose to \$21 in early March. Certain trades were supporting rate levels exceeding those of last year's shipping boom; a March fixture on the U.S. Gulf/Holland grain trade was 50¢ above the 1973 peak of U.S.\$21.50.

Dry cargo transportation costs were considerably above levels recorded one year ago. For example, the lowest rate accepted this year in the Hampton Roads trade, Cnd.\$15.19, was almost twice the February 1973 high of \$8.67 per ton. In January 1974, a ship was fixed at Cnd.\$15.65 per ton to transport grain from Saint John or Halifax to Belgium/Holland/Germany, while a year pre-

viously a similar shipment was made at \$6.93 per ton.

Rates were generally maintained on the time charter market largely due to Japanese inquiry. Representative of market conditions were the charters of dry cargo ships between 15,000 and 30,000 tons for periods between 6 and 12 months. Only one fixture was reported during December compared to nineteen in January and twelve in February. Older tonnage also found employment. For example, in January, a steamer built in 1945 was chartered for 12 months at U.S.\$4.70 per ton per month, while, a year ago, such a rate was sufficient to hire modern tonnage.

The tanker charter market featured a decline in business with weakening rates due to the oil embargo against the United States and Holland, together with the availability of a substantial quantity of surplus "relet" tonnage. Rates from Venezuela to the United States Northern Range (including the Portland, Maine terminal of the pipeline to Montreal) dropped; the highest December rate was Cdn.\$6.78 per ton compared to \$4.48 in January and \$4.36 in February. Compared with a 40,000 ton charter for oil from the Caribbean to Quebec at Worldscale 350 in October 1973, a 34,000 ton tanker was fixed at Worldscale 130 (about Cdn.\$3.61) at the end of February. Charters for crude oil from Vancouver to Portland slipped from a maximum of Cnd.\$12.32 per ton in December to a February peak of \$10.92 per ton. This trade was particularly active, with 36 fixtures (about 1¼ million tons) reported between November and February.

CHARTER RATES FOR REPRESENTATIVE CANADIAN AND WORLD TRADE

Trading

Voyage charters

Iron ore from St. Lawrence River to Britain:

Month	Rate	Fixture Tonnage
(Cdn. \$ per long ton)		
February 1974	7.57	64,000
January 1974	7.14 and 7.19	70,000 and 90,000
December 1973	7.50	100,000
March 1973	7.39	15,000 and 18,000

Coal from Hampton Roads, Virginia to Japan:

February 1974	15.19 to 20.51	35,000 to 60,000
January 1974	19.33 to 23.79	35,000 to 55,000
December 1973	23.24 to 25.23	35,000 to 55,000
February 1973	8.32 to 8.67	32,000 to 50,000

Crude petroleum from Vancouver to U.S. North Atlantic*:

February 1974	9.71 to 10.92	28,000 to 40,000
January 1974	10.78 to 11.69	31,000 to 50,000
December 1973	10.99 to 12.32	30,000 to 38,000
November 1973	12.20	25,000 to 37,000

Crude petroleum from Venezuela to U.S. North Atlantic*:

February 1974	3.09 to 4.36	22,000 to 52,000
January 1974	3.25 to 4.48	19,000 to 50,000
December 1973	3.39 to 6.78	16,500 to 36,000
February 1973	2.44 to 4.22	16,000 to 34,000

Time Charters

Dry cargo ships of 15,000 to 20,000 tons deadweight for 6 to 12 months:

(Cdn. \$ per ton per month)		
February 1974	7.18 to 8.16	3 fixtures
January 1974	7.80 to 10.70	9 fixtures
December 1973	7.50	1 fixture
February 1973	5.00 to 5.55	7 fixtures

Dry cargo ships of 20,000 to 30,000 tons deadweight for 6 to 12 months:

February 1974	5.54 to 8.55	9 fixtures
January 1974	4.66 to 8.67	10 fixtures
December 1973	—	No fixtures
February 1973	4.46 to 4.63	2 fixtures

*Including Portland, Maine, the terminus of the Montreal/Portland pipeline.

LEBANON

Commercial Counsellor
Canadian Embassy
Boîte Postale 2300
Sabbag Centre, 3rd floor
Hamra Street
Beirut, Lebanon

J. H. Bailey
 Commercial Counsellor

J. P. Lefebvre
 Commercial Secretary

N. G. St. Jacques
 Commercial Secretary

Cable: CANADIAN
Phone: 350-660
Telex: 20652 (DOMCAN BERYT)

Territory:
 Bahrain, Iraq, Jordan, Kuwait, People's
 Democratic Republic of Yemen (Aden),
 Qatar, Saudi Arabia, Sultanate of Oman,
 Syria, United Arab Emirates, Yemen
 Arab Republic

MALAYSIA

Commercial Secretary
Canadian High Commission
P.O. Box 990
A.I.A. Building, Ampang Road
Kuala Lumpur, Malaysia

M. M. Vujnovich
 Commercial Secretary

G. Lewis
 Assistant Commercial Secretary

Cable: DOMCAN
Phone: 89722/4
Telex: KL/TX279 (DOMCAN 8209 KN)
Territory:
 Burma

MEXICO

Commercial Counsellor
Canadian Embassy
Apartado Postal 5-364
Melchor Ocampo 463, 7th Floor
Mexico 5, D.F., Mexico

R. D. Sirrs
 Commercial Counsellor

P. A. Holton
 Assistant Commercial Secretary

Miss K. McCallion
 Assistant Commercial Secretary

Cable: CANADIAN
Phone: (905) 533-0610
Telex: 17-71-191 (DOMCAN MEX)

NETHERLANDS

Commercial Counsellor
Canadian Embassy
Sophialaan 7
The Hague, Netherlands

T. F. Harris
 Commercial Counsellor

A. L. Lyons
 Commercial Secretary
 Miss N. M. Stiles
 Assistant Commercial Secretary
Cable: CANADIAN
Phone: 61-41-11
Telex: 31270 (DOMCAN HAGUE)

NEW ZEALAND

Commercial Counsellor
Canadian High Commission
P.O. Box 12-049 Wellington North
ICI Building, 3rd Floor
Molesworth Street
Wellington, New Zealand

C. G. Bullis
 Commercial Counsellor

R. B. Johnson
 Assistant Commercial Secretary

Cable: DOMCAN Wellington
Phone: 70-644
Territory:
 Cook Islands, French Oceania, Gilbert
 and Ellice Islands, Tahiti, Tonga,
 Western Samoa

NIGERIA

Commercial Secretary
Canadian High Commission
P.O. Box 851
Niger House
1/5 Odunlami Street
Iagos, Nigeria

D. D. H. Wright
 Commercial Secretary

J. H. Latham
 Assistant Commercial Secretary

Cable: CANADIAN
Phone: 53630
Telex: 21275 (DOMCAN LAGOS)
Territory:
 Dahomey, Ghana, Sierra Leone, Togo

NORWAY

Commercial Secretary
Canadian Embassy
Postuttak
Oslo 1, Norway

R. D. Merner
 Commercial Secretary

Cable: CANADIAN
Phone: 46.69.55
Telex: Oslo 11880 (11880 DOMCAN)
Territory:
 Iceland

PAKISTAN

Commercial Secretary
Canadian Embassy
P.O. Box 1042
Diplomatic Enclave
Ramna 5
Islamabad, Pakistan

J. D. Leach
 Commercial Secretary

Cable: CANADIAN
Phone: 21101-04
Territory:
 Afghanistan

PERU

Commercial Secretary
Canadian Embassy
Casilla 1212
Edificio El Pacifico
Corner Avenida Arequipa and
Plaza Washington
Lima, Peru

H. R. Wilson
 Commercial Secretary

C. W. Lloyd
 Assistant Commercial Secretary

Cable: CANADIAN
Phone: 287420
Telex: 5323 (DOMCAN PX 5323)
Territory:
 Bolivia

PHILIPPINES

Commercial Division
Canadian Embassy
P.O. Box 971
Makati, Rizal, Philippines

A. C. Perron
 Commercial Secretary

B. Giroux
 Assistant Commercial Secretary

Cable: CANADIAN
Phone: 87-65-36 or 87-78-46
Telex: 3676 (DOMCAN PN 3676)

POLAND

Commercial Secretary
Canadian Embassy
Matejki 1/5
Srodmiescie
Warsaw, Poland

J. H. Lang
 Commercial Secretary

S. L. Lupien
 Assistant Commercial Secretary

Cable: DOMCAN WARSAW
Phone: 29-80-51
Telex: 813424 (813424 CANAPL)

PORTUGAL

Commercial Counsellor
Canadian Embassy
Rua Rosa Araujo, 2-7°
Seventh Floor
Lisbon 2, Portugal

P. A. Savard
 Commercial Counsellor

Cable: CANADIAN
Phone: 56-25-49
Telex: 377 (DOMCAN P)
Territory:
Azores, Cape Verde Islands, Madeira,
Portuguese Guinea

PUERTO RICO

Consul and Trade Commissioner
Canadian Consulate
1606 Pan Am Building
Hato Rey, Puerto Rico 00917

G. E. Woollam
Consul and Trade Commissioner
J. H. Treleaven
Consul and
Assistant Trade Commissioner

Phone: 764-2011 (Area code: 809)
Telex: 3450297 (Canada 3450297)
Territory:
British Virgin Islands, Dominican
Republic, Haiti, U.S. Virgin Islands

SINGAPORE

Commercial Counsellor
Canadian High Commission
P.O. Box 845
Faber House, 7 & 8 floors
230/236 Orchard Road
Singapore 9, Singapore

C. R. Gallow
Commercial Counsellor
D. C. Butler
Assistant Commercial Secretary

Cable: CANADIAN
Phone: 37-1322
Telex: 277 (DOMCAN SPORE)
Territory:
Brunei

SOUTH AFRICA

Johannesburg

Canadian Government Senior
Trade Commissioner
901 Standard Bank Centre ◀
78 Fox Street
Mailing address:
P.O. Box 61619
Marshalltown, Johannesburg
2107 South Africa

R. R. Parlour
Senior Trade Commissioner

F. Veenema
Assistant Trade Commissioner

G. A. McGregor
Assistant Trade Commissioner

Cable: CANADIAN
Phone: 834-6521
Telex: 7189 (43-7189 JH)
Territory:

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

Cape Town

Canadian Government
Trade Commissioner
P.O. Box 683
African Eagle Centre, 13th Floor
St. George's Street
8001 Cape Town, South Africa

W. D. Wallace
Trade Commissioner

Cable: CANADIAN
Phone: 2-5134/5
Telex: 7060 (5-7060 CT)
Territory:
Cape Province, Orange Free State.
Other countries: St. Helena

SPAIN

Commercial Counsellor
Canadian Embassy
Apartado 117
35, Nunez de Balboa
Madrid, Spain

M. R. Bell
Commercial Counsellor

C. S. Russel
Assistant Commercial Secretary

Cable: CANADIAN
Phone: 225-9119
Telex: 27347 (DOMCA E)
Territory:

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

SRI LANKA (formerly Ceylon)

Commercial Division
Canadian High Commission
P.O. Box 1006
6 Gregory's Road
Cinnamon Gardens
Colombo, Sri Lanka

Cable: CANADIAN
Phone: 95843
Telex: 106 (DOMCAN COLOMBO)

SWEDEN

Commercial Secretary
Canadian Embassy
P.O. Box 16129
S-103 23 Stockholm 16, Sweden

J. L. Swanson
Commercial Secretary

A. J. Stewart
Commercial Secretary

Cable: CANADIAN
Phone: 23-79-20
Telex: 10687 (10687 DOMCAN S)
Territory:
Finland

SWITZERLAND

Commercial Counsellor
Canadian Embassy
Kirchenfeldstrasse 88
3000 Berne, Switzerland

H. E. Campbell
Commercial Counsellor

E. A. Mallory
Assistant Commercial Secretary

Cable: CANADIAN
Phone: 44-63-81
Telex: 32489 (DMCNB CH)
Territory:
Liechtenstein

THAILAND

Commercial Secretary and Consul
Canadian Embassy
P.O. Box 2090
Thai Farmers Bank Building, 7th Floor
142 Silom Road
Bangkok, Thailand

K. R. Higham
Commercial Secretary and Consul

J. C. Male
Assistant Commercial Secretary and
Vice Consul

Phone: 32956
Telex: 2671 (DOMCAN BK2671)
Territory:
Khmer, Laos, Republic of Bangladesh,
South Vietnam

TRINIDAD AND TOBAGO

Commercial Counsellor
Canadian High Commission
P.O. Box 1246
Huggins Building
72 South Quay
Port-of-Spain, Trinidad

J. E. Montgomery
Commercial Counsellor

J. G. M. Tardif
Commercial Secretary

Cable: DOMCAN
Phone: 62-37255/8
Telex: 226 (DOMCAN WG 226)
Territory:

Barbados, French Guiana, Guadeloupe,
Guyana, Leeward and Windward Islands,
Martinique, Montserrat, St. Martin,
Surinam

TURKEY

Commercial Counsellor
Canadian Embassy
Nenehatun Caddesi 75
Gaziosmanpasa, Ankara, Turkey

Commercial Counsellor
D. I. Campbell

J. P. Caron
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Phone: 18-93-52, 53, 54
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**UNION OF SOVIET SOCIALIST
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Minister-Counsellor (Economic)
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23 Starokonyushenny Pereulok
Moscow, U.S.S.R.

W. G. Pybus
Minister-Counsellor (Economic)

G. M. Deyell
Commercial Secretary

R. A. Groundwater
Assistant Commercial Secretary

Cable: CANAD
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Telex: 401 (DOMCAN MSK)

UNITED NATIONS

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United Nations**
866 United Nations Plaza, Suite 250
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D. P. Lindores
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Telex: 00126228 (CANINUN NYK)

UNITED STATES

Washington

Counsellor (Economic)
Canadian Embassy
1746 Massachusetts Avenue, N.W.
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A. R. A. Gherson
Counsellor (Economic)

H. C. Armstrong
Commercial Counsellor

J. E. Kepper
Commercial Secretary (Agriculture)

R. Frenette
Commercial Secretary

D. G. Waddell
Commercial Secretary

D. G. Ryan
Assistant Commercial Secretary

G. Benoit
Assistant Commercial Secretary

Cable: CANADIAN
Phone: 483-5505, 349-4995
(Area Code 202)
Telex: 0089664 (DOMCAN WSH)
Territory:

U.S. Government and agencies; inter-
national organizations with headquarters
in Washington. All other trade promo-
tion inquiries relating to the Washington,
D.C., area should be addressed to the
Consulate in Philadelphia.

New York City

Deputy Consul General (Commercial)
Canadian Consulate General
1251 Avenue of the Americas
New York City, N.Y. 10020

D. S. Armstrong
Deputy Consul General (Commercial)

D. S. Armour
Consul and Trade Commissioner

D. H. Leavitt
Consul and Trade Commissioner

G. M. Kostyrsky
Vice Consul and
Assistant Trade Commissioner

Phone: 586-2400 (Area Code 212)
Night Line: 586-2403

Telex: 0012642 (DOMCAN NYK)
Territory:

States of Connecticut, New Jersey (twelve
northern counties), southern New York.
Other countries: Bermuda

Atlanta

**Consul and Senior
Trade Commissioner**
Canadian Consulate General
900 Coastal States Building
260 Peachtree Street
Atlanta, Georgia 30303

A. W. Evans
Consul and Senior Trade Commissioner

R. R. M. Logie
Consul and
Trade Commissioner

R. McNab
Vice Consul and
Assistant Trade Commissioner

Phone: 577-6810 (Area Code 404)
Telex: 00542676

Territory:
Alabama, Florida, Georgia, Mississippi,
North and South Carolina, Tennessee

Boston

Consul and Senior Trade Commissioner
Canadian Consulate General
500 Boylston Street
Boston, Massachusetts 02116

P. A. Théberge
Consul and Senior Trade Commissioner

R. D. P. Lee
Consul and Trade Commissioner

P. Desbiens
Vice Consul and
Assistant Trade Commissioner

Phone: 262-3760 (Area Code 617)
Telex: 00940625 (DOMCAN BSN)

Territory:
States of Maine, Massachusetts, New
Hampshire, Rhode Island, Vermont.
Other countries: St. Pierre and Miquelon.

Buffalo

Consul and Trade Commissioner
Canadian Consulate
Main Place Tower, 14th floor
Buffalo, New York 14202

S. G. Tregaskes
Consul and Trade Commissioner

R. W. Craig
Vice Consul and Assistant
Trade Commissioner

Phone: 852-1247 (Area Code 716)

Telex: 0091329 (DOMCAN-BUF)

Territory:
Northern New York State

Chicago

Consul and Senior Trade Commissioner
Canadian Consulate General
310 South Michigan Avenue, Suite 2000
Chicago, Illinois 60604

J. B. McLaren
Consul and Senior Trade Commissioner

M. A. Bouchard
Consul and
Assistant Trade Commissioner

C. R. Mann
Vice Consul and
Assistant Trade Commissioner

Phone: 427-1031 (Area Code 312)
Telex: 00254171 (DOMCAN CGO)

Territory:
States of Illinois, Indiana, Iowa,
Missouri, Nebraska, southern Wisconsin.

Cleveland

Consul and Senior Trade Commissioner
Canadian Consulate
Illuminating Building
55 Public Square
Cleveland, Ohio 44113

R. A. Kilpatrick
Consul and Senior Trade Commissioner

R. Lapointe
Vice Consul and
Assistant Trade Commissioner

J. P. McLachlan
Vice Consul and
Assistant Trade Commissioner

Phone: 861-1660 (Area Code 216)
Telex: 00985364 (DOMCAN CLV)

Territory:
States of Ohio, Kentucky, West Virginia,
western Pennsylvania

Dallas

Consul and Senior Trade Commissioner
Canadian Consulate
2100 Adolphus Tower
1412 Main Street
Dallas, Texas 75202

E. L. Bobinski
Consul and Senior Trade Commissioner

M. C. J. Lemieux
Consul and
Trade Commissioner

P. W. Belanger
Vice Consul and
Assistant Trade Commissioner

Phone: 742-8031 (Area Code 214)
Telex: 00732637 (DOMCAN DAL)

Territory:
States of Texas, Arkansas,
Oklahoma, Kansas, Louisiana

Detroit

Consul and Senior Trade Commissioner
Canadian Consulate
1920 First Federal Building
1001 Woodward Avenue
Detroit, Michigan, 48226

M. B. Bursey
Consul and Senior Trade Commissioner

J. E. P. Lancaster
Consul and Trade Commissioner

A. E. Bourassa
Vice Consul and Assistant
Trade Commissioner

Phone: 965-2811 (Area Code 313)
Telex: 00230715 (DOMCAN DET)

Territory:
States of Michigan and Indiana

Los Angeles

Consul and Senior Trade Commissioner
Canadian Consulate General
510 West Sixth Street
Los Angeles, California 90014

W. J. Millyard
Consul and Senior Trade Commissioner

J. Filion
Consul and
Assistant Trade Commissioner

C. H. Cummer
Vice Consul and
Assistant Trade Commissioner

Phone: 627-9511 (Area Code 213)
Telex: 00674119 (DOMCAN LSA)

Territory:
States of Arizona, California, (ten
southern counties), Clark County in
Nevada, New Mexico

Minneapolis

Consul and Trade Commissioner
Canadian Consulate
15 South Fifth Street
Minneapolis, Minnesota 55402

M. B. Blackwood
Consul and Trade Commissioner

C. M. J. Courtemanche
Vice Consul and
Assistant Trade Commissioner

Phone: 336-4641 (Area Code 612)
Telex: 00290229 (DOMCAN MPS)

Territory:
States of Minnesota, North and South
Dakota, Montana (east of the Divide),
Northern Wisconsin, Upper Michigan
Peninsula

Philadelphia

Consul and Senior Trade Commissioner
Canadian Consulate
3 Parkway Bldg., Suite 1310
Philadelphia, Pennsylvania 19102

H. S. Hay
Consul and Senior Trade Commissioner

P. L. Duchastel
Vice Consul and Assistant
Trade Commissioner

Cable: CANADIAN
Phone: 561-1750 (Area Code 215)
Telex: 00845266 (DOMCAN PHA)

Territory:
States of Delaware, Maryland, New
Jersey (nine southern counties), eastern
Pennsylvania, Virginia, District of
Columbia

San Francisco

Consul and Trade Commissioner
Commercial Division
Canadian Consulate General
One Maritime Plaza
Golden Gateway Center
San Francisco, California 94111

K. G. Ramsay
Consul and Trade Commissioner

H. W. Guy
Consul and
Assistant Trade Commissioner

C. N. Fontaine
Vice Consul and
Assistant Trade Commissioner

Phone: 981-2670 (Area Code 415)
Telex: 0034321 (DOMCAN SFO)

Territory:
States of California (except the ten
southern counties), Colorado, Hawaii,
Nevada (except Clark County), Utah,
Wyoming

Seattle

Commercial Division
Canadian Consulate General
412 Plaza 600
Sixth and Stewart
Seattle, Washington 98101

E. C. H. Shelly
Consul and
Trade Commissioner

G. Rock
Vice Consul and
Assistant Trade Commissioner

Phone: 447-3820 (Area Code 206)
Telex: 0032462 (DOMCAN SEA)

Territory:
States of Alaska, Idaho, Montana (west
of the Divide), Oregon, Washington

VENEZUELA

Commercial Counsellor
Canadian Embassy
Apartado 62302
Avenida La Estancia No. 10
Ciudad Commercial Tamanaco
Caracas 106, Venezuela

J. E. G. Gibson
Commercial Counsellor

S. Doyon
Assistant Commercial Secretary

T. G. Cullen
Assistant Commercial Secretary

Cable: CANADIAN
Phone: 91-32-77
Telex: 23377 (DOMCAN VN)

Territory:
Netherlands Antilles

YUGOSLAVIA

Commercial Counsellor
Canadian Embassy
Proleterskih Brigada 69
11000 Belgrade, Yugoslavia

R. F. Turcotte
Commercial Counsellor

A. Poole
Assistant Commercial Secretary

Phone: 434-524
Telex: 11137 (YU DOMCA)

ZAIRE, Republic of (formerly Congo)

Commercial Secretary
Canadian Embassy
P.O. Box 8341
Kinshasa, Republic of Zaire

J. N. Ferland
Commercial Secretary

Cable: DOMCAN KIN
Phone: 22706
Telex: 268 (DOMCAN KIN)

Territory:
Cameroon, Chad, Central African
Republic, Gabon, Congo (Brazzaville),
Burundi, Rwanda

ZAMBIA

Commercial Division
Canadian Embassy
P.O. Box 1313
Lusaka, Zambia

J. S. A. Sotvedt
Commercial Secretary

Cable: DOMCAN LUSAKA
Phone: 75187,8
Telex: ZA 4248 (DOMCAN ZA)

Territory:
Malawi

North and Irish Seas Oil Industry

Scotland

A.B. BRODIE, Trade Commissioner, Glasgow
R. BANKS, Commercial Officer, Glasgow

The oil exploration discoveries off the northeast of Scotland are proving to be the most important economic development which has taken place in Britain since World War II and, indeed, far greater than many of the oil companies would have dared to predict some four years ago. Because new finds are reported with regularity, it is still too early to guess, with any degree of accuracy, what the final production figures and reserves will be by 1980. Early estimates have varied from one and a half million barrels to two million barrels a day. It now appears more likely that the figure will be nearer three million by that date — slightly more than Britain's daily consumption which in the past has been costing the country over \$2.5 billion a year in precious foreign exchange. The high quality of the North Sea crude (i.e. low sulphur content) will offer an excellent mix with imported high sulphur crude which will adequately meet the requirements of the British market. Therefore, Britain probably will become, in the 1980's, an exporter of surplus high quality oil.

There are approximately 75 groups of oil companies, investment groups and others which are holding 675 licences for offshore exploration on the British continental shelf, but only about 15 per

cent of the blocks leased have been exploited to date. Eight finds have so far been proven in Scottish waters. They are Montrose (Amoco), Forties (BP), Auk (Shell/Esso), Brent (Shell/Esso), Argyll (Hamilton), Beryl (Mobile), Thistle (Signal) and Piper (Occidental). A further 10 important discoveries have also been made and they could well prove to be of commercial value. If everything is on schedule, the first oil from British waters will be brought ashore by tanker from the Hamilton Brothers' Argyll oilfield by October this year.

Canadian participation in the various consortia holding blocks in the British sector of the North Sea is significant and will, as the number of rigs is stepped up (now about 20), take on more importance. During the past few months, encouraging finds have been made in the Thistle field (20 per cent United Canso Oil and Gas) and the new Ninian field (BP/Ranger). The latter might prove to be the biggest yet discovered off the east coast of Scotland, with a possibility that the pay zone or actual depth of oil of the Ninian field could be as much as 700 feet.

Exploration in Atlantic — By the time this article appears in print, Scotland should know whether its resources

extend into the northeast Atlantic between Orkney and Shetland and the Faroes. Shell U.K. Exploration and Production Ltd. has started drilling in its block 205/21 area about 75 miles north of Kirkwall and 130 miles from the Faroes.

The oil rig *Ocean Voyager*, on her first assignment since completion at Akers Shipyards in Oslo, will be working in this area in depths up to 520 feet in

Supply ships loading in Aberdeen Harbour.

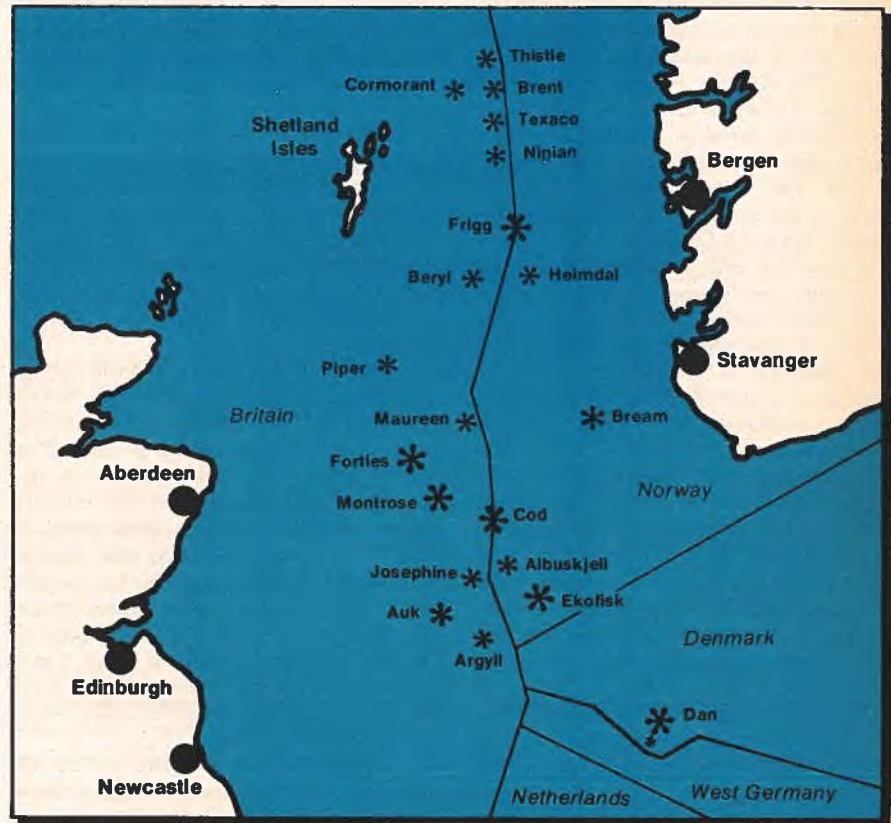


weather conditions which can be very severe for eight months of the year. The helicopter base for this operation will be Kirkwall.

Base difficulties — Oil discoveries in the northeast of Scotland have transformed the relatively quiet university and fishing city of Aberdeen (population 185,000) to one of the most bustling oil centres in the world today. The strain on the availability of land, labour and housing has, however, not made life too easy for new firms settling in Aberdeen. Sites in the harbour area for warehousing or docking facilities for support services were fully taken up some time ago with the result that certain firms have now set up their operations in centres to the north and south of Aberdeen — particularly Dundee and Montrose in the south, and Peterhead, about 32 miles north.

Aberdeen, Dundee, Montrose and Peterhead have become the control centres for the drilling operations and rigs, but the heavy industries, which require deep water, have had to look elsewhere for their bases. At Nigg (Ross and Cromarty), Highlands Fabricators — a company formed by Brown and Root of the U.S. and Wimpey of Britain — established a fabrication yard for production platforms. The lack of housing in this new area has been overcome, temporarily at any rate, by leasing two ocean liners which are moored near the site. Other platforms are also being fabricated at Ardersier (Inverness-shire) by J. Ray McDermott and at Methil (Fife) by Redpath Dorman Long. As the drilling rigs are moved into the more northern areas, new bases in the Orkneys and Shetlands will be considered. Lerwick, in the Shetlands, has one service base already and another in construction. Both Shell and BP will have facilities there. Present plans are to bring oil ashore from the Shell/Eso Brent field to a tanker terminal at Sullom Voe (Shetlands). Occidental is planning to pipe oil from its Piper field to a terminal at Flotta, an island in Scapa Flow.

Celtic Sea — While the oil exploration activities move ahead in the North Sea, the British sector of the Celtic Sea is now attracting the attention of the oil companies. The exploration programs



are in that part of the British continental shelf running from the Western Approaches and extending off the coasts of Cornwall, Devon and southwest Wales to Cardigan Bay. Seismic surveys have revealed geological structures that could contain oil or gas. The total area licensed is about 4,000 square miles, about 10 per cent of the over-all licensed area of the British continental shelf.

Canadian oil companies have interests in about five blocks, the largest being a 50 per cent share by United Canso Oil and Gas in one block with

British Gas Corporation. Siebens Oil and Gas holds a 26 per cent interest in two blocks and three other Canadian companies (Bow Valley, Panocean and Sunningdale) each have slightly more than 8 per cent interest in another block.

The outlook in the Celtic Sea is one of optimism, and some forecasts indicate that the whole area might yield up to 500,000 barrels of oil a day. It is estimated that 50 to 100 wells will be drilled over the next 10 years. Marathon has struck gas in the Irish sector. Atlantic Richfield is doing some ex-



An aerial view of Aberdeen Harbour, heart of the North Sea offshore oil rig supply business. (Photo: North East Scotland Development Authority).

ploratory work off the Welsh coast adjacent to United Canso's block. BP, Amoco and Phillips are planning to drill this year.

On shore, in southwest Wales, there are also prospects of a boom similar, though perhaps smaller, to the one in northeast Scotland. Shell and Atlantic Richfield have set up supply bases at Pembroke Dock, and supply companies are beginning to move into the area. Similar activity is taking place at Milford Haven and ground has been laid aside to be used by back-up firms and for pipe storage. BP has chosen Swansea for its base of operations in Wales.

Marine and plant equipment requirements — The Scottish Council (Development and Industry) has drawn up a substantial shopping list of the estimated

needs of individual exploration and production groups by the end of the decade. The lists are based on the assumption that about 40 platforms should have been installed by 1980, with 1,000 miles of undersea pipeline and some seven or eight storage and handling terminals for oil and gas.

The list includes, among other items, the following: supply vessels, rig platform tenders, lay/derrick barges, personnel carriers, diving tenders, survey vessels, tugs (berthing), diving systems, sub-surface craft, drilling rigs/ships, production platforms, submarine pipeline system, storage spar-type tanker loading systems, single point mooring buoys, storage/handling terminals, and new refineries.

Discoveries of oil off the northeast

of Scotland and rich gas deposits in the Frigg field have come at a time when the energy both represent are in great demand in Britain. The oil activities have already had the desired effect of reducing unemployment and attracting new industries to the country. The next five years will be interesting ones in Scotland.

We have a long list of companies in all sectors of the oil and gas industries in this area, and names of the officers you should call on. These sectors include exploration, drilling, diving, supply boats, service bases, platform fabrication, and offshore contractors and offshore installation contractors. Some of the companies have their offices in Aberdeen, some in London, others elsewhere. Contact us and we'll let you know where to go and whom to see. □

Ireland

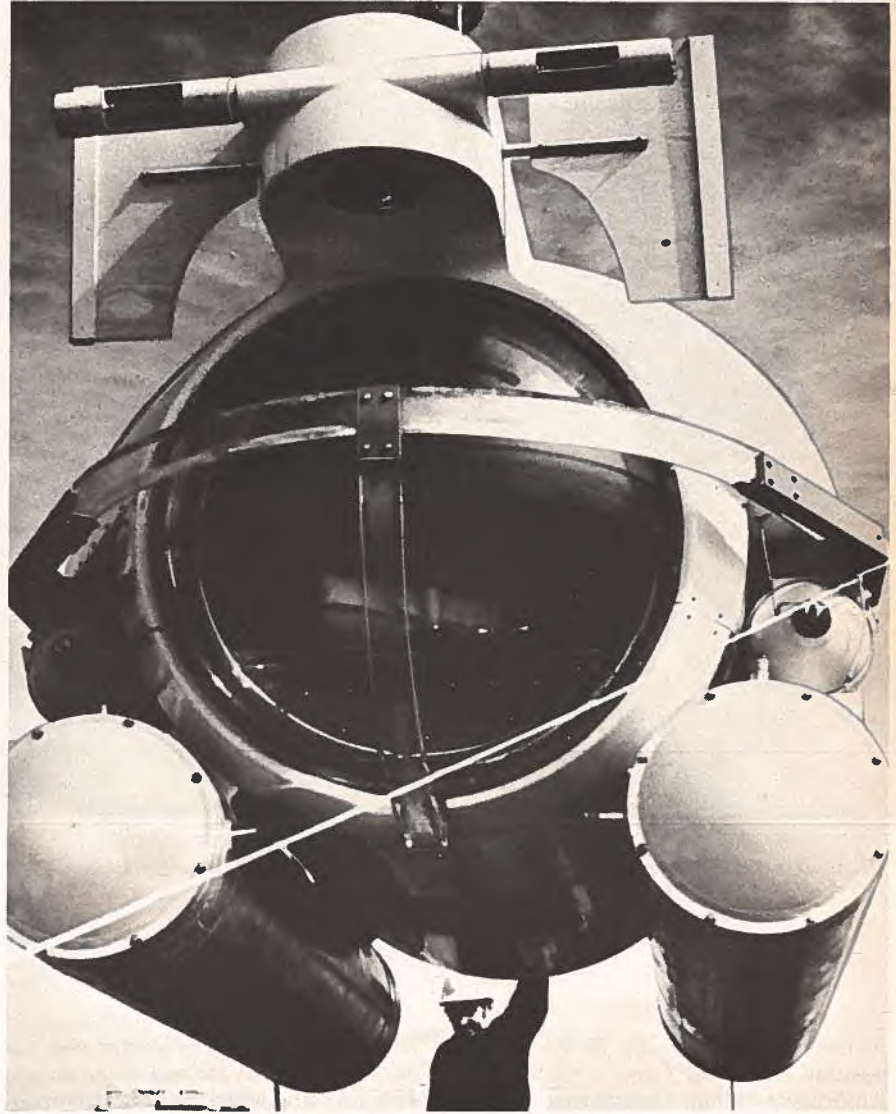
A.D. McARTHUR, Commercial Secretary, Dublin

Offshore oil and gas exploration has been receiving increased attention in Ireland over the past few months — not surprising in view of the current world energy crisis and offshore developments elsewhere. Indeed, no greater interest was shown in Ireland's area of the continental shelf until well into the 1960's and, compared with countries bordering the North Sea, Ireland is a late-comer to this field of activity. Although it has made some progress in recent years, its shelf area is still largely unproven and over-all policy for the development of its resources is still being formed.

Because of the interest shown by a number of petroleum companies in Ireland's continental shelf area, the Irish Government enacted the Continental Shelf Act (1968). This applied the provisions of the Minerals Development Act (1940) and the Petroleum and other Minerals Development Act (1960), which governed mineral and petroleum exploration and exploitation in the land area and the territorial waters, to similar operations in the shelf area, thus providing a legal framework for the grant of exploration licences and facilities to operators in the area. Through the Act, the Government may designate areas of the continental shelf for exploration purposes.

So far two orders have been made, designating between them a total area of approximately 140,000 square kilometres. These areas lie mainly to the south and west of Ireland; the area to the south takes in the major portion of Ireland's section of the Celtic Sea. Most of this latter area is held by Marathon Petroleum under exclusive licence. Marathon also holds three other similar areas, one off the southeast coast and two off the west coast, but the Celtic Sea has been the main object of Marathon's activities to date.

The remainder of Ireland's shelf area has been attracting increasing interest over the past two or three years. More than 50 non-exclusive prospecting licences have been issued for this area and about 20 more are being considered by the Irish Department of Industry and Commerce. These licences confer on each holder the right, in common with all other holders of such licences, to carry out general exploration operations in the portion of the designated areas not



The Aquarius, a small submersible built by International Hydrodynamics Company Ltd. of Vancouver for undersea observation work.

held by Marathon. Non-exclusive prospecting licences do not confer any right to exploit petroleum. The Government has not yet decided its policy governing the grant of exclusive licences to explore for and exploit petroleum in this area.

Since 1969, Marathon Petroleum has conducted seismic surveys on a fairly large scale in its exclusively held area of the Celtic Sea. Additionally, five leases covering offshore areas totalling

about 4,150,000 square kilometres (about 603,000 square miles) has been approved by the Irish Government.

Marathon has to date drilled nine wells. Six of these proved to be dry but the remaining three gave encouraging results. In August 1973 the company announced that the eighth well, in the area southeast of Cork City, had shown significant amounts of natural gas and discussions with the Government have

taken place on the possible uses of the gas if the field proves to be commercially exploitable.

Marathon has also concluded a farm-out arrangement with Esso Exploration Inc. under which Esso is carrying out seismic and drilling activities in part of the Marathon acreage in the Celtic Sea. So far, Esso has drilled two wells in this area without positive results.

Non-exclusive licence holders, including eight Canadian companies, have also been active over the past year in seismic work in other areas of the Celtic Sea and off the west coast of Ireland. Further exploration work, such as drilling, must await the Irish Government's decision on future policy for the development of offshore resources.

The Irish Minister for Industry and Commerce has made clear that this policy will be formulated on very different lines to those that apply now. In general, the new policy is expected to ensure that any oil or gas discovered will be developed and exploited to give maximum benefit to the Irish economy.

This probably means that the Government will participate significantly in the development and exploration of petroleum resources in this country and will try to devise a system combining private and public participation where

feasible. For some months now the Irish authorities have been examining forms of State participation in other countries.

The Irish Government has indicated its desire to see Irish private enterprise participate in any development to the maximum extent possible. At the same time, authorities have recognized that they must balance the need for Irish participation against the need to involve companies with the necessary financial and technical resources.

The Minister for Industry and Commerce has announced that there are good reasons for issuing some exclusive licences as soon as Government policy is finalized and any legislative and administrative problems are overcome. This will probably happen before the end of this year and the subsequent rate of development is likely to be gradual.

Some industries related to offshore exploration and exploitation already exist in Ireland. This country has established a foothold in the North Sea in engineering and communications. Core drills and drill bits are among Irish exports and orders have been received for such products as an accommodation module for a production platform, telecommunications equipment and a submersible barge. Additionally, a U.S.

company has recently announced that it will commence manufacture of self-installing marine drilling rigs near Killala on Ireland's west coast.

What, then, are the prospects for Canadian involvement in exploration activities for offshore oil and gas in Ireland? It appears evident that intensive exploration in the current non-exclusive areas should start within the next two or three years. Canadian firms supplying services and goods to the offshore industry could begin now to lay the foundations for participation in such development here. One route sure to find Irish favour would be through joint ventures with local investors. Indeed, there are many good reasons to investigate this possibility, especially in view of the very attractive incentives offered by Ireland to new industries locating in this country.

If you are in the business of supplying the offshore oil and gas industry and are interested in the prospects for your company here, contact us at the Commercial Division of the Canadian Embassy in Dublin. Whether you wish to sell direct, invest here on a solo basis, or in joint venture, we will put you in touch with the right people and give you every assistance possible. □

Businessman's Passport

Do you do much travelling? If you do, you may find your passport pages getting used up before the passport expires — more forms to fill out and \$10 for a new one.

The Passport Office, however, has recognized this inconvenience and has done something about it. For an extra \$2 you can get a "businessman's passport" containing 48 pages, rather than the

normal 24. It still has the same five-year term but, with the extra pages, allows double the space for foreign visas and entry and exit stamps.

These bigger passports are available at the same offices where you get the ordinary ones and, for the much-travelled man, may well be worth that extra \$2. □

The Information Services At Your Service

The following articles are the work of three trade publicity officers of the Information Services Branch of the Department of Industry, Trade and Commerce. All are experts in their respective fields, all have travelled extensively for the Department promoting Canada and helping Canadian firms to sell their products and services or technologies abroad.

But this is just one of their important functions. Another is to keep Canadian industry plugged into the Department's marketing data and incentive programs.

The articles by Geoffrey W. Smith, A.L. Veysiere and Douglas E. Dingwall deal with the important subject of trade promotion. All three are specialists in the fields of marketing and promotion; all three have private business backgrounds.

The task of marketing abroad is complex and calls for the use of all modern promotional techniques. Some techniques work better in some markets than others. In arriving at the best possible promotional program in support of a project, trade publicity officers consult the Trade Commissioner in the field, discuss points of view with manufacturers and liaise with the marketing elements and industry sector line branches of the Department.

Promotional material produced for all media is of necessity high in quality and prepared carefully to ensure high technical standards. Acceptability by overseas trade journals and news media rests solely on newsworthiness, topicality and the way it is presented. The information is, of course, presented in the language of the country, and the Department goes to great lengths to get good translations of our promotional and informative copy.

The bulk of our information and publicity endeavours are concerned with export promotion and particular trade events such as trade fairs, missions, solo shows, in-store promotions.

How we go about assisting Canadian industry to export is discussed by Alex Veysiere. Geoff Smith writes about the importance of advertising while Doug Dingwall describes the effective use of audio-visual aids in promotion.

Promotion: an essential marketing function

A.L. VEYSSIERE

One of the many important functions of the Information Services Branch of the Department of Industry, Trade and Commerce is to promote abroad the capabilities of Canada's various industries in conjunction with the Department's support and assistance to industry in the export field.

In this context, promotion activities include eight main activities:

- Production of commodity brochures and directories describing the capabilities and product lines of Canadian export-oriented companies in given industrial sectors;
- Production of feature-length or short "cassette" type films, and slide presentations;
- Creation of TV shorts of interest to foreign markets for use in local programming;
- Composition of radio "spots" covering new products and ideas from Canadian industry for use on CBC-Radio-International beamed abroad;
- Preparation of press releases and photo stories for publication in foreign

media, covering innovation relating to products, production methods or services offered by Canadian industry;

- Publication of overseas mission reports and information kits;
- Publicity, in all its aspects, in support of department-sponsored exhibits at trade fairs and exhibitions outside Canada;
- Trade advertising in relevant foreign trade or general business media.

A promotion-conscious company or organization should have on its staff a professional in advertising or in public relations, or both. The Information Services Branch of the Department is staffed by such professionals — writers, editors, designers, graphic artists, photographers, audio-visual producers and trade publicity officers. All are fully qualified and fully experienced in their respective fields but need the co-operation of the company experts in order to provide the best service to the company.

Trade publicity officers are responsible for planning, co-ordinating and

implementing all information services connected with promotion and constitute the main promotional contact between companies and other branches of the Department.

Distribution of material and co-ordination of projects abroad is usually carried out in close collaboration with our Trade Commissioner Service. The trade publicity officer is usually on site for trade events abroad.

Tips for effective promotion — The quality, accuracy and effectiveness of promotional material produced by the Information Services Branch depends on the quality of material received from industries concerned — more specifically, from those companies or organizations from which basic material and data is solicited. If the quality is poor, the effectiveness of presentation is obviously going to suffer.

Generally, material that is required from industry sources, apart from government agencies, comes under one or all of the following categories: (1) copy, or texts, describing a product line;

(2) technical data (outlining capabilities) or specifications; (3) photographs, slides or other audio-visual material; (4) graphics (such as graphs, charts, drawings), and (5) company organization details, names of executive personnel, history of the firm, and size and plant location.

Here are a few tips on how companies can help us to help them. Copy submitted should be typed, double-spaced, and proof-read to eliminate errors. It must be written in a clear, simple style that precludes misinterpretation. This is especially important where translation is involved.

We edit copy upon receipt to ensure a uniform "format" being maintained throughout a given promotional project; but facts and specifications are never altered. Every effort is made to assist companies to prepare copy to meet project requirements but the onus for accuracy, obviously, must rest on the companies themselves, because it is they who know their objectives and products or services.

If the organization submitting copy wishes to include translations, care should be taken to assure accuracy not only in the straight translation of words and sentences but also in the interpretation. A case in point is a recent trans-

lation which resulted in the phrase "supporting an endeavour" being interpreted as "we shall have to bear with this endeavour" — not quite the image desired!

Technical data and specifications — Accuracy here is of paramount importance, and this portion of submitted copy should be checked carefully, leaving no margin for error. Bear in mind that neither the editors nor the printers are knowledgeable technically about every engineering discipline. All specifications should include conversion to the metric system. Here again, great care is imperative, because a misplaced comma or dash can result in a serious inaccuracy.

Audio-visual material and graphics — In the area of photography, the sharpness and cleanliness of photographs or colour slides is all-important. Only the best quality photographs or slides should be submitted. Glossy finish is preferable for photographs, because it reproduces best in printing.

When photographing products, it is always better to show them in use or being handled or, if very small, next to another object for scaling. An action shot is far more likely to be used by a newspaper editor than a dull static shot. A number of different angle shots should be submitted to allow flexibility in lay-

out. The same criteria also apply to any drawings or graphics submitted.

Organization and source information

The exact name of the organization, the address, telephone, cable and telex numbers, as well as personnel and titles if applicable, should always be shown fully and as they should appear in final form. Any abbreviations (such as "Ltd." for "Limited") will be reproduced as they appear in the copy and therefore should correspond with the legal chartered name of the organization.

To sum up, the Information Services Branch is anxious to serve you in the best, most beneficial, manner possible. It should be remembered that promotional projects depend on what is provided by the industry or company.

And finally, a restatement of an old sales adage may be in order: follow-up. Following up your initial promotion ensures continuity of exposure in your foreign markets, and makes it more difficult for your competition to get all the limelight! In this regard the Information Services Branch of this Department is at your service to help you within the framework of maintaining the image of a vigorous, export-oriented Canadian industry throughout the world.

Advertising—key element in the marketing mix

GEOFFREY W. SMITH

One of the most important changes in business over the past 25 years has been the widespread adoption of formalized planning, or marketing planning.

There are many aspects to marketing. These have been abundantly covered in a host of books and articles. The intent at this particular time is to consider just one important element in the marketing mix: advertising. Simply stated, advertising is the part of the overall plan which has as its purpose the persuasion of others to act favourably upon a product, service or idea that has commercial significance to the advertiser. In the Information Services Branch of the Department of Industry, Trade and Commerce, advertising expertise is one of the important prerequisites of trade publicity officers.

Advertising is used in a number of ways — one of the most important being in support of government/industry exhibits and fairs around the world which feature exportable Canadian products or services. The objectives of such advertising are usually three-fold: (1) to inform other related industrial buyers of Canada's export capability in a particular industry sector; (2) to invite buyers

to visit the Canadian exhibit; (3) to remind buyers of the network of trade offices available to assist them not only at "showtime" but throughout the year.

Where time and other factors permit, the objective of generating pre-show inquiries is often an important additional consideration. Trade publications will tell you there is no relationship generally speaking between favourable editorial consideration of your proposition and advertising, but advertising nevertheless seems to help. Certainly, if one is seeking more than the infrequent casual editorial mention, advertising can help to make an unknown product into a newsworthy product. If properly executed, advertising can quietly and effectively be a silent salesman working for your product on thousands — sometimes hundreds of thousands — of prospects: prospects it would take you an awful long time to reach by other means.

Advertising can say you are proud of what you have to offer and are not afraid to stand up and be counted in the market place.

Although the Department of Industry, Trade and Commerce, through its Information Services Branch, engages in advertising on behalf of industry,

particularly in connection with international trade fairs, Canadian businesses should also advertise on their own to boost their export sales.

The same reasons that prevail for government advertising prevail for industry advertising — in fact, even more so. Industry can, in its own advertising, get down to the specifics of the products or services it is offering; the Department, of necessity, supports advertising that is only general in nature.

In terms of making Canada's presence really felt, the ideal combination is both industry and government advertising. For advertising, when properly executed, can have a "snowball" or cumulative effect — the greater the frequency, the greater the awareness and the results.

In summary, participation in a trade fair on the part of Canadian industry should call for its own mini-marketing plan. An important part of that plan should entail a consideration of the advertising function and what it might contribute towards making participation in a trade fair even more rewarding financially.

Audio-visual aids: a practical way to sell

D.E. DINGWALL

The use of audio-visual equipment as a sales aid is not new. The advertising agencies have used it for many years to sell clients on the value of their services. In many cases it was an attempt to show you how clever they were. They understood the value of the visual presentation long before most of us did. They used it, and we were impressed.

But we are no longer affected by the 16mm movie presentations, or the carousel slide shows. Maybe we, as salesmen, are more sophisticated than we used to be. That is why we have switched to 8 mm. film strip on cassettes.

We in the sales promotion section of the Department of Industry, Trade and Commerce try to keep up to date on modern sales methods. All of us have private business backgrounds, either as sales promotion or advertising managers.

Our audio-visual program is a practical and effective method of selling. Naturally we cannot promote one

company over another. We can, however, sell Canadian expertise in any given field through our trade offices around the world.

In the last year or two we have distributed audio-visual equipment and cassettes to all foreign trade offices, and to our 9 regional offices in Canada. We have produced over 16 different cassettes on electrical and electronics alone. Others have been prepared on apples and foods, prefabricated home building, airport equipment, and air-cushioned vehicles. More are being prepared.

These cassettes can be used either by the Trade Commissioner to sell the foreign businessman on our capabilities, or by the Canadian businessman in a foreign market. All the businessman has to do is go to the local office, pick up a projector (it weighs less than five pounds) and the required cassettes, and take them with him when he visits his foreign buyer.

Another advantage of this sort of equipment is the ease by which you can take visitors on a trip around your plant. Simply sit them down in your office with a cup of coffee, turn the lights out and they can have an armchair tour of your complete facilities, in black and white or colour and in sound. This saves their time and your own.

If a manufacturer has his own cassettes, so much the better and, if he wishes, the Trade Commissioner or regional offices will be only too glad to add them to their libraries. The cassettes are also used extensively at trade fairs around the world.

This new sales approach has met with considerable enthusiasm from companies and the Trade Commissioner Service. With co-operation of Canadian companies it is hoped to expand these cassette libraries into an even more effective promotional sales program, one that covers all Canadian industry. □

Argentina to Double Fertilizer Production

Argentina is an important agricultural producer but fertilizers have not been used there as extensively as in some other countries. Those fertilizers that have been used are mostly of the nitrogenous type with some use of phosphates and potash.

However, the Argentine Government has established a "Plan Nacional de Fertilizantes" that is intended to double agricultural production by 1980. Much greater use of fertilizers is being encouraged. Part of the program to encourage farmers to use fertilizers involves demonstrations using simple experiments, the results of which prove the benefits of the practice.

Imports of Canadian potash, for the time being, will be impractical

because quantities used are not large enough to justify bulk shipments. In the past, most potash used in Argentina has been imported from the United States and shipped in conjunction with other bulk commodities to obtain economical shipping rates.

However, almost all triple compound fertilizers used in Argentina are produced domestically with imported raw materials, and indications are that Canadian materials, including potash, should enjoy a good market once the new plan begins to have its effect. For more information, contact the Chief, Industrial Chemicals Division, Chemicals Branch, Department of Industry, Trade and Commerce, Ottawa K1A 0H5, or your regional ITC office. □



The West African Market

The Port of Dakar, Senegal.

The following interview took place between Mme. J.A. Sorel, chief of the French Language Unit of the Department of Industry, Trade and Commerce, and Richard Roy, Commercial Secretary, Abidjan, Ivory Coast. Mr. Roy's post covers not only Ivory Coast but also the French-speaking countries of Guinea, Upper Volta, Mali, Mauritania, Niger and Senegal, as well as English-speaking Gambia and Liberia.

• *First, would you give us a general idea of economic conditions in West Africa?*

It is difficult to generalize because each country has different resources and policies. But they do have in common promising growth rates and aggressive development plans. Electrification, roads, railways, harbour facilities, communications systems and modernized forest management are all items on the agenda in this part of Africa. Specialized industries are being established and in the Ivory Coast, for example, new plants are producing plastics, leather goods and automobiles.

As you know, all these countries obtained their independence around 1960, except Liberia, which has been independent since 1947, and all have trade agreements with the member countries of the European Economic Community. As a result of Britain's entry into the EEC, the Yaoundé Convention agreements are being re-negotiated and probably will place more emphasis on increased commercial content and better arrangements for assistance and technical co-operation. And we cannot rule out the possibility that some countries will opt for more conventional arrangements, such as preferential trade agreements.

• *What effect do the agreements with Europe have on Canada's potential trade with West Africa? And what is our balance of trade with these countries?*

Our post is only entering its fourth year of operations and most Canadian activities here are still development-oriented. But there is a great deal of interest in trade; for example, our exports to Ivory Coast in 1971 totalled \$709,000 while our imports from here were worth \$651,000.

The agreements with the EEC do pose a problem but we believe there is a way of overcoming this. For instance, the unfavourable tariff systems encountered in some areas of the world have been partially offset by the development assistance programs of the Canadian International Development Agency (CIDA). For example, the lines of credit which CIDA has established in a couple of West African countries have been most helpful in getting Canadian goods known. These lines of credit enable Canadian firms to sell a broad range of machinery and services needed in the development process. In addition, CIDA has a program that enables Canadian firms to pursue investment opportunities on a cost-shared basis. This program is explained in the booklet *A Guide for Canadians Considering Investments*

in Developing Countries, available from the Business and Industry Division of CIDA.

• *What Canadian products are likely to sell in these countries?*

There would appear to be considerable potential in forestry, fishery, mining, and tourism and education although we have not done much business in these fields yet. In addition, there are substantial markets for heavy machinery, electronics and electrical equipment, aircraft and naval equipment, chemical products and transportation equipment.

• *What kinds of sales have we made so far?*

Canadians were successful in many product areas in 1972-73. It is hard to list offhand all the companies selling their products in West Africa but we sold Otter aircraft to Mauritania, Mali and Senegal, barges and tugs to Niger, and Contempra telephones and clinker supplies to the Ivory Coast.

Bombardier has sold many of its tracked vehicles; Marconi is another company making sales, and food producers such as Maple Leaf and Robin Hood have done well. Other companies come to mind: Northern Electric and

its telephones; CIL is making explosives locally; Labvolt is distributing teaching aids; Canadian Pacific is setting up a telecommunications network in Mali; Lamarre-Valois, the Montreal consulting engineers, are doing business in Dakar, and you saw Timberjack's skidders being unloaded on the Abidjan quayside.

Canadians are selling a wide range of products here and I think it is safe to say we have established a sound basis for increased exports.

• *How should Canadian firms go about selling their products or services in these countries?*

West Africa does not have any trade fairs or exhibitions like the Algiers International Trade Fair or the Kinshasa National and International Trade Fair so we have to organize missions from West Africa to Canada — a very important part of our work here.

We cannot expect that West Africans will come looking for our products — but there are many ways to sound out prospects. World Bank-financed projects are often a source of business and of course a lot of information is available from the various Branches of the Department of Industry, Trade and Commerce. In this office we use the Canadian Trade Index and other sources of information to locate companies able to bid on projects in West Africa — and we almost always give preference to the people who contact us first.

• *Earlier, you mentioned forestry as a promising area for Canadians — would you elaborate?*

We know that the Ivory Coast in particular and several other countries as well are depending a great deal on their ability to develop their forest resources. Manufacturers are being encouraged to

use less conventional types of wood and a wood technology laboratory is planned for Abidjan.

Canada is acknowledged as a leader in forest utilization and our equipment has an excellent reputation here. This is a market worth watching — we can stand up to the competition easily.

• *You also mentioned education earlier.*

Here again, Canadian capability is highly respected. We have helped to establish an education system using television as a teaching aid and we assisted in the building of the Ivory Coast's National Library which opened in July last year.

There are many possibilities to explore and the fact that Canadians are able to do business in French and English is obviously a great asset in this part of Africa. □

From the Librarian's Desk

The most recent edition of the *Canadian Trade Index* has just come off the press, and is available from the Canadian Manufacturers' Association. It is prepared annually by the staff of the Association and has been distributed in Canada and abroad since 1900 in the interests of Canadian industry, commerce and foreign trade. Copies are distributed to importers in various countries of the world with the help of the Canadian Trade Commissioner Service. The Index is a directory of Canadian manufacturers and their products, and lists over 13,000 manufacturing firms regardless of membership in the Association. It contains approximately 10,000 detailed product classifications.

The *Canadian Trade Index* is an authoritative guide to buying and selling in Canada, for it contains an exhaustive list of Canadian manufacturers having more than a local distribution for their products. The information included in the Index is based on data furnished for the Association by Canadian manufacturers, government departments, and

other organizations, and is revised annually.

The *Index* consists of eight sections, from A to H. Section A contains an outline of export methods and services, which is followed by lists of major freight forwarders and customs brokers and highway freight and parcel carriers. Section B lists Canadian manufacturers in alphabetical order, and Section C shows the geographical distribution of manufacturing firms. Section D gives a classified list of products manufactured in Canada, and Section E contains an alphabetical and a classical list of agricultural producers. Section F is an index of a classified list of product headings with a translation in French (regular edition), or Spanish (limited edition). Section G lists alphabetically trade marks, trade names, and brands, and Section H shows business cards and contains an index to advertisers.

Especially valuable to a Canadian businessman is the Export Section, which gives important and useful advice on how to export successfully and on those

matters connected with exporting that need careful consideration.

It indicates how to undertake and organize export business, where and how to obtain market information on import restrictions, pricing, export agents or brokers, importers — wholesalers, distributors, financing and credits. Services available to exporters from the Canadian Manufacturers' Association and federal government facilities for assisting Canadian exporters are outlined broadly in the Export Section. The appendices to the Export Section contain information on the Foreign Trade Service abroad, foreign currency, customs brokers and freight forwarders, etc. A short bibliography of export references is also provided. The illustrated advertisements section supplements the information contained in alphabetical and classified Sections.

The *Canadian Trade Index* is available at \$45 a copy from the Head Office of the Canadian Manufacturers' Association, 67 Yonge Street, Toronto, Canada, M5E 1J9. □

Assistant Trade Commissioners Posted

The 24 members of the 1973-74 group of Assistant Trade Commissioners, who have completed their training including tours of Canadian industry, have now received their postings. Except for two who will receive language training in Russian and Japanese, they will leave Canada this spring and early summer to take up their assignments.



Richard D. Ballhorn
Vice Consul and Assistant Trade Commissioner, Los Angeles.

Born in Wetaskiwin, Alberta; graduated University of Alberta B.A. (Political Science) 1970 and Law 1971. Admitted to Alberta Bar 1972.



Greg H. Bates
Assistant Commercial Secretary, Kuala Lumpur, Malaysia.

Born in Calgary, Alberta; graduated University of Alberta B.Comm. (Accounting and Finance) 1969.



Stephen A. Bigsby
Vice Consul and Assistant Trade Commissioner, Milan, Italy.

Born in Victoria, British Columbia; graduated University of Victoria.



Derek R. Bjonback
Assistant Commercial Secretary, Tehran, Iran.

Born in New Westminster, British Columbia; graduated Simon Fraser University B.A. (Hon.) Economics and Geography 1969, M.A. Economics 1971.



Louis A. Boisvert
Assistant Commercial Secretary, Seoul, Korea.

Born in Grandes-Piles, Quebec; graduated University of Ottawa B.Comm. 1966, M.A. (Economics) 1972, and Laval University M.Com. 1967.



J. Pierre Bordua
Assistant Commercial Secretary, Rome, Italy.

Born in Montreal, Quebec; graduated University of Sherbrooke M.Sc.Com. 1973.



André E. Bourassa
Vice Consul and Assistant Trade Commissioner, Detroit.

Born in Quebec City, Quebec; graduated Laval University B.A. (Engineering Physics) 1965 and B.A. Sc. (Engineering Physics) 1970, University of Alberta M.A. (Engineering Physics) 1972.



Denis Carette
Assistant Commercial Secretary, Lagos.

Born in Quebec City, Quebec; graduated Laval University B.A. Sc. (Engineering Geology) 1970, University of Sherbrooke M.B.A. 1972.



Margaret Huber
Assistant Commercial Secretary, Manila, Philippines.

Born in Kitchendorf, West Germany; graduated McGill University B.A. (Hon.) in History, University of Ottawa M.A. 1973.



John Klassen
 (Posting pending during language training)

Born in Edmonton, Alberta; graduated Carleton University B.A. (Hon.) in Political Science 1972, M.A. (Political Science) 1973.



John G. Kneale
Assistant Commercial Secretary, Algiers, Algeria.

Born in Smith's Falls, Ontario; graduated McMaster University B.A. (Hon.) 1965, University of Toronto LL.B. 1968, admitted to the Bar of The Law Society of Upper Canada 1970.



Francois J. Laberge
Assistant Commercial Secretary, New Delhi, India.

Born in St-Chrysostome, Quebec; graduated University of Montreal B.A. in Biochemistry 1965; "École des Hautes Études Commerciales", Montreal, with "licence" in Commerce.



David Lee
Assistant Commercial Secretary, San Jose, Costa Rica.

Born in Hamilton, Ontario; graduated University of Toronto B.A. (Commerce and Economics) 1973.



Simon L. Lupien
Assistant Commercial Secretary, Warsaw.

Born in Nicolet, Quebec; graduated University of Sherbrooke M.Sc. Com. 1970, M.A. (Marketing) 1973.



Robert B. Mackenzie
Assistant Commercial Secretary, San Juan, Puerto Rico.

Born in St. Catharine's, Ontario; graduated University of Western Ontario B.A. (Hon.) Business Administration 1971, M.B.A. 1973.



Thomas L. Marshall
Vice Consul and Assistant Trade Commissioner, Chicago.

Born in Nokomis, Saskatchewan; graduated University of Saskatchewan B.S.A. (Hon. Economics) 1970.



James P. McLachlan
Vice Consul and Assistant Trade Commissioner, Cleveland.

Born in Alliston, Ontario; graduated University of Alberta B.A. (Hon. History) 1970, M.A. (History) 1973.



Jean-Pierre Petit
Assistant Commercial Secretary, Bangkok.

Born in St.Marc-sur-Richelieu, Quebec; graduated Séminaire de St-Hyacinthe B.A. (Humanities) 1968, University of Montreal M.A. (History) 1973.



Marc St-Laurent
 (Posting pending during language training)

Born in Montreal, Quebec; graduated McGill University M.A. (Economics) 1973.



David G. Summers
Vice Consul and Assistant Trade Commissioner, Dallas.

Born in St. Thomas, Ontario; graduated Carleton University B.A. (Political Science) 1969.



Kenneth J. Sunquist
Assistant Commercial Secretary, Kingston, Jamaica.

Born in Winnipeg, Manitoba; graduated University of Saskatchewan B.A. (Political Science) and B. Admin. in Economics and Finance 1970.



Chantal Tremblay
Third Secretary (Agric.), Mission of Canada to the European Communities, Brussels, Belgium.

Born in Ville-Marie, Quebec; graduated University of Ottawa B.Soc.Sc. (Honours Economics) 1970.



Alan G. Virtue
Assistant Commercial Secretary, Port-of-Spain, Trinidad.

Born in Saskatoon, Saskatchewan; graduated University of Saskatchewan B.A. and B.Com. 1968 and M.B.A. (Marketing) 1971.



Gregory W. Wood
Assistant Commercial Secretary, Kinshasa, Republic of Zaire.

Born in Stettler, Alberta; graduated University of Alberta B.A. (Honours Economics) 1973.

If undelivered return to:
 "Canada Commerce"
 Dept. Industry, Trade and Commerce
 Ottawa, Canada K1A 0H5


Canada Post Postes Canada
 Postage paid Port payé

Third class Troisième classe

K1A 0H5
 OTTAWA

Student Hire Campaign Stresses Slogan "SUMMER STUDENTS. THEY REALLY WORK"

The 1974-75 student hire advertising campaign launched in early February takes direct aim at employers in stressing the theme "SUMMER STUDENTS. THEY REALLY WORK." This year's campaign is scheduled to run in daily newspapers, financial, business, trade and farm publications as well as airport advertising.

 Manpower and Immigration Main-d'œuvre et Immigration
 Robert Andras, Minister Robert Andras, Ministre



Canada Manpower Centres.
 Maybe we should change our name to Canada Womanpower Centres.

When you're looking for a summer job, just remember something. All our jobs are unisex. If you need a job whether you're a man or a woman doesn't change the situation as far as we're concerned. At Canada Manpower, we treat you like a person. Canada Personpower sounds kind of funny, that's all.

They really work.



April to September. They're available.

Every summer, we get the "best students" looking for being hired. 1,000 of them respond to our ads. 200 of them are hired by the 200 best Canadian Manpower Centres for Student Hire in the country. These students are great. They're energetic, they're fun, they're bright, productive and they really work.

employment. So we can give you an excellent reference for one of the 100,000 full-time students that we can't lose.

lots of summer students. Call the Canada Manpower Centre for Student Hire nearest you.

Canada Manpower Centres
 Manpower and Immigration
 Robert Andras, Minister

Centre de Man-d'œuvre
 du Canada
 Main-d'œuvre
 et Immigration
 Robert Andras,
 Ministre

Summer students. They really work.



Hard-working, willing to travel, diligent, bright, eager, broke, honest, energetic, versatile, strong, fun to be with, available. April to September.

This is an employment ad. It's asking you to give a kid a summer job. It's asking you to fill in your holiday gaps with a bright-eyed, busy-tailed student. It's asking you to call us to reserve your clever, hope-

ful, willing, good-humoured, uncynical, terribly helpful summer workers right now. They come in both sexes.

Really this ad is just asking you to remember to do it. And to remember one other

thing. If you don't hire a student this summer, who will?

Canada Manpower Centres
 Manpower and Immigration
 Robert Andras, Minister

Centre de Man-d'œuvre
 du Canada
 Main-d'œuvre
 et Immigration
 Robert Andras,
 Ministre

Summer students. They really work.