

# CANADA COMMERCE

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# CEDAR SHAKES FOR ITALIAN SKIERS

European demand for Canadian-produced Western red cedar shakes is reported to be increasing. Shingles made from this attractive wood are well-known in Britain but the heavier, hand-split shakes have never been widely used, until recently.

West German importers have collaborated with Canadian producers in an extensive promotion campaign, with the result that shakes are being used in considerable quantities in the Alpine and Mediterranean regions of France and Italy.

The latest large project has involved the use of Western red cedar shakes in the cladding of the external surfaces of a

new ski resort in the Valle d'Aosta at Pila, Italy. More than 8,000 bundles of shakes, some of which are shown here, were used to cover a total surface of 15,000 square metres. This is believed to be the largest European project to use these shakes and probably few larger projects have been undertaken even in North America. Supply arrangements were made by Ditta Stefano Proto of Rome, agents for MacMillan Bloedel Ltd. of Vancouver.

At the top of the pile are G.F. Carrettoni, of the Canadian Consulate General in Milan, and P.M. Desclos of the Council of Forest Industries of British Columbia.



# CANADA COMMERCE

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## Articles

If businessmen do in fact have a tendency to plan their winter business trips to the warmer parts of the world, it would be entirely understandable. And it wouldn't be hard to find warmer places than Canada during the winter. But a lot of people seem to miss out on Central America, which is a pity because, according to our Trade Commissioners stationed there, there is a lot of business to be found in the six countries that make up the Central American market. For this reason, we bring you reports this month on Panama, Costa Rica, Nicaragua, El Salvador, Honduras and Guatemala. Beautiful places to visit during the winter, and good places to sell your products or services at any time.

Another warm and sunny place, and only a brief hop across the Atlantic, is the Ivory Coast, the subject of our lead article this month. Called by some a textbook model of economic development, the Ivory Coast has achieved a remarkable record of economic success in the 14 years of its independence. It has the highest per capita income in black Africa and is rapidly developing a firm industrial base built up from the profits of agricultural exports.

The Ivory Coast welcomes foreign investment, although it has no intention of being dominated by it. It has a \$6 million line of credit from the Canadian International Development Agency and Canadian visitors can use the Department's PEMD program to help in their market appraisal. And there are guarantees to facilitate repatriation of foreign capital. This is a market worth a good look.

How much does industrial design figure in your company's planning? One example of the benefits to be derived from the services of a good designer is the Stem-Lite, the subject of the report starting on page 6. Just try adapting something designed to work on a space craft so that it will work on the roof of a police cruiser!

Next month we take our annual look at the European Economic Community. It makes interesting reading in the light of all that has happened in the last year or so.

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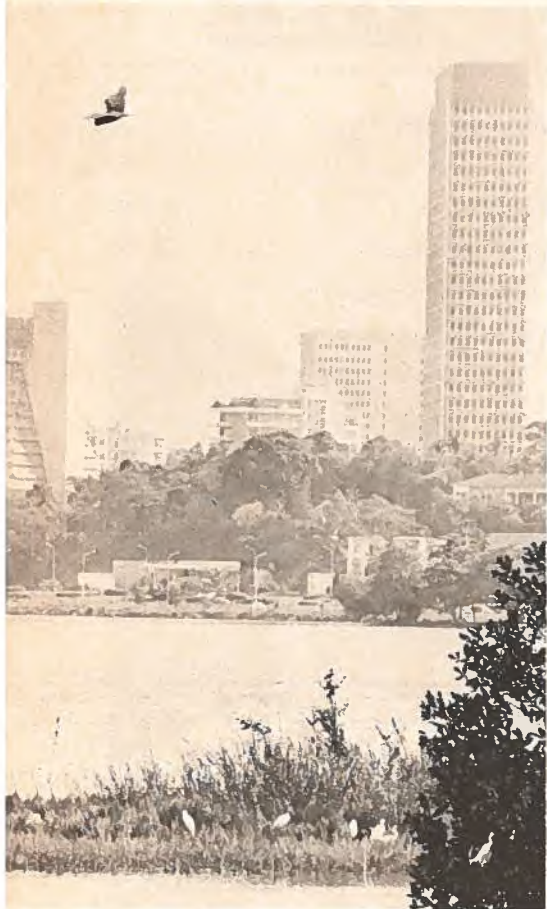
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*Part of the skyline of Abidjan, Ivory Coast's modern capital.*



*A large textile plant at Gonfreville. Ivoirian development is based on export-oriented industries such as this.*



# IVORY COAST

## african success story

PETER SUTHERLAND,

Assistant Commercial Secretary, Abidjan

The Ivory Coast has achieved remarkable economic progress since independence in 1960. So much so that some commentators refer to the "Ivoirian miracle"; others cite the country as a "textbook model of economic development". Extravagant though this praise may be, it is undeniable that President Houphouët-Boigny has engineered an impressive record of economic success.

The figures speak for themselves. Unaided by the exploitation of indigenous mineral resources, this new nation of 5.6 million people has sustained an average real growth rate of 7 per cent since independence. In 1973 the gross domestic product was approximately 534.8 billion CFA francs (at 250 francs = \$1), more than three times the figure in 1960. Per capita GDP will likely exceed \$384 — the highest in black Africa. Exports in 1973 of 191 billion francs recorded a 38 per cent annual increase and produced the country's 14th consecutive trade surplus.

**Agriculture** — Since the colonial period, agriculture has been the keystone of the economy. Proceeds from the export of coffee, cocoa and timber have been used to finance a nascent industrial sector and have enriched the domestic market by raising the standard of living. In 1973 these three primary products still accounted for 76 per cent of total Ivoirian exports.

Aware of the vulnerability of an economy overly dependent on three export commodities, Ivoirian authorities established the diversification of agriculture as an early development priority. The program has the dual purpose of decreasing the country's reliance on imports and developing new exports. So far as the first objective is concerned, rice and sugar, two staples for which the country has been heavily dependent on foreign imports, should soon be supplied in sufficient quantities to satisfy domestic demand.

As for the second objective, a number of projects are already under way. An ambitious oil palm program inaugurated in the mid sixties calls for 136,000 hectares of plantations to be under cultivation by 1980 and a \$32 million investment in oil mills. The Ivory Coast, al-

ready the second largest producer of palm oil in Africa and the fourth in the world, would then become the largest in Africa and third in the world.

Cotton production has also expanded rapidly. The 1972 crop yielded 48,600 tons, of which 15,000 tons were exported. In the same year 150,000 tons of bananas were sold abroad and exports of pineapples and pineapple products earned six billion francs. Other cash crops slated for expansion and increased export are rubber, coconuts, mangoes and avocados.

A corollary objective of the development plan is to increase the value added to primary products before export. In addition to the palm oil program, three textile complexes are planned to come on stream before the end of the decade. The first started production in 1974 at Dimbokro. Seventy per cent of the annual production of 12,500 tons is scheduled for export.

Other notable successes include an instant coffee factory, a cocoa butter plant, fruit and juice canneries and a chocolate factory. The most ambitious plans involve the forestry sector where a pulp and paper complex and wood processing industry are under study. Canada will participate in the financing of the study.

**Industry** — Despite the emphasis on agriculture, the manufacturing sector has not been neglected. Since independence, industrial production has increased at an average rate of close to 20 per cent and accounted for 19 per cent of the GDP in 1973, compared with 6 per cent in 1960. Most firms in the Ivory Coast, however, operate on a small scale, concentrating primarily on the production of import substitutes. As the prospects for expansion based solely on the domestic market are limited, the Government is intent on stimulating a small number of large-scale projects oriented towards foreign markets.

This strategy is predicated on the availability of large amounts of investment capital. Thanks to the country's political stability, its record of sustained economic growth and the Government's commitment to an open market economy, there has been no dearth of foreign investors. In addition to an \$80



million sugar refinery financed by the U.S. Ex-Im Bank and the \$60 million textile complex at Dimbokro underwritten by an association of Dutch, Japanese and French interests, an international consortium of firms has recently been assembled to study the development of a \$500 million iron ore project at Bangolo. Also on the horizon is an \$80 million tire factory.

The Ivoirian brand of economic liberalism does not, however, imply a "laissez faire" attitude to foreign domination. A major objective of the country's Third Development Plan (1971-75) is the Ivoirianization of the economy. This policy manifests itself on two levels. At the personnel level, the Government is anxious to increase the number of Ivoirians employed throughout the economy and particularly in technical and professional positions. At the financial level, the state is participating in major investment projects (e.g. a 5 per cent interest in the iron-ore consortium and a 35 per cent interest in the UTEXI textile complex). True to its private enterprise convictions, it is simultaneously planned to create a capital market where the private and corporate savings of Ivoirians can be marshalled for the eventual purchase of the government portfolio and to start new enterprises.

The picture which emerges from even this cursory review of progress since independence is one of opportunity; opportunity for Canadian business to participate in the continuing development of this dynamic young economy.

**Export opportunities** — Until recently, however, few Canadian businessmen were familiar with the Ivory Coast. Those who were, either considered it an exclusive French preserve or were deterred by a variety of factors, including the apparent tariff advantages for EEC suppliers.

While it is true that France still accounts for the lion's share of Ivoirian imports (44 per cent in 1973), this figure has dropped 20 per cent in 10 years. The growing success of U.S. and Japanese exporters proves that a competitive supplier can do business here. As for the tariff advantages accorded EEC suppliers, they are, if you will pardon the

expression, over rated. The actual preference is often no more than 5 or 7 per cent. Moreover, the new Association Agreement being negotiated may eliminate reverse preferences altogether.

Bearing in mind the importance of agriculture to the Ivoirian economy and government plans to further industrialize this sector, there is a market here for agricultural machinery and processing equipment.

- Government plans to develop the savannah lands in the north for the cultivation of rice and cotton will stimulate demand for well-digging and irrigation equipment.

- Increased local processing requirements in the timber sector will necessitate imports of saw mill and wood processing machinery, in addition to a continuing demand for forest harvesting equipment.

- Tourism is being actively promoted

by the government and a number of major projects planned will expand the market for hotel equipment and services.

- There is also a local market for domestic appliances (refrigerators, air-conditioners) as well as for communications and industrial equipment.

- In addition, a number of international organizations such as the World Bank, UNDP and African Development Bank are active here. Their programs create opportunities for the sale of a variety of goods and services ranging from heavy road-building machinery through education equipment to consulting services. Further information on these organizations and their activities is available from the International Financing Branch of the Department of Industry, Trade and Commerce as well as from the Trade Commissioners listed in the accompanying box.

**World Bank**

– R. Frenette  
Commercial Secretary  
Canadian Embassy  
1746 Massachusetts Ave. N.W.  
Washington, D.C. 20036 – USA

**United Nations Development Program**

– D.P. Lindores  
First Secretary  
Permanent Mission of Canada  
to the United Nations  
866 United Nations Plaza  
Suite 250  
New York, NY 10017 – USA

**African Development Bank**

– J.D.R. Roy  
Commercial Secretary  
Canadian Embassy  
P.O. Box 21194  
Abidjan – Ivory Coast

It is evident that Canadian businessmen are increasingly aware of this market's potential. Imports from Canada have more than tripled since 1971, growing from \$744,000 to almost \$2.5 million in 1973. The essential first step is to find a good local agent who will actively represent your company and provide dependable after-sales service. There are a number of well-established firms to choose from. The Trade Commissioners in Abidjan will be pleased to help you with the choice and give you additional information but the only way to get a feel for the market is to visit it in person. Distance is no longer such a prohibitive factor now that government assistance in the form of the Program for Export Market Development (PEMD) is available to help defray the expense.

**Financing** — The programs operated by the Canadian International Development Agency (CIDA) have often been a source of opportunity for Canadian firms. The \$6 million line of credit recently extended to the Ivory Coast is a case in point. This facility, in effect a relending loan, will be used by the Banque Ivoirienne de Développement Industriel (BIDI) to finance local purchases of Canadian equipment in various sectors of development priority. As with other lines of credit, the onus is on the Canadian supplier to sell his product to the Ivoirian customer in the normal commercial manner. The latter may then apply to BIDI for financing from the Canadian loan. Approved sales are particularly attractive because the purchased material enters the country duty free.

In addition to the line of credit, Canada has a substantial aid program under way here and opportunities frequently arise for the supply of Canadian goods and services. In 1971 and 1972, for example, \$5 million worth of electrical equipment was purchased for a rural electrification program and in 1973 a \$1.9 million contract was awarded for an airborne geophysical survey.

Another potential source of financing for large-scale capital projects is the Export Development Corporation. The EDC makes long-term loans directly to foreign borrowers or guarantees private loans to such borrowers to finance

Canadian exports of capital equipment and services. This facility has already been used elsewhere in Africa to finance the sale of railway boxcars and pulp and paper mill equipment. The EDC may also provide export credit and foreign investment insurance.

**Investment** — The Ivory Coast is equally interesting from an investment point of view. A variety of foreign investors have been attracted by the economic potential of this expanding economy. French interests still predominate but U.S., Japanese, Italian, Lebanese, Dutch, British, Chinese and Israeli investors are making their presence felt.

The Government has combined a generous investment code with convertibility and capital repatriation guarantees to encourage the flow of capital needed to underwrite the country's continuing development. It is particularly anxious to attract export oriented industries and, in addition to the above inducements, plans to establish industrial parks and a tariff free zone.

Another reason for considering the Ivory Coast as an investment site is the Communauté Economique de l'Afrique de l'Ouest (CEAO). When the tariff provisions of this regional grouping of six West African countries (Ivory Coast, Senegal, Upper Volta, Niger, Togo and Dahomey) become operative, the Ivory Coast could serve as the manufacturing base for a market of more than 20 million people.

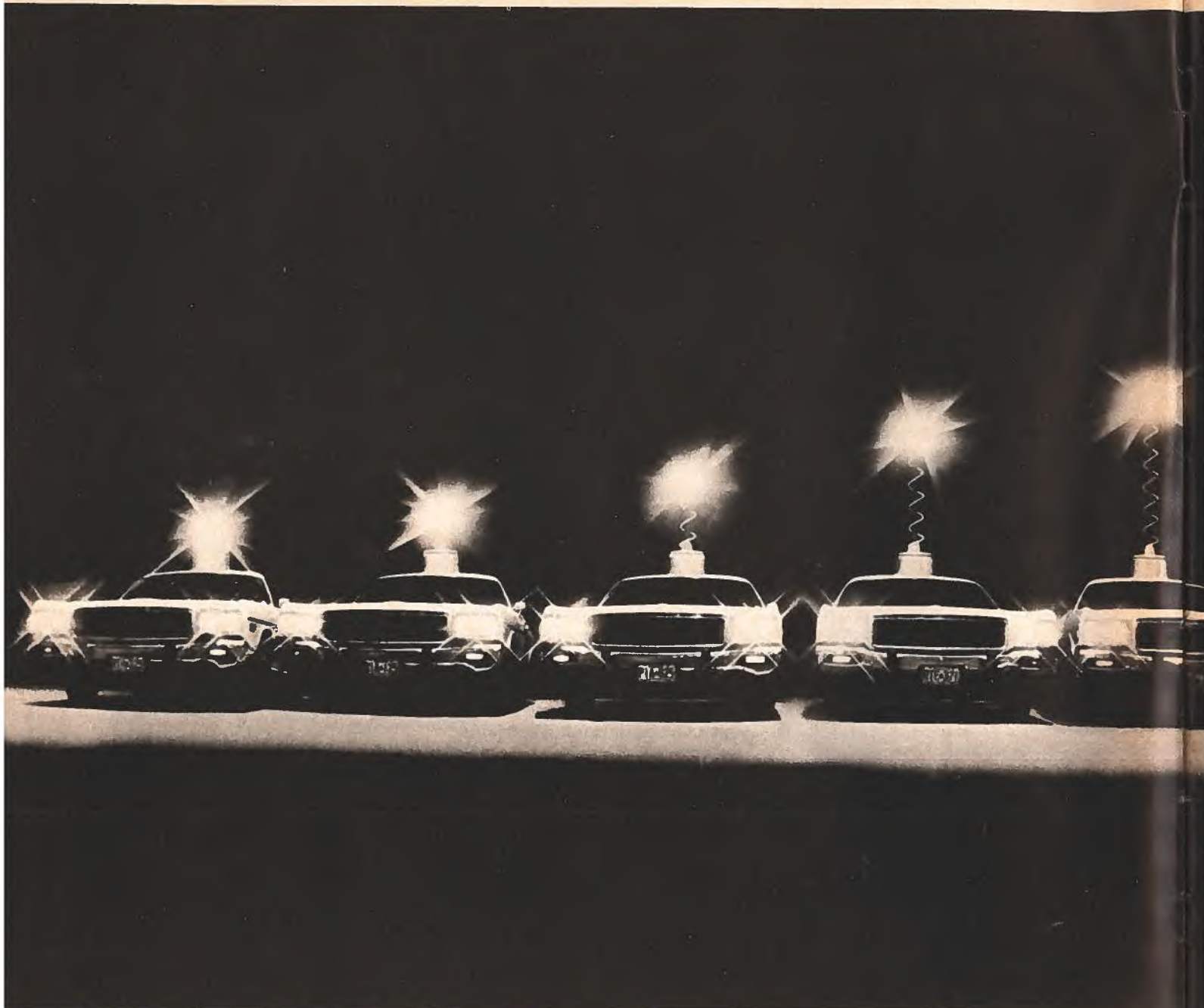
From a Canadian perspective, the forest products and tourism sectors are of particular interest. Implementation of Ivoirian plans to establish a pulp and paper complex and wood processing industry will require substantial infusions of capital and, given our expertise in these fields, Canadian participation would be welcomed.

In an effort to capitalize on the country's tourist potential, the Government has embarked on an ambitious program of hotel construction. Twenty new projects are now under consideration. Given the 90 per cent occupancy rate of hotels in Abidjan and the 35 per cent increase in tourist arrivals between 1972 and 1973, the market is promising.

For Canadian businessmen interested in pursuing these or other investment

possibilities, CIDA offers assistance in the form of its Pre-Investment Incentive Program. This program, consisting of both starter and feasibility studies, is designed to encourage Canadian business to establish or expand operations in the developing countries by defraying part of the costs incurred in gathering essential pre-investment data.

Firms interested in pursuing further the investment or export possibilities offered by the Ivoirian market are invited to contact the Commercial Secretary in Abidjan. Better yet, why not consider a visit?



# STEM-LITE OR BOMB

STEVE JEFFERY  
Special Correspondent

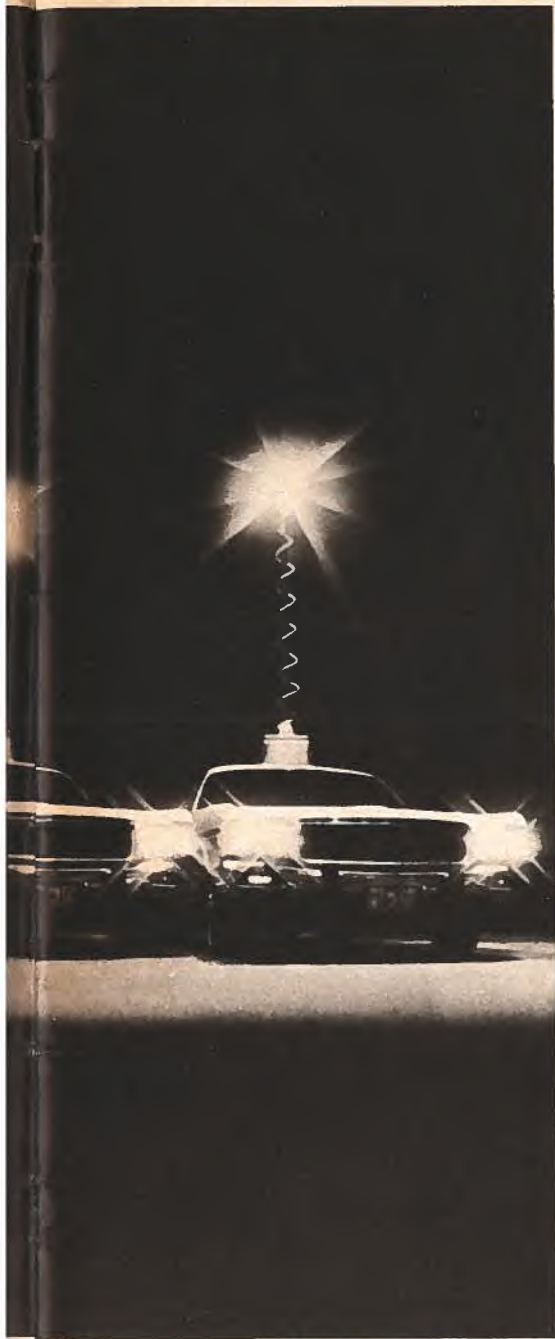
In a corner of an overseas airport, a representative of Neeco Industries, Ltd., Burlington, Ontario, sat at a table working the switches of a small control box. Beside him a red light was going up and down, up and down, up and down.

He wasn't playing with a new toy. He was trying to convince security officials that his company's new product wasn't a bomb.

The product was Stem-Lite — a unique emergency lighting system consisting of a warning beacon on top and floodlights underneath and all mounted on a collapsible mast. With a flick of the switch, the beacon and floodlights would

rise to a height of eight feet. With another flick, it would retract to a total height of 16 inches.

The unit was unusual. Most extendible poles work on a telescopic principle. Stem-Lite operates on what Neeco calls the "Rollescopic" principle. It extends like a carpenter's steel tape. Two stainless steel strips roll off spools to form a mast two inches in diameter and extending anywhere up to eight feet. To lower the mast, the stainless steel strips are re-rolled onto the spools. In this case it was operating on a 12-volt car battery, but usually it is hooked up to a heavy duty alternator. This lighting configuration can provide either 220 watts or



2,000 watts, giving next to daylight conditions for the surrounding area.

Why did the security guards think it might be a bomb? The Neeco Industries representative was trying to sell Stem-Lite in foreign markets. Some of the countries identified in his passport were not on friendly terms with others still to be visited. Hence, the thorough security check.

**An NRC invention** — STEM, (Storable Tubular Extendible Member), was invented in 1952 by George Klein, of the National Research Council, to be used as a tank aerial. It consisted of only one metal strip rolling out to form a hollow metal post.

Spar Aerospace Products Limited refined the device and developed "bi-stem", a post formed from two smaller rolls. The bi-stem was designed for use in spacecraft as an antenna. The principle worked well in space and has been used in more than 400 satellites and manned space vehicles, principally by NASA and Communications Canada.

Looking for an off-shoot from this expensive space research, Spar developed the Spar-Lite, similar in many ways to today's Stem-Lite. It was a good idea, but Spar had other marketing and production priorities, and, after several years of production, had sold very few units. The company built them in the

same precise manner it produced satellite antennae — by machining the parts. It was just too expensive. In addition, Spar-Lite had to have a longer sequence life than the antennae. When parts wore out, new ones had to be machined for the particular unit. There were such variations between individual units that parts could not be interchanged.

**New venture** — After several years of limited production, Spar arranged to have the manufacture of Spar Lite taken over under licence by Neeco. This happened just about the time Doug Robertson, then executive vice-president of Spar, left to become president at Neeco Industries, Ltd. It was his idea to pro-

duce the light using Spar's STEM, and Neeco's production and marketing capabilities.

Today, Neeco employs 450 people in the manufacture of printed circuit boards and distribution of a wide range of electrical and electronics products. The company was not always this large. Just four years ago, Neeco was a small Canadian firm with less than 25 employees. Neeco at that time made fire alarm systems and camping lights. Stem-Lite was a whole new venture for it.

When the unit came to Neeco from Spar, it was still in the experimental state in which production was on a very limited scale. The design task was straightforward: redesign the parts for production tooling. This would eliminate the cost of individual machining, increase reliability, and make the parts interchangeable. At the same time, the profile of the light had to be as low as possible to keep the unit functional and the appearance had to be clean and unobtrusive.

**Federal help** — Neeco's main interest was production, not design. Robertson had design and engineering experience but limited time for the design project. A consultant designer was necessary for several reasons. The designer had the drafting capabilities, design expertise, and could build models. Further, by employing an outside industrial designer, the company was eligible for the Industrial Design Assistance Program (IDAP). Under IDAP, the Department of Industry, Trade and Commerce normally picks up 50 per cent of the design and administrative costs. For a small company with limited resources, this was of key importance.

IDAP wasn't the only IT & C program used by Neeco. The company was able to attend trade fairs in the People's Republic of China, Europe and the U.S. through the help of the Program for Export Market Development. Repay-

ment of PEMD aid was 1 per cent of resulting sales for the first three years following the grant, up to the amount received.

Robertson chose a designer he had previously worked with, Jan Kuypers, of Kuypers Adamson Norton. Kuypers directed a team of industrial designers and production engineers and, in conjunction with Neeco, a new product was developed. The design improved the product aesthetically and simplified the internal parts.

The unit now had a three-part, compression moulded, fiberglass housing that was easy to make and assemble. New light mountings were designed to accommodate a variety of standard floodlights and beacons, and the new low-profile outer housing had space for graphics. The masts were a standard eight-foot length, and greater intensity floods were included. The product was good, and sold well in England, Holland, Belgium and other European countries.

"Take it apart", said the airline official. The Neeco representative, not being an engineer, said if he took it apart he couldn't put it back together again.

It didn't look like he would be getting past security. When he refused to take the light apart, the guards allowed him to operate the unit for a short period to demonstrate that there was no delayed detonation mechanism. A few ups and downs, and he was on the plane with the light.

**Other problems** — There had been different problems with different countries. One country held up shipments because of poor labelling and identification. A sub-component of the Stem-Lite still carried a U.S. label and Customs believed that the whole Stem-Lite was made in the U.S.

Another time, Neeco made several export shipments the same day. Stem-Lites were going to several different companies and due to a combination of

errors by the forwarding agent, airlines and Customs, the units ended up in all the wrong countries and it took six months to sort out the mess.

In dealing with so many countries, Neeco learned to rely heavily on Trade Commissioner assistance. However, the company found that if it just sent the Stem-Lite brochure and asked for the names of companies to contact, little was accomplished: the request was too general. The best approach was to make a specific request. For example, Neeco would ask for the names of suppliers of police beacons or two-way radios for police and fire trucks. Once it had the names of the contacts, it was a simple matter of interviewing each of the companies to determine which would make the best distributor.

The ideal distributor would keep a supply of parts on hand and would be willing to service the units. In countries where the State does the buying through government agencies, an agent or consultant was contacted to make the sale. It hasn't happened yet, but if a large order is made, then Neeco will send factory technicians to train repairmen in the installation and maintenance of the units.

From an out-of-this-world antenna to an emergency beacon used in over 30 countries, Neeco, through the application of good industrial design, has brought STEM a long way over the past two years. This year the company will sell 350 or 400 units, next year they expect to sell 1,000 units, and after that? Who knows?

# PANAMA

more than a canal



*The partly constructed Bayano hydroelectric dam in Panama. Both design and supervision of the work is in Canadian hands.*

WILLIAM E. MAGEE  
Commercial Secretary, San Jose



*The author of this article during a recent trip to the Colon Free Zone in Panama.*

**W**hen thinking of Panama, what image comes to mind? A canal probably, but did you ever stop to think of the ramifications and developments resulting from this interconnection between the Atlantic and Pacific Oceans? The canal, an important feature of Panama's economic well being, has been transforming this country into a transportation, shipping and commercial crossroads of Latin America. This gives Panama, obviously, excellent shipping connections to all parts of the world, including both coasts of Canada.

To avail itself of this advantageous location the Panamanian government established the Colon Free Zone in 1953 as a distribution centre serving Latin America and the Caribbean. More than 235 firms representing 600 companies are now using the Free Zone for warehousing, processing, assembling and packaging. In 1973, 96 per cent of the exports from the Zone took the form of chemicals, manufactures and machinery, most of which were air freighted to their final destination after having arrived in Panama by ship. A Panamanian airline specializing in air freight provides services to the United States, Central and South America.

Do you realize as well that, in recent years, Panama has developed as an international banking centre with 58 international banks operating as of June 1974? These banks have been attracted to Panama because of the complete freedom of international payments and exchange transactions, the ease of communications, the favourable geographic location and the growth of other international services. Perhaps of most importance are the relatively easy entry requirements and taxation advantages for banks carrying out international business and the liberal regulations for banks carrying out domestic operations.

If you have yet to visit Panama you were not among the 250,000 tourists that graced its territory last year. They left \$52 million behind, clearly indicating the importance of tourism to Panama.

**Prospects for Panama** — You no doubt have heard about Panamanian difficulties with the United States over the canal and perhaps may have wondered how this will affect the future of the country. Both parties appear to realize that inequities exist and discussions are being carried out to negotiate a better arrangement. One outcome which almost no one doubts is that the new agreement will bring Panama more revenue from canal operations and consequently strengthen the economy, which over the past several years has been growing at a rate of 6-7 per cent.

Although growth in construction and manufacturing activities slowed in 1973, recovery in agricultural production and sharp increases in the public utilities and in transport and communications sectors contributed to maintaining the rate of economic expansion. Panama, like many other countries, is troubled by high oil prices and inflation, but economic growth should continue.

The government, supported by loans from such international institutions as the World Bank, Inter-American Development Bank, as well as bilateral and private lending institutions, is initiating developments to expand agricultural production, to improve infrastructure facilities such as airports, ports and roads, to develop hydro-electric power generating facilities, to start exploitation of known mineral

deposits and to improve hotel and tourism facilities.

**Areas of opportunity** — Having read this far you will have correctly guessed that there are many worthwhile opportunities for Canadian companies as a result of Panama's economic growth and its plans for development. The main areas are highlighted as follows:

- **Engineering services** — The Inter-American Development Bank has been approached for a \$3 million loan to help finance pre-investment studies. This will provide opportunities for consulting engineers in the fields of tourism, agriculture, forestry, industrial development, electric power generation, water treatment and distribution, and telecommunications.

- **Power developments** — The Panamanian government plans to invest about \$300 million in electric power generation facilities over the next five to ten years, which includes the ongoing Bayano project, the Fortuna project and perhaps the La Estrella project.

- **Mining** — Large copper deposits have been located in Panama. The project most advanced will require investment in the order of \$700 million.

- **Telecommunications** — The expansion plans formulated by the Panamanian Instituto Nacional de Telecomunicaciones projects an investment of \$56 million over the next five years.

- **Hotels** — Panama lacks 7,500 hotel rooms. The Instituto Panameno de Turismo offers incentives to attract prospective investors and Canadian firms are most welcome.

- **Ports** — Detailed design is now under way for a \$15 million fishing port, projected for funding by the World Bank, and plans are being formulated for turn-key construction of a \$18 million container port near Colon.

- **Agriculture and livestock** — The Inter-American Development Bank has provided a loan of \$14.7 million with other funds expected to be approved for fisheries developments and general agricultural credits. The World Bank has provided \$4.7 million for livestock development.

- **Construction machinery and equipment** — Planned construction of a new super highway between Colon and

Panama City, a secondary network from the Inter-American highway to the Atlantic coast and future mining projects should create high demand for all types of these products.

- Food products — Demand exists in Panama for a wide range of food products, including powdered milk, canned meats, fruit juices, fish products, beans and vegetable oils.

**Past performance** — In light of these and past opportunities you might well ask what Canadian firms have been doing about them. Happily, quite a bit. For example, Panamanian imports from Canada in 1973 amounted to \$12.2 million and to end of June 1974 stood at \$7.3 million, a 40 per cent increase over the same period in 1973. The accompanying table gives further details about Canadian exports to Panama and major Canadian imports.

You might also be interested to know that the direct involvement of Canadian firms in Panama continues to grow. Firms from Canada are involved in engineering design and construction supervision of the Bayano hydroelectric dam; management of El Panama Skyline Hotel; mining exploration; banking; shoe manufacturing; housing construction; telecommunications; transportation and pipeline developments, and airports.

By now I hope you are ready to take a closer look at the Panama market. How then should you do this? First contact the Latin America Division, Western Hemisphere Bureau, and your industry sector branch officer, Department of Industry, Trade and Commerce, Ottawa K1A 0H5, for all available information and assistance. Second, send product information, together with indicative prices to: Commercial Secretary, Canadian Embassy, Apartado 10303, San Jose, Costa Rica, who will provide a more detailed market assessment for you and names of prospective agents who, by the way, are a legal requisite to doing business in Panama.

Anyone establishing an agency in Panama should do so with care. Stringent legislation was introduced by Panama under Cabinet Decree Number 334 of October 31, 1969, to protect agents against the arbitrary termination



of contracts by their principals and requiring all agents to register their agency agreement with the Ministerio de Comercio y Industria.

We recommend a personal visit to Panama before finalizing any agency arrangements. When you come — and a visit is important — bring your tropical clothing and book your hotel room early. The national language in Panama is Spanish but most of the time you can function in English. To enter Panama, you need a Panamanian visa, an air ticket to leave, \$300 and a valid smallpox certificate.

Although hot all year and rainy for seven months, Panama is not unpleasant to visit. Why not investigate in more depth the market opportunities and plan to increase the Panamanian incoming visitor statistics in the near future?

#### WHAT PANAMA BOUGHT FROM . . .

	1971	1972	1973
	(\$ million)		
Durum wheat	205	—	80
Malt	151	218	128
Seed potatoes	71	18	16
Whisky	28	242	159
Newsprint	808	547	673
Wood pulp, sulphate paper	—	166	850
Corrugating container board	868	653	1,357
Sheet & strip steel n.e.s.	721	805	864
Aluminum shapes	308	139	375
Aluminum fabricated materials	91	498	845
Copper pipe & tubing	220	212	294
Insulated wire & cable	921	553	986
Core drills, bits, & parts	165	—	—
Earth drilling & related machinery & parts	73	620	—
Aircraft, complete	—	—	483
Passenger car tires	85	139	184
Truck & bus tires	96	86	97
Electric lamps, bulbs, tubes, & parts	114	39	198
Card punch sort tab computers	125	83	350
Biological products for humans	86	41	450
Antibiotics	78	381	265
Medical & pharmaceutical products	165	317	213
Contractors equipment and tools	562	—	810
<b>Total, including others</b>	<b>8,013</b>	<b>7,637</b>	<b>12,216</b>

#### . . . AND SOLD TO CANADA

Shrimps & prawns, fresh or frozen	41	47	80
Bananas & plantains, fresh	2,944	2,281	1,620
Coffee, green	216	210	353
Fuel oil n.e.s., heavy fuel oil	99	96	225
Perfumes, toilet water & colognes	77	84	136
Sex hormones	17	13	—
Goods returned within 5 years	850	12	5
<b>Total, including others</b>	<b>5,545</b>	<b>3,742</b>	<b>4,243</b>

# COSTA RICA

## switzerland in the americas

HORST INTSCHER,  
Assistant Commercial Secretary, San Jose

Costa Rica is often referred to as the "Switzerland of Central America", more for its stable, peaceful and democratic political life than for its Alpine ranges, though the mountains here do reach altitudes in excess of 10,000 feet and include a number of active volcanoes.

More and more Canadian companies are discovering this market and Canadian exports to Costa Rica reached \$6.8 million in 1973 and \$5.2 million in the first six months of 1974. Principal exports include newsprint, liner board and corrugating container board, followed by asbestos milled fibres, zinc blocks, pigs and slabs, as well as a wide range of manufactured goods and semi-processed

materials. We estimate that Canadian exports to this country will exceed \$9 million in 1974 and will continue to grow in 1975.

You may well ask what are the reasons for this sudden increase in sales to this territory. Probably the most important single factor is that Canadian companies have become interested in this market and are pursuing its opportunities more aggressively than in the past. This increased effort has been aided by currency realignments over the past two years which have made Canadian products more competitive with those of Japanese and European producers. Furthermore, world supply shortages in basic raw materials and metal products

have led many local firms to look to Canada. At the same time, shipping facilities from Canada have improved in the past few years. Canadian suppliers may now ship directly from western Canada or from central and eastern Canada through Miami, using the speedy roll-on, roll-off weekly service to Central America.

### Opportunities for Canadians —

During the next four or five years your company's sales to Costa Rica could expand substantially if you are prepared to take advantage of the many opportunities here. In the electric generation field, for example, plans call for a 540 Mw hydro plant at Arenal where work on the diversion tunnel is under way. The Inter-



Passengers getting off the San Jose-Puerto Limon train. This is one of the lines scheduled for early modernization.

American Development Bank will probably finance this project. The Boruca aluminum project also calls for an 800 Mw hydro plant to supply power for an Alcoa aluminum smelter. A 30-50 Mw thermal plant is also being contemplated for installation near the oil refinery at Puerto Limon.

The Boruca project, with an estimated total cost of \$700 million, will also require a considerable quantity of mining machinery and trucks, and electrical and construction equipment. This project, when completed, will significantly change the economic and commercial fabric of Costa Rica.

Good opportunities also exist for Canadian suppliers of production and construction machinery of almost every kind, as Costa Rica continues in its efforts to industrialize. Agriculture machinery too, will increasingly be required as efforts are being made to improve the efficiency of agricultural production. Interested Canadian companies will, however, have to make greater efforts to capitalize on this market than they have to date.

A program of airport improvement and expansion over the next few years will provide significant opportunities to Canadian companies for the provision of both engineering services and equipment such as runway lighting systems, terminal lighting, baggage handling systems and flight information display systems.

**Housing needs** — Is your company involved in the housing and building material field? It is estimated that Costa Rica has a housing deficiency in excess of 150,000 units and is only managing to replace housing, without meeting the growing demand for more low cost urban housing.

A Canadian company able to undertake a project right from tree harvesting through the prefabricated manufacturing stage could well profit by involvement in this requirement. Interested companies will need to affiliate with a local partner to ensure acceptability and to benefit from local knowledge about Costa Rican materials and methods.

Improvement and expansion of water and sewage systems is creating fairly continuous demand for pipe, valves, meters and related equipment. If your

#### WHAT CANADA SOLD TO . . .

	1971	1972 (\$'000)	1973
Milk powder, skim milk	139.5	107.5	23.1
Durum wheat, except seed	—	134.7	—
Wheat, except seed	—	396.8	—
Malt	281.1	158.2	363.3
Asbestos milled fibres, groups 4 & 5	144.7	116.2	235.1
Wood pulp bl. sulphite paper	—	314.4	—
Newsprint paper	1,189.8	1,601.5	1,767.6
Corrugating container board	1,174.2	1,437.5	1,201.0
Sheet & strip, steel	43.5	265.1	28.1
Zinc blocks, pigs & slabs	—	223.9	172.4
Transformers & parts	—	110.0	.3
Veterinary medicine feed	135.9	172.3	171.7
Ammunition, non-military use & parts	62.0	105.4	49.7
Wrap paper unbl. sulphite/ sulphate	112.6	80.9	188.7
Nylon yarns	213.0	85.8	44.7
Prepared fertilizer mixtures	535.7	—	—
Plastic film & sheet	109.4	70.4	21.6
Insecticides & rodenticides	102.9	54.4	94.0
Sedans, new	154.2	28.2	89.7
Broad woven fabrics, mixed fibres	1.4	5.9	102.5
<b>Total, including others</b>	<b>5,602.0</b>	<b>7,005.2</b>	<b>6,841.5</b>

#### . . . AND BOUGHT FROM COSTA RICA

Shrimps & prawns, fresh & frozen	26.9	19.4	25.4
Bananas & plantains	7,093.4	9,250.5	11,000.5
Coffee	1,617.9	961.2	1,692.9
Upper leather, cattle	—	17.1	10.8
<b>Total imports</b>	<b>8,738.2</b>	<b>10,248.1</b>	<b>12,729.5</b>

company supplies any of these items, you owe it to yourself to examine this market.

**Transport** — Is your company involved in the railway industry? If so, you will be interested to hear that plans are being made for the rehabilitation and improvement of the Costa Rican Atlantic Railway. This program calls for track repairs and improvement, as well as the acquisition of new locomotives and rolling stock. The entire project will amount

to approximately \$50 million and JAPDEVA, the responsible agency, has expressed an interest in having Canadian companies bid on this project.

Aircraft sales to this country are also a possibility, as LACSA, the Costa Rican national airline, may have a future requirement for STOL aircraft for its domestic service. This type of aircraft would be well suited to the short trips and the airport facilities of this country.



*Low-cost housing under construction near San Jose.*

**Tourism** — Do those frosty winter mornings in Canada make you dream about lying in the sun on a beautiful beach, sipping tall cold drinks between splashes in beautiful warm waters? Well, you are not alone, and increasing numbers of people are living that dream every year, creating a demand here for hotels, restaurants, night clubs, etc. Costa Rica has many beautiful and as yet undeveloped beaches, particularly on the Pacific side. If you are in the business of catering to the needs and desires of tourists, you may be wise to examine the Costa Rican market.

Attention cattlemen! Efforts are being made to improve Costa Rican beef and dairy production. Good opportunities exist for the sale of frozen semen as well as live cattle to farmers and ranchers

in Costa Rica. Feed grains too, if they are available in Canada, could find a market here as farmers are beginning to go in for feed lots to help to increase production. Hog production, also, could be improved, and opportunities should exist for joint ventures between Canadian and Costa Rican hog producers.

In conjunction with the cattle business, a good tannery would be desirable. Leathers produced here are not of the best quality, and good leather items must be imported and are, consequently, expensive. A joint venture with a local tannery might be possible.

Canadian woven and knitted fabrics are finding a growing market in Central America and Costa Rica is no exception. Double-knit mixed fibres are particularly popular here as they seem to be well

suited to the cool damp climate on the central plateau where the majority of the population lives.

**Doing business** — How does a Canadian company get into the Costa Rican market? First of all, contact the Latin America Division, Western Hemisphere Bureau, and your Industry Sector Branch officer at the Department of Industry, Trade and Commerce to get the information they have on marketing your product in Costa Rica. Second, market information for your specific product or line of products can be obtained by writing to the Commercial Secretary, Canadian Embassy, Apartado 10303, San José, Costa Rica. The more information about your company and your products you give him, the better. His office can also help you by introduc-

ing you to prospective local distributors or buyers as well as providing information on business conditions, pertinent legislation and regulations, etc.

In Costa Rica, as in many other countries, virtually all government purchases for projects handled by government agencies, are made by public tender. Canadian companies who wish to tender require a local representative. Representatives may be appointed for a single tender only or may be appointed as the general agent for the Canadian company in all its business here. Other sales are normally made through local commission agents or distributors. Some retailers import direct and have sole distribution rights.

Although Costa Rica is a member of the Central American Common Market, a single representative covering all member countries does not work out well. Canadian firms are better advised to appoint a single representative for Costa Rica, but should do so with caution. Agency agreements are governed by Decree No. 4684 of December 4, 1970, Article 3 of which stipulates that when an agency is terminated other than at the wish of the agent, the principal must pay

compensation at a rate of two months gross profit for each year of the agency agreement up to a maximum of eight years.

Article 4 of the same decree stipulates that the principal must buy back his goods unsold by the agent. This makes selecting an agent a serious task and care should be exercised to avoid future legal problems. The Commercial Division of the Embassy will be pleased to help you in locating a suitable representative; and a visit to San Jose before finalizing any agency agreement is a wise idea. A visit here would also serve to familiarize you with local conditions and local business customs, valuable experience for any Canadian exporter interested in this region.

**What you need** — To visit Costa Rica for the purposes of surveying the market and making contacts, businessmen require only a tourist card, a valid passport and a valid International Certificate of Vaccination against small pox. Tourist cards, single entry and valid for six months are available gratis and may be obtained, upon presentation of your passport, from the Costa Rican Embassy, or the nearest Costa Rican Consulate,

Costa Rican government tourist bureaus in Toronto and Montreal, CP Air when using its service, or from Costa Rican Consulates and certain travel firms in the United States. Your travel agent may be able to assist you there. Businessmen who plan to write orders while here require a business visa and should apply for one well in advance of their trips.

When coming here, make your hotel reservations early to ensure you have a room, for although there are several good hotels here, heavy tourist traffic has resulted in accommodation shortages.

For San Jose and the central plateau, spring or fall weight clothing is appropriate and an umbrella is a must between May and December. For the coastal areas, Limon and Puntarenas, tropical linen or cotton suits are recommended. Good international cuisine is to be found in any of a number of good restaurants in San Jose.

When can we expect you? Let us know well in advance so that we can do some planning for you, try to make appointments for you and generally help to make your business trip worthwhile.

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## THE CENTRAL AMERICAN COMMON MARKET

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**T**he Central American Common Market comprising Guatemala, El Salvador, Honduras, Nicaragua and Costa Rica was formed in 1960. In the first ten years of CACM, virtually free trade was introduced among all five member countries and a common external tariff was established as initial accomplishment of its major objectives. Additional goals, still to be reached, include equalization of incentives for industrialization among the five countries, free movement of labour and capital, and encouragement of regionally oriented industry.

Although all CACM countries are small their population growth is expected to create an over-all market of

20 million people in 1975 with growing purchasing power as their economies benefit from continuing rapid development.

Despite the unresolved Honduras-El Salvador problem (since the 1969 conflict) and natural disasters such as hurricane Fifi, the region has continued to register over-all growing economic improvement as a result of rising world prices for its principal export commodities — coffee and sugar. Increased attention to industrialization has also boosted import demand and the CACM now represents more than U.S.\$1.8 billion of imports, of which Canada's share represents about 1.5 per cent.

# NICARAGUA

## economy withstands earthquake

WILLIAM E. MAGEE

**C**an you imagine the shock that I, a prairie-born and -raised Canadian, experienced on my first visit to Managua nine months after the disastrous earthquake of December 23, 1972? This gripping demonstration of nature's power, which in a few short minutes brought virtually a complete city to ruins, overwhelmed me. Even nine months later rubble and ruined structures of buildings were all that remained in the former centre area of Managua. Thankfully, time brings changes and now, more than one year after my first visit, the city of Managua is springing back to life, although in changed form.

No reconstruction has yet started in the old centre of Managua: activity is confined mainly to rubble clearance and removal. CIDA-financed heavy equipment is helping with this task. Startling changes, however, are occurring rapidly in the areas surrounding the city. Roads are being built, structures rehabilitated,

new houses are going up and new modern shopping centres have been constructed.

Fortunately for Nicaragua, the earthquake left untouched the country's agricultural production capability, and Nicaragua has recovered quite well economically from the earthquake. High world prices in the agricultural sector will benefit Nicaragua, which has ample resources of good farm land. Cotton, coffee, beef, tobacco, fruits and vegetables should continue to flourish as farm modernization and market efficiency are receiving increasing official attention.

In addition, the government is laying detailed plans for the reconstruction of Managua which will involve hundreds of millions of dollars over the next decade. World Bank and Inter-American Development Bank financing will provide incentives for agricultural and livestock development as well as programs to overcome the housing deficit, which is con-

servatively estimated at 70,000 units.

Also planned are improvements in the country's infrastructure through power projects, port and airport modernization and road construction.

**Trade increasing** — With so much reconstruction and new construction to be undertaken within the next few years you can correctly assume that Nicaragua presents many areas of opportunity which are worth a much closer look from the Canadian business community. In the past, Nicaragua has been all but forgotten by Canada. Our exports from 1969 through to 1972 hovered in the vicinity of \$2 million. This changed for the better in 1973, rising to \$3.9 million. During the first five months of 1974, there was a 70 per cent increase over the same period one year previous. The accompanying table provides more detail on the composition and volume of trade between Canada and Nicaragua.

Canada's growing but still relatively



*Canadian machinery clearing away rubble in Managua.*

low level of trade with Nicaragua clearly indicates that you, as a Canadian businessman, can do business in that country. Perhaps you might be motivated to give it a try after analyzing the following list of worthwhile market opportunities.

- Electric power projects. Engineering services and ultimately generation and transmission equipment will be required for development of the San Juan river, which, if UNDP-financed studies prove the feasibility, may become a navigable river link between the Atlantic and Pacific coasts of Nicaragua. In addition many other potential hydro-electric sources existing in Managua will soon be considered for development.

- Water distribution. Engineering services and all varieties of pipe and water distribution accessories are required to expand and improve the water supply system of the major cities. The World Bank and Inter-American Development Bank have both provided loans for this purpose.

- Airport equipment. The government has plans to modernize and expand the existing Las Mercedes airport, to modernize the Las Brasillas and other regional airports and ultimately to construct a complete new airport for Managua.

- Telecommunications equipment. Opportunities exist for the supply of telephone apparatus and telephone cable to TELCOR, the government institution operating the telephone system, and to sell VHF and HF radio communications systems.

- Housing. The World Bank is financing two housing projects requiring the supply of 1,530 houses, two civic centres, two schools, two health centres and two public markets. Other housing projects can be expected in future.

- Forestry. The Inter-American Development Bank is expected soon to approve a \$1.5 million loan to improve forest fire prevention and to combat forest diseases.

- Hospitals. Nicaragua is chronically short of medical facilities. Demand exists for private clinics which could be supplied from Canada, providing financing is available.

- Education facilities. The World Bank is financing the development of



*The amenities of life return to earthquake-struck Managua with the construction of modern shopping centres.*

educational facilities. One project is under way and another valued at \$6 million is under consideration.

- Livestock. Both IBRD and IADB have provided substantial loans to improve the Nicaraguan cattle industry.

- High demand exists for agricultural machinery and construction materials, particularly the latter.

We invite you, if you have not yet done so, to give the Nicaraguan market a try. The Latin America Division, Western Hemisphere Bureau, Department of Industry, Trade and Commerce, Ottawa K1A 0H5, has information available on

this market and can provide much valuable assistance. We at the Commercial Division, Canadian Embassy, Apartado 10303, San Jose, Costa Rica, stand ready to assist you in any way to enter this arena.

Send us product information, together with indicative prices. We can then undertake a market assessment for you and provide names of prospective agents which, by the way, are a legal requisite to doing business in Nicaragua. Stringent legislation protects agents against arbitrary termination of contracts by their principals. Therefore, we



world.

When in Central America you can easily visit Nicaragua. Air connections are good, it's advantageous to speak Spanish but not absolutely necessary.

You need only fly direct from Miami to Managua. A valid smallpox certificate and visa are required. Why not plan to get to know this part of the world better? It could be worth your while.

**WHAT CANADA SOLD TO . . .**

	1971	1972 (\$'000)	1973
Milk powder, skim milk	—	—	1,113.3
Malt	229.7	144.8	496.2
Asbestos milled fibres, group 4 & 5	53.3	70.6	304.0
Newsprint	222.8	331.4	268.6
Nitrogen-phosphate fertilizers n.e.s.	—	—	147.9
Aluminum pigs ingots shot slabs etc.	26.9	—	155.3
Fire fighting equipment	—	—	101.6
Oat by-products n.e.s.	342.8	314.6	—
Prepared fertilizer	—	272.2	—
Industrial chemical specialties & explosives	116.8	86.0	73.0
Contractors equipment & tools	263.9	—	42.8
<b>Total, including others</b>	<b>2,229.0</b>	<b>2,095.0</b>	<b>3,908.0</b>

**. . . AND BOUGHT FROM NICARAGUA**

Shrimps & prawns	268.2	470.2	321.1
Bananas & plantains	—	792.2	1,577.6
Coffee, green	994.6	567.9	548.0
Fur skins	2.1	.3	134.5
Oil seeds, oil nuts, oil kernels	200.9	394.6	374.5
Metal ores, concentrates & scrap	151.8	172.6	136.9
<b>Total, including others</b>	<b>1,974.0</b>	<b>2,569.0</b>	<b>3,413.0</b>

recommend a personal visit to Nicaragua before finalizing any agency arrangements.

When making this visit you should pack your tropical clothing and book your hotel room well in advance because Managua at present has only one first class international hotel, the Managua Intercontinental. The importance of a personal visit to this highly competitive, yet worthwhile, market cannot be overstressed. Nicaraguans are friendly and set great store by personal relationship. No amount of correspondence can take the place of a chat in this part of the

# GUATEMALA

good health in a sound economy

M.A. BOUCHARD,  
Commercial Secretary, Guatemala City



*The Metropolitan Cathedral in Guatemala City.*

**G**uatemala, although basically an agricultural country, has had in the past few years a healthy economic expansion encouraged by a stable political climate. This, coupled with increased earnings from exports of coffee, sugar, cotton, and lumber, as well as from non-traditional items, accounts for its positive balance of payments, a remarkable situation in view of the sharply increased expenditures on petroleum products, basic materials and equipment that it has to import. In addition, Guatemala, which has a population of 5.6 million and covers an area of 42,000 square miles, is taking strong fiscal steps to provide more taxation revenue in an effort to maintain its substantial financial reserves. This should help the country to proceed with its development plan.

Efforts are being made also to expand local processing of agricultural products as well as to develop new industries based on other raw materials available in the country. One interesting case in the

mining field is the Exploraciones y Explotaciones Mineras Izabal S.A. (EXMIBAL), a project involving a nickel mining and initial refining operation in the Lake Izabal area. The implementation of this multi-million dollar project, which involves Canadian participation, is already well under way and should offer good opportunities for Canadian manufacturers of mining equipment and machinery. The government firmly believes that there are also very good opportunities in antimony, copper, marble and possibly others.

**Food imports** — The market potential for imported consumer goods is not too great, particularly for the more sophisticated types, but Guatemala does import some basic foods such as grains and other food products to supplement local products, depending on crop conditions. The country's capacity to produce food

*Lake Atitlan, a famous tourist attraction in Guatemala.*





crops is extensive but subject to unexpected natural events such as the recent passage of hurricane Fifi, that affected the country's north coast, or the eruption of the Fuego volcano, which destroyed a good portion of crops and pastures in sections of the Pacific coast, one of the most fertile regions and a major producer of cattle, sugar, bananas and cotton.

Canadian exports to Guatemala rose in value from \$3.7 million in 1971 to \$6.8 million in 1973. In the first half of 1974 they reached a value of \$4.7 million, an 88 per cent increase over the same period in 1973. Imports from Guatemala in 1972 were worth \$6.8 million and in 1973 \$6.9 million. For the first half of 1974 they were valued at \$5.3 million.

One area where Canadian suppliers have had good success recently is in frozen semen. In addition, a shipment of Canadian cattle to Guatemala was received last October and it is hoped that the performance of these animals will develop sufficient interest on the part of local cattlemen to generate further sales.

**Common Market** — Incentives to local production of finished products, particularly consumer goods, have been greatly increased by Guatemala's participation in the Central American Common Market (CACM). The idea of bringing together all Central American countries in a large market of over 14 million persons has already induced several manufacturers and processors to establish local production facilities. This trend is expected to continue, possibly at an increasing pace.

At the government level, numerous

expansion projects are planned in the country's infrastructure over the next few years, including roads, airports, hydroelectric and thermal projects, communications, ports and railways. Priorities among these will depend on a number of factors, such as the internal financial situation and the availability of outside financing.

Another area promising great potential for expansion, now and for the foreseeable future, is the tourist industry. Much-needed expansion will take place in this industry with many new hotels being planned for the near future to handle the tourist flow, which in the past few years has been increasing sharply at a rate of approximately 25 per cent per year.

**Peten** — At the present time, Peten is perhaps the one area of the country which is attracting the most interest in terms of resource development, and for many reasons. Until recently this jungle-covered plateau was known mainly for its vestiges of Mayan culture, and the region's potential, other than its tourist attractions, was largely ignored. There has been small-scale exploitation of the forest for such products as tropical woods, chicle, and other products typical of tropical forests.

With the world petroleum crisis and the heavy burden of its cost on the economies of developing nations, the number one attraction at present is Peten's oil potential. The presence of oil and gas in southern Mexico, just to the north of Peten and in similar terrain is a promising sign. Drilling in the region,

although on a small scale, has been going on for some time. Although discoveries have been made, much more exploration work will be necessary to evaluate potential. Already about 40 groups, both international and local, have applied for exploration rights and the government is preparing legislation concerning permits, incentives, investments control, profit sharing and taxation.

Peten's large forests also offer great opportunities. At the moment there are four companies in operation, but there is room for many more and increased activities are expected in this industry.

Realizing the underdeveloped state and the great potential of the Peten area, the government has established a separate department, Fomento y Desarrollo del Peten (FYDEP), as the organization responsible for the development and co-ordination of all operations in the area, both government and private.

Provided the present economic trends persist and the country manages to continue resisting world inflationary pressures, the wide range of projects planned for the coming years should offer ample opportunities for both traditional and new suppliers and for investors, as a great number of these projects fall within the scope of Canadian expertise.

Success on the part of Canadian businessmen should continue to depend primarily on availability and prices.

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## BANK FOR ECONOMIC INTEGRATION

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The Central American Bank for Economic Integration (CABEI) was established in 1961 with an initial authorized capital of \$20 million — a \$4 million subscription from each member country. Its purpose is to finance industrial, agricultural and other projects contributing to the integration of the economies of the five CACM members.

Since 1961, CABEI's resources have increased to more than \$210 million, as its original authorized capital was doubled by further CACM-member sub-

scriptions plus long-range loans from US AID (\$42 million), Inter-American Development Bank (\$39 million), Mexico (\$11 million), Spain (\$10 million), France (\$8 million), Belgium (\$7.2 million), Switzerland (\$6.7 million), the Netherlands (\$4.6 million) and Britain (\$4.3 million).

Although major amounts of these resources are reserved for infrastructure and housing programs, approximately 40 per cent of available funds have been allocated to manufacturing.

# 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 Jan. 13. 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
<b>Algeria</b> Dinar	.2380	4.20	<b>Ecuador</b> Sucre (official)	.0391	25.58
<b>Arab Republic of Egypt</b> Pound (official)	2.5500	.39	<b>El Salvador</b> Colon	.3991	2.51
<b>Argentina</b> Peso (financial)	.0999	10.01	<b>Fiji</b> Dollar	1.2473	.80
(commercial)	.1996	5.01	<b>Finland</b> Markka	.2808	3.56
<b>Australia</b> Dollar	1.3271	.75	<b>France, Monaco, etc.<sup>1</sup></b> Franc	.2273	4.40
<b>Austria</b> Schilling	.0589	16.98	<b>French Pacific<sup>2</sup></b> Franc	.0125	80.00
<b>Bahamas</b> Dollar	.9978	1.00	<b>Franco-African Republics<sup>3</sup></b> Franc	.0045	222.22
<b>Belgium and Luxembourg</b> Franc	.0279	35.84	<b>Germany</b> D Mark	.4189	2.39
<b>Bermuda</b> Dollar	1.0397	.96	<b>Ghana</b> New Cedi	.8647	1.16
<b>Bolivia</b> Peso	.0498	20.08	<b>Greece</b> Drachma	.0341	29.33
<b>Brazil</b> Cruzeiro (official free)	.1347	7.42	<b>Guatemala</b> Quetzal	.9978	1.00
<b>Britain</b> Pound	2.3483	.43	<b>Guyana</b> Dollar	.4444	2.25
<b>British Honduras</b> Dollar	.6078	1.64	<b>Haiti</b> Gourde	.1996	5.01
<b>Burma</b> Kyat	.2072	4.83	<b>Honduras</b> Lempira	.4989	2.00
<b>Chile</b> Escudo (commercial)	.0005	2,000.00	<b>Hong Kong</b> Dollar	.2082	4.80
(financial)	.0004	2,500.00	<b>Hungary</b> Forint (official)	.0869	11.51
<b>China, Peoples' Republic of</b> Yuan	.4188	2.39	<b>Iceland</b> Krona (official)	.0084	119.05
<b>Colombia</b> Peso (fixed)	.0382	26.18	<b>India</b> Rupee	.1252	7.99
<b>Costa Rica</b> Colon	.1197	8.35	<b>Indonesia</b> Rupiah	.0024	410.00
<b>Cuba</b> Peso		N.A. <sup>10</sup>	<b>Iran</b> Rial	.0143	69.50
<b>Czechoslovakia</b> Koruna (fixed basic rate)		N.A. <sup>10</sup>	<b>Iraq</b> Dinar	3.3704	.30
<b>Denmark</b> Krone	.1776	5.63	<b>Ireland</b> Pound	2.3483	.43
<b>Dominican Republic</b> Peso	.9978	1.00			

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	.1663	6.01	Philippines <sup>5</sup> Peso (free)	.1412	7.08
Italy Lira	.0015	666.66	Poland Zloty (fixed basic rate)	.2577	3.88
Jamaica Dollar	1.0976	.91	Portugal & Overseas Provinces <sup>6</sup> Escudo	.0407	24.57
Japan Yen	.0033	303.03	Saudi Arabia Riyal	.2850	3.50
Kenya <sup>4</sup> Shilling	.1379	7.25	Sierra Leone Leone	1.2371	.81
Korea, Republic of Won	.0021	483.00	Singapore Dollar	.3358	2.98
Lebanon Pound (free)		N.A. <sup>10</sup>	South Africa Rand	1.4468	.69
Libya Dinar	2.777	.36	Spain & Dependancies Peseta	.0170	55.55
Malawi Kwacha	1.2280	.81	Sri Lanka <sup>7</sup> Rupee	.1505	6.64
Malaysia Dollar	.4330	2.31	Sweden Krona	.2458	4.07
Mexico Peso	.0798	12.53	Switzerland Franc	.3898	2.57
Morocco Dirham	.2379	4.20	Syria Pound (free)	.2711	3.69
Netherlands Florin	.4041	2.47	Thailand Baht (free)	.0498	20.08
Netherlands Antilles Florin	.5574	1.79	Trinidad & Tobago <sup>8</sup> Dollar	.4892	2.04
New Zealand Dollar	1.3146	.76	Tunisia Dinar	2.2927	.44
Nicaragua Cordoba	.1425	7.02	Turkey Lira	.0720	13.89
Nigeria Naira	1.4700	.68	United States Dollar	.9978	1.00
Norway Krone	.1945	5.14	Uruguay Peso (free)	.0008	1,250.00
Pakistan Rupee	.1008	9.92	Venezuela Bolivar (official free)	.2325	4.30
Panama Balboa	.9978	1.00	Yugoslavia Dinar (official)	.0577	17.33
Paraguay Guarani (free)	.0078	128.21	Zaire, Republic of <sup>9</sup> Zaire	1.961	.51
Peru Sol (free)	.0230	43.48	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 Leeward and Windward Islands.

9. Formerly Congo (Kinshasa).

10. Rates not available at press time.

# 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.

## Skis — joint venture

Italian firm seeks a Canadian joint venture partner for the manufacture in Canada of its line of high quality skis. The skis have been successfully marketed internationally for several years and are among the better known international brands. They are claimed to be of unique and advanced structural design and concept. The skis are made primarily of ABS resin, fibreglass-reinforced epoxy resin, steel and ergal (lightweight alloy). Four different models have been developed. Marketing rights for both Canada and the United States will be included in the manufacturing agreement. Literature available. **Item 3108**

## Butter flavoured powder

American company offers under licence or joint venture the Canadian manufacturing rights to a dry concentrated natural butter-flavoured product derived from dairy products and lipolyzed butter oil. The product is claimed to provide eight times the flavour strength of whole butter, with only 1 per cent of the cholesterol and 6 per cent of the calories of fresh butter and margarine. The concentrate melts quickly when sprinkled on warm vegetables, meats, gravies, soups, stews, pancakes, etc. This product has only recently been introduced in the United States and is considered to have extensive applications in the institutional and industrial food trades. Literature available. **Item 3109**

## Preinsulated steel pipes

Austrian company offers under licence the Canadian manufacturing rights to its process for manufacturing preinsulated steel pipe. The seamless steel inner pipe is insulated with closed cell polyurethane foam insulation and is protected with a PVC jacket pipe. The system accommodates inner pipe diameters from 1/2" to 14". A full line of fittings is available which are foam insulated on site. Claimed advantages include fast installation, jointless insulation, low thermal losses, and optimum corrosion protection. This system is claimed to be ideal for remote heating plants, industrial pipelines, central heating plants, etc. Literature available. **Item 3110**

## Electrostatic powder coating

British firm is offering the Canadian manufacturing rights to its patented

system of powder coating for the metal finishing industry. The electrostatic hand gun coating system features a spray pattern that can be adjusted at will to suit the geometry of the work piece, thus providing a uniform coating with a minimum of overspray; a non-pressurized feed system; and a powder recovery unit, which provides full recovery of uncontaminated spray without the necessity of cyclones, filter bags, etc. The cloud chamber coating system incorporates adjustable spray guns which feed a cloud of finely dispersed charged powder particles into a chamber through which the earthed articles to be coated are passed. Since the latter system is enclosed, the problem of dust contamination is eliminated, and powder once introduced into the chamber is recirculated until used. Literature available. **Item 3111**

## Concrete mixing and conveying equipment

Italian firm is seeking licensing arrangements with Canadian companies to manufacture its line of concrete mixing and conveying equipment which includes: 1) a separator for cement slurry and waste concrete which is designed to reclaim the sand and gravel, well separated, washed and ready for re-use, and to remove the cement from the water; 2) a concrete piston pump with hydraulic drive designed for installation on a regular or mixer truck with a boom, and on a trailer without a boom; 3) a mixer truck-mounted concrete conveyor, for use where a long reach is required, which folds over the mixer in travelling position and extends ready for pouring in minutes. Literature available. **Item 3112**

## Thermostatic water mixers

Swiss firm is offering the rights for manufacturing under licence in Canada its line of automatic temperature controls for mixing hot and cold water. These devices are mounted on the side of the faucet assembly at a 45° angle. They consist of two moveable valves concentrically arranged on a spindle in a manner to control the flow rate and the temperature of the mixed water. The required water temperature is maintained by means of a controlling element working on a gaseous vapour basis by means of a non-toxin medium. Any given temperature of the medium is associated with a certain pressure. A spring serves as a

counter force and controls the opening of the warm water valve; gas pressure regulates the closing. Claimed advantages of these mixers include low water consumption and reduced power costs. Literature available. **Item 3113**

## Universal current calibrator

Belgian firm offers under licence the Canadian manufacturing rights covering its universal current calibrator. This compact, portable device is intended as an aid to instrument technicians engaged in the adjustment or overhaul of automatic control equipment, both electric and electronic. It has been especially developed for easy calibration required in automatic measurement and control loops. Since the apparatus provides the different supply voltages and current ranges used in conventional instrumentation, it is possible to calibrate and service equipment of any manufacturer. Literature available. **Item 3114**

## Sundries for men

American company is offering the rights for manufacturing under licence in Canada its men's accessories which include an eyeglass case, pocket secretary, wallet, money clip and credit card holder, etc. Material used is principally vinyl with some leather. A patented decorative magnetic clasp is claimed to guard valuables against theft and accidental loss. Literature available. **Item 3115**

## Kitchen console

Canadian company seeks a joint venture arrangement with a Canadian firm to manufacture its combination dishwasher, sink and storage drawer unit. This unit is designed for installation in the traditional double-door area below the sink with minimal space displacement and remodelling costs. The radial wave washing system is claimed to give superior results while using up to 40 per cent less detergent and water than existing machines. Optional features include a food disposal unit and a variety of top inserts which can be used in place of the sink, e.g. counter range, minifridge, etc. Literature available. **Item 3116**

# Foreign Tariffs and Trade Regulations

## Brazil

Decree Law No. 1364 of November 28, 1974 increases the import duty by 100 per cent until December 31, 1976 on approximately 850 items. The Decree also extends until December 31, 1976 the tariff increases on 960 commodities introduced by Decree Law No. 1334 of June 24, 1974.

Information regarding the rate of duty applicable on specific products may be obtained from the Latin American Division, Western Hemisphere Bureau.

## Peru

Implementation of Decree Law No. 20, 165, the new Customs Code eliminating the requirement for consular invoices

on exports to Peru, has been approved by Supreme Decree No. 020-74, effective January 1, 1975. Documentation requirements for imports into Peru are: a) two copies of the bill of lading or airway bill; b) three copies of the commercial invoice (in Spanish); and c) three copies of the certificate of origin, when required. Consular legalization of the documents will no longer be required and consular fees will be paid at destination in Peru.

The following amendments to the regulations regarding the financing of Peruvian imports were issued by the Private Sector Exchange Transactions Board on October 30, 1974.

(1) No letter of credit nor financing

required for c. & f. imports up to U.S. \$2,000 per shipment with no yearly limitations.

(2) No financing but letter of credit required in the following cases: (a) imports for c. & f. value up to U.S. \$5,000 per shipment up to a maximum of U.S. \$50,000 per year; (b) most pharmaceuticals and food items irrespective of value.

(3) Other imports require letters of credit but financing terms are now minimum 120 days and in certain cases reduced to 90 days. The regulations regarding the import financing of capital goods remain in force.

## Trade Lines

### Five company group to drill for oil in Turkey

A five company group will prospect for oil in Turkey this year. The coordinator of the group is Marathon Oil Company of Findlay, Ohio, which has a 50 per cent investment in the joint venture. The other members of the group are Terra Marmara Inc., Cheyenne Corporation, Weeks Petroleum Turkey Ltd. and C and K Petroleum Inc.

The group will search for oil in the I. Marmara region, which includes the provinces of Istanbul, Bursa, Balikesir and Canakkale. Originally, C and K Petroleum Inc. was given eight separate exploration licences to prospect for oil in the defined area. But the Department of Petroleum Affairs has announced that the company was turning over almost 88 per cent of its shares in the licences to the other oil companies. — Ankara.

### New hotels in Istanbul

The two new hotels which between them will give Istanbul an extra 800 luxury bedrooms in under 12 months' time, are progressing well. At present the only major American chain to operate in the city is Hilton International. Its two new rivals, Sheraton and Inter-Continental, are looking for completion well before the end of the year.

Sheraton is set for May and IC a little later. — Ankara

### First Canadian company to export oil from Abu Dhabi

The Al Bakoush field in offshore Abu Dhabi Waters was formally inaugurated

on December 7, 1974, with ceremonies marking the first shipment of crude oil. The current output is about 50,000 bbd. of 34° API crude oil with a sulphur content of 2.16 percent which is scheduled to rise to over 60,000 bbd. from eight wells under the current expansion program. Storage and loading facilities at present consist of a 100,000 dwt floating storage tanker and one single buoy mooring. The posted price for crude produced from this oilfield, which is known as Albakoush oilfield, has been set at \$11.656/barrel. The field is owned by a consortium composed of Compagnie Francais des Petroles (51 per cent), New England Petroleum (24.5 per cent), Amerada-Hess (12.25 per cent) and Sunningdale of Calgary (12.25 per cent). — Beirut

### Spain and Cuba sign agreement

Spain's Minister of Commerce — the first Spanish Minister to visit Cuba since 1898 — recently travelled to Havana to sign a trade agreement considered to be the most important ever signed between both countries.

The system of "clearing" previously in existence has been substituted for one of "free convertibility". It is hoped to increase trade between both countries from a total of less than \$100 million in 1963 to approximately \$900 million in 1975.

Spain will grant a credit totalling about \$16 million to be distributed in equal instalments during the next three years. This will assist Cuba in buying complete industrial plants, capital equipment, etc., including a cement factory to be constructed using Spanish technology and equipment, worth \$700

million and with an annual production capacity of 1.3 million tons. This is considered to be Spain's largest single investment abroad.

By this treaty Cuba automatically becomes Spain's chief market in Latin America and Cuba's third major trading partner after the U.S.S.R. and Japan. Cuba will rank immediately after the U.S., France, Britain, West Germany and the Middle East petroleum supplying nations, in order of importance as a supplier to Spain. — Madrid

### New Spanish oil company

At the end of November the Government announced the merger of three National Institute of Industry refineries, ENCASO, REPESA (Escombreras) and ENTASA (Tarragona) to form a company to be known as ENPETROL (Empresa Nacional de Petroleos) in which INI holds 71.7 per cent — the rest being held by the U.S. firms of Chevron and Texaco: the Spanish firm, Explosivos Rio Tinto and the Spanish banks, Banco Hispano Americano, Urquijo, Industrial de Cataluna, Banca Catalana, Union Industrial Bancaria and others. Capital is about \$105 million with sales for 1974 expected to be \$1.6 billion, which would make it the biggest Spanish company in sales volume.

Annual refining capacity of the new company is 14 million tons and this will meet one third of total Spanish demand for refinery products. The company is authorized to increase its capacity to 30 million tons a year by 1980. — Madrid

# International Projects

## ARGENTINA / URUGUAY — HYDROELECTRICITY

The Inter-American Bank has approved a \$95 million loan — the largest single loan since it began operations — to help finance the second stage of the hydroelectric power plant being built jointly by Argentina and Uruguay at Salto Grande on the Uruguay River.

**Implementing Organization:** Comision Técnica Mixta de Salto Grande (CTM), Cerrito 264, 4º piso, Buenos Aires, Argentina.

**Procurement:** International public bidding among member countries of the Bank and eligible non-member countries on goods and services imported with resources of the Bank loan. National public bidding on domestic purchases.

## INDONESIA — CEMENT PLANT

The Asian Development Bank will lend \$37 million to Indonesia for a large cement producing plant in Baturaja, South Sumatra. The loan, the largest so far to Indonesia, covers the foreign exchange component of the project which has a total cost of \$57 million. The project provides for the establishment of a cement plant including quarrying and material handling equipment to produce 500,000 metric tons of cement annually. A special feature of the project is that while the clinker manufacturing plant will be constructed at Baturaja, two clinker grinding mills for finished cement, each of 250,000 m.t. annual capacity will be installed in the principal cement consuming markets at Palembang and Telukbetung. This arrangement will achieve transport economies, minimize transit losses and provide better consumer service.

**Implementing Organization:** P.T. Semen Baturaja

**Procurement:** (i) Procurement of all items of machinery, equipment and materials financed by the Bank will be undertaken in accordance with the Bank's *Guidelines for Procurement*.

(ii) Civil and electrical works contracts will be awarded to prequalified local contractors.

(iii) Supply contracts for equipment and materials costing the equivalent of US\$100,000 or more will be awarded on the basis of international competitive bidding.

(iv) The contract for the design, supply and installation of principal equipment and construction of buildings and structures of the clinker manufacturing plant and for two clinker grinding plants will be awarded separately on

the basis of international competitive bidding among prequalified contractors on a turnkey basis.

(v) Procurement is tentatively scheduled to commence in July 1975.

**Consultants:** (i) The borrower will retain the services of consultants in accordance with the Bank's *Guidelines on Uses of Consultants*.

(ii) Consultant services will include preparation of preliminary designs and tender documents, evaluation of bids, award of procurement contracts, construction supervision, plant commissioning and performance testing.

(iii) Selection of consultants in process.

## MEXICO — IRRIGATION

The Inter-American Bank has approved a \$45.5 million loan to bring into irrigation approximately 116,584 acres of farm land in northwest Mexico. The loan was extended to the Nacional Financiera, S.A., the Mexican Government agency charged with negotiating foreign loans. It will be used by the Secretaria de Recursos Hidraulicos (SRH) to execute a project which will benefit approximately 5,000 farm families in the coastal plain of the State of Sinaloa. The total cost of the project is estimated at \$112.7 million, of which the Bank loan will cover 37 per cent and local sources the remaining 63 per cent.

**Implementing Organization:** Secretaria de Recursos Hidraulicos, Reforma 69, 12º piso, México 4, D.F.

**Procurement:** International public bidding on goods and services imported with the resources of the Bank loan. National public bidding on domestic purchases.

## NIGERIA — AGRICULTURE

The World Bank has approved five loans totalling \$107.5 million to help finance agricultural and livestock development in Nigeria. The projects are located in six states situated in different ecological areas of Nigeria and will assist Federal and State Governments in implementing parts of their development programs.

**Funtua Agricultural Development Project implementing Organization:** Funtua Project Management Unit, c/o Ministry of Finance, North Central State, Kaduna, Nigeria.

**Procurement:** Procurement of all items where orders or contracts had a value of more than US\$25,000 to a total value of US\$20.6 million through international competitive bidding (ICB) with domesti-

cally manufactured goods being allowed a 15 per cent preference in bid comparison. Contracts for civil works not large enough to attract foreign contractors and valued at US\$7.5 million will be awarded under locally advertised competitive bidding. Domestic contractors will receive a 7½ per cent preference bid evaluation. Construction of roads, water supplies and soil conservation works valued at \$7.1 million will be carried out on force account.

**Gombe Agricultural Development Project implementing Organization:** Gombe Project Management Unit, c/o Ministry of Finance, North-Eastern State, Maiduguri, Nigeria.

**Procurement:** Procurement of all items where orders or contracts had a value of more than US\$25,000 up to a total value of US\$13.4 million through international competitive bidding (ICB) with domestically manufactured goods being allowed a 15 per cent preference. Contracts for civil works not large enough to attract foreign contractors valued at US\$6.1 million to be awarded under locally advertised competitive bidding. Domestic contractors will receive a 7½ per cent preference in bid evaluation. Construction of roads, water supplies and soil conservation works valued at US\$6.7 million will be carried out on force account.

**Consultants:** There will be provision of consultant services for the preparation of feasibility studies; and preparation of plans for the continued provision of project services after the investment phase of the project is completed.

**Gusau Agricultural Development Project implementing Organization:** Gusau Project Management Unit, c/o Ministry of Finance, North-Western State, Sokoto, Nigeria.

**Procurement:** Procurement of all items where orders or contracts had a value of more than US\$25,000 up to a total value of US\$11.4 million through international competitive bidding (ICB) with domestically manufactured goods being allowed a 15 per cent preference in bid comparison. Contracts for civil works not large enough to attract foreign contractors valued at US\$5.4 million to be awarded under locally advertised competitive bidding though foreign firms would not be precluded from bidding. Domestic contractors will receive a 7½ per cent preference in bid evaluation. Construction of roads, water supplies and soil conservation works valued at US\$6.7 million will be carried out on force account.

British Columbia to Continent	December	1974	18.87	25,000
	November	1974	15.50 to 16.29	50,000 to 52,000
	October	1974	19.64	25,000
	September	1974	11.84 and 13.71	38,000 and 50,000

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### III. CRUDE PETROLEUM

Persian Gulf to Western Options (Worldscale Rates Not Dollars (1))	December	1974	32.5 to 90.0	35,000 to 233,000
	November	1974	38.0 to 57.5	85,000 to 285,000
	October	1974	64.0 to 85.0	67,000 to 280,000
	December	1973	47.5 to 124.0	30,000 to 220,000
	November	1973	50.0 to 245.0	46,000 to 250,000

Caribbean Sea to U.S. North Atlantic (2)	December	1974	100.0 to 170.0	19,000 to 60,000
	November	1974	120.0 to 150.0	25,000 to 48,000
	September	1974	140.0	19,500
	December	1973	150.0 to 300.0	16,500 to 36,000

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### Time Charters

Dry Cargo Ships of 20,000 to 30,000 tons Deadweight for up to 12 Months chartering

December	1974	8.60	1 fixture
November	1974	6.91 to 8.98	14 fixtures
October	1974	6.87 to 9.60	6 fixtures
November	1973	5.99 to 10.88	9 fixtures

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(1) Actual rate in dollars depends on specific ports of origin and destination of cargo. "Worldscale" rates are utilized as percentages of base rates (termed Worldscale 100) as published in the tariff "Worldwide Tanker Nominal Freight Scale". Western Options refers to the United Kingdom, Northwestern Europe, Scandinavia and the Atlantic Coast of North America.

(2) including Portland, Maine, the terminus of the Montreal/Portland Pipeline.

# GEOGRAPHICAL LISTING FOR EXPORTERS

Need information on foreign markets? You can get it from the Trade Commissioner posts around the world, or from the International Bureau in Ottawa. This breakdown tells you which TC post and which Bureau Division is responsible for the country in which you are interested.

Country	TC Post	Division	Country	TC Post	Division
<b>Afar and Issas, Territory of the (Fr. Somaliland)</b>	Nairobi	Africa & Mid East	<b>Brunei</b>	Singapore	Asia
<b>Afghanistan</b>	Islamabad	Asia	<b>Bulgaria</b>	Vienna	Eastern Europe
<b>Albania</b>	Vienna	Eastern Europe	<b>Burma</b>	Kuala Lumpur	Asia
<b>Algeria</b>	Algiers	Africa & Mid East	<b>Burundi</b>	Kinshasa	Africa & Mid East
<b>Andorra</b>	Paris	Western Europe	<b>Cameroon</b>	Kinshasa	Africa & Mid East
<b>Angola</b>	Johannesburg	Africa & Mid East	<b>Canal Zone</b>	San José	Latin America
<b>Arab Republic of Egypt</b>	Cairo	Africa & Mid East	<b>Canary Islands</b>	Madrid	Western Europe
<b>Argentina</b>	Buenos Aires	Latin America	<b>Cape Verde Islands</b>	Lisbon	Africa & Mid East
<b>Aruba (see Netherlands Antilles)</b>			<b>Cayman Islands</b>	Kingston	Caribbean
<b>Australia</b>	Sydney Melbourne Canberra	Pacific	<b>Central African Republic</b>	Kinshasa	Africa & Mid East
<b>Austria</b>	Vienna	Western Europe	<b>Chad</b>	Kinshasa	Africa & Mid East
<b>Azores</b>	Lisbon	Western Europe	<b>Chile</b>	Santiago	Latin America
<b>Bahamas</b>	Kingston	Caribbean	<b>China, People's Republic of</b>	Peking	Asia
<b>Bahreïn</b>	Beirut	Africa & Mid East	<b>Christmas Island</b>	Sydney	Pacific
<b>Balearic Islands</b>	Madrid	Western Europe	<b>Cocos-Keeling Islands</b>	Sydney	Pacific
<b>Bangladesh</b>	Bangkok	Asia	<b>Colombia</b>	Bogota	Latin America
<b>Barbados</b>	Port-of-Spain	Caribbean	<b>Comoro Islands</b>	Johannesburg	Africa & Mid East
<b>Belgium</b>	Brussels	Western Europe	<b>Congo (Brazzaville)</b>	Kinshasa	Africa & Mid East
<b>Belize</b>	Kingston	Caribbean	<b>Cook Islands</b>	Wellington	Pacific
<b>Bermuda</b>	New York	Caribbean	<b>Costa Rica</b>	San José	Latin America
<b>Bhutan</b>	New Delhi	Asia	<b>Cuba</b>	Havana	Caribbean
<b>Bolivia</b>	Lima	Latin America	<b>Curacao</b>	(see Netherlands Antilles)	
<b>Bonaire (see Netherlands Antilles)</b>			<b>Cyprus</b>	Tel Aviv	Africa & Mid East
<b>Botswana</b>	Johannesburg	Africa & Mid East	<b>Czechoslovakia</b>	Prague	Eastern Europe
<b>Brazil</b>	Brasilia Rio de Janeiro Sao Paulo	Latin America			
<b>Britain</b>	London Glasgow	Britain			
<b>British Solomon Islands</b>	Sydney	Pacific			

Country	TC Post	Division	Country	TC Post	Division
Dahomey	Lagos	Africa & Mid East	Jamaica	Kingston	Caribbean
Denmark	Copenhagen	Western Europe	Japan	Tokyo	Pacific
Dominican Republic	San Juan	Caribbean	Jordan	Beirut	Africa & Mid East
Ecuador	Bogota	Latin America	Kenya	Nairobi	Africa & Mid East
Egypt (see Arab Republic of Egypt)			Khmer Republic	Bangkok	Asia
El Salvador	Guatemala City	Latin America	Korea	Seoul	Asia
Equatorial Guinea	Madrid	Africa & Mid East	Kuwait	Beirut	Africa & Mid East
Ethiopia	Nairobi	Africa & Mid East	Laos	Bangkok	Asia
Falkland Islands	Buenos Aires	Caribbean	Lebanon	Beirut	Africa & Mid East
Fiji	Sydney	Pacific	Leeward Islands	Port-of-Spain	Caribbean
Finland	Helsinki	Western Europe	Lesotho	Johannesburg	Africa & Mid East
France	Paris	Western Europe	Liberia	Abidjan	Africa & Mid East
French Guiana	Port-of-Spain	Western Europe	Libya	Cairo	Africa & Mid East
French Oceania	Wellington	Pacific	Liechtenstein	Berne	Western Europe
French Somaliland (see Afar and Issas)			Luxembourg	Brussels	Western Europe
Gabon	Kinshasa	Africa & Mid East	Macao	Hong Kong	Asia
Gambia	Abidjan	Africa & Mid East	Madeira	Lisbon	Western Europe
Germany	Bonn Duesseldorf Hamburg	Western Europe	Malagasy Republic	Johannesburg	Africa & Mid East
Ghana	Lagos	Africa & Mid East	Malawi	Lusaka	Africa & Mid East
Gibraltar	London	Britain	Malaysia	Kuala Lumpur	Asia
Gilbert and Ellice Islands	Wellington	Pacific	Maldives	Colombo	Asia
Greece	Athens	Western Europe	Mali, Republic of	Abidjan	Africa & Mid East
Greenland	Copenhagen	Western Europe	Malta	Rome	Western Europe
Guadeloupe	Port-of-Spain	Western Europe	Martinique	Port-of-Spain	Western Europe
Guatemala	Guatemala City	Latin America	Mauritania	Abidjan	Africa & Mid East
Guinea, Republic of	Abidjan	Africa & Mid East	Mauritius	Johannesburg	Africa & Mid East
Guyana	Port-of-Spain	Caribbean	Mexico	Mexico City	Latin America
Haiti	San Juan	Caribbean	Monaco	Paris	Western Europe
Honduras	Guatemala City	Latin America	Morocco	Madrid	Africa & Mid East
Hong Kong	Hong Kong	Asia	Mozambique	Johannesburg	Africa & Mid East
Hungary	Budapest	Eastern Europe	Muscat and Oman	Beirut	Africa & Mid East
Iceland	Oslo	Western Europe	Nepal	New Delhi	Asia
India	New Delhi	Asia	Netherlands	The Hague	Western Europe
Indonesia	Jakarta	Pacific	Netherlands Antilles	Caracas	Caribbean
Iran	Tehran	Africa & Mid East	New Caledonia	Sydney	Pacific
Iraq	Beirut	Africa & Mid East	New Hebrides (British-French Condominium)	Sydney	Pacific
Ireland, Republic of	Dublin	Britain	New Zealand	Wellington	Pacific
Israel	Tel Aviv	Africa & Mid East	Nicaragua	San José	Latin America
Italy	Rome Milan	Western Europe	Niger	Abidjan	Africa & Mid East
Ivory Coast	Abidjan	Africa & Mid East	Nigeria	Lagos	Africa & Mid East

Country	TC Post	Division	Country	TC Post	Division
Northern Ireland	Glasgow	Britain	Switzerland	Berne	Western Europe
Norway	Oslo	Western Europe	Syria	Beirut	Africa & Mid East
Okinawa (see Ryukyu Islands)			Tahiti	Wellington	Pacific
Pakistan	Islamabad	Asia	Tanzania	Nairobi	Africa & Mid East
Panama	San José	Latin America	Thailand	Bangkok	Asia
Papua and New Guinea	Sydney	Pacific	Togo	Lagos	Africa & Mid East
Paraguay	Buenos Aires	Latin America	Tonga	Wellington	Pacific
Persian Gulf Area	Beirut	Africa & Mid East	Trinidad and Tobago	Port-of-Spain	Caribbean
Peru	Lima	Latin America	Tunisia	Algiers	Africa & Mid East
Philippines	Manila	Pacific	Turkey	Ankara	Africa & Mid East
Poland	Warsaw	Eastern Europe	Turks and Caicos Islands	Kingston	Caribbean
Portugal	Lisbon	Western Europe	Uganda	Nairobi	Africa & Mid East
Portuguese Guinea	Lisbon	Africa & Mid East	United Arab Emirates	Beirut	Africa & Mid East
Puerto Rico	San Juan	Caribbean	United Kingdom	(see Britain)	
Qatar	Beirut	Africa & Mid East	United States	Washington Atlanta Boston Buffalo Chicago Cleveland Dallas Detroit Los Angeles Minneapolis New York Philadelphia San Francisco Seattle United Nations (New York)	United States
Reunion	Johannesburg	Western Europe			
Romania	Vienna	Eastern Europe			
Rwanda	Kinshasa	Africa & Mid East			
Ryukyu Islands	Tokyo	Pacific			
St. Helena	Cape Town	Africa & Mid East			
St. Pierre and Miquelon	Boston	Western Europe			
São Tomé and Príncipe	Lisbon	Africa & Mid East			
Saudi Arabia	Jeddah	Africa & Mid East			
Scotland	Glasgow	Britain	Upper Volta	Abidjan	Africa & Mid East
Senegal, Republic of	Abidjan	Africa & Mid East	U.S.S.R.	Moscow	Eastern Europe
Seychelles Islands	Nairobi	Africa & Mid East	Uruguay	Buenos Aires	Latin America
Sierra Leone	Lagos	Africa & Mid East	Venezuela	Caracas	Latin America
Sikkim	New Delhi	Asia	Vietnam	Bangkok	Asia
Singapore	Singapore	Asia	Virgin Islands (Br.)	San Juan	Caribbean
Somalia	Nairobi	Africa & Mid East	Virgin Islands (U.S.)	San Juan	United States
South Africa	Johannesburg Cape Town	Africa & Mid East	Western Samoa	Wellington	Pacific
Spain	Madrid	Western Europe	Windward Islands	Port-of-Spain	Caribbean
Spanish Sahara	Madrid	Africa & Mid East	Yemen Arab Republic	Beirut	Africa & Mid East
Sri Lanka	Colombo	Asia	Southern Yemen, People's Republic of	Beirut	Africa & Mid East
Sudan	Cairo	Africa & Mid East	Yugoslavia	Belgrade	Eastern Europe
Surinam	Port-of-Spain	Caribbean	Zaire	Kinshasa	Africa & Mid East
Swaziland (Ngwane)	Johannesburg	Africa & Mid East	Zambia	Lusaka	Africa & Mid East
Sweden	Stockholm	Western Europe			

# FOREIGN COMMERCIAL REPS IN CANADA

## ARGENTINA

Economic Counsellor's Office  
Embassy of Argentina  
56 Sparks St., Room 307  
**Ottawa K1P 5A9**  
Phone: 236-9431

## AUSTRALIA

Commercial Counsellor and Australian  
Trade Commissioner  
Australian High Commission  
90 Sparks St.  
**Ottawa K1P 5B4**  
Phone: 236-2684  
Telex: 013-3391

Australian Trade Commissioner  
King & Bay Sts., Room 2324  
Box 69, Commerce Court West  
**Toronto M5L 1B9**  
Phone: 367-0783  
Telex: 06-219762

Australian Trade Commissioner  
Canadian Imperial Bank of  
Commerce Bldg.  
1155 Dorchester Blvd. W., Suite 811  
**Montreal H3B 2H8**  
Phone: 875-2000  
Telex: 01-26583

Australian Trade Commissioner  
Guinness Tower, Suite 500  
1055 West Hastings St.  
**Vancouver V6E 2E9**  
Phone: 684-1177  
Telex: 04-507580

## AUSTRIA

Austrian Embassy  
445 Wilbrod St.  
**Ottawa K1N 6M7**  
Phone: 235-5521  
Telex: 013-3290

Austrian Consulate  
1132 Kensington Rd. N.W.  
**Calgary**  
Phone: 283-6526

Austrian Consulate  
526 Young Ave.  
**Halifax**  
Phone: 423-7593

Austrian Trade Delegate  
630 Dorchester Blvd. W.  
**Montreal 101**  
Phone: 866-1103

Austrian Trade Delegate  
401 Bay St., Suite 2008  
**Toronto 103**  
Phone: 363-3677

Austrian Trade Delegate  
Vancouver Block, Suite 1220-1223  
736 Granville St.  
**Vancouver 2**  
Phone: 683-5808

Austrian Consulate  
54 Harrow St.  
**Winnipeg 9**  
Phone: 452-9750

## BARBADOS

Counsellor  
Barbados High Commission  
151 Slater St., Suite 200  
**Ottawa K1P 5H3**  
Phone: 236-9517  
Telex: 053-3375

Senior Trade Commissioner  
Barbados Trade Commission  
11 King St. W., Suite 1108  
**Toronto M5H 1A3**  
Phone: 869-0603

## BELGIUM

Belgian Embassy  
85 Range Rd.  
**Ottawa K1N 8J6**  
Phone: 236-7267  
Telex: 013-3568

Consul General of Belgium  
2222 Royal Bank of Canada Bldg.,  
Place Ville Marie  
**Montreal H3B 3M4**  
Phone: 866-8678

Consul General of Belgium  
8 King St. E., Suite 1901  
**Toronto M5C 1B5**  
Phone: 364-5283

Consul General of Belgium  
Baxter Bldg., Rm. 916  
1111 West Hastings St.  
**Vancouver**  
Phone: 682-1878

## BRAZIL

Trade Division  
Embassy of Brazil  
450 Wilbrod St.  
**Ottawa K1N 6M8**  
Phone: 237-1090  
Telex: 0534222

Brazilian Consulate General  
1 Place Ville Marie, Suite 1505  
**Montreal 113**  
Phone: 866-3313  
Telex: 052-4470

## BRITAIN

Minister (Commercial)  
British High Commission  
80 Elgin St.  
**Ottawa K1P 5K7**  
Phone: 237-1530  
Telex: 05-33318

British Consul  
Three McCauley Plaza, Suite 1404  
10025 Jasper Ave.  
**Edmonton T5J 1S6**  
Phone: 424-0481  
Telex: 037-2421

British Consul for  
the Atlantic Provinces  
Centennial Bldg., 10th Floor  
1645 Granville St.  
**Halifax B3J 1X3**  
Phone: 422-7488  
Telex: 019-21634

British Consul-General  
635 Dorchester Blvd. W., Suite 901  
**Montreal H3B 1R6**  
Phone: 866-5863  
Telex: 012-6437

British Consul-General  
200 University Ave., 8th Floor  
**Toronto M5H 3E3**  
Phone: 864-1290  
Telex: 022-9531

British Consul-General  
Bank of Nova Scotia Bldg.,  
Room 416-407  
602 West Hastings St.  
**Vancouver V6B 1P6**  
Phone: 683-4421  
Telex: 045-1287

British Consul  
402 Monarch Life Bldg.,  
333 Broadway Ave.  
**Winnipeg R3C 0S9**  
Phone: 942-3151  
Telex: 075-7814

## BULGARIA

Bulgarian Trade Commission  
1550 Maisonneuve Blvd. W., Suite 210  
**Montreal H3G 1N4**  
Phone: 935-7494  
Telex: 05-24235

## BURMA

Embassy of the Union of Burma  
Royal Trust Bldg., 2nd Floor  
116 Albert St.  
**Ottawa K1P 5G3**  
Phone: 236-9613

## CAMEROON

Commercial Attaché  
Cameroon Embassy  
470 Wilbrod St.  
**Ottawa K1N 6M8**  
Phone: 236-1522

## CHILE

Commercial Counsellor  
Embassy of Chile  
56 Sparks St., Suite 204  
**Ottawa K1P 5A9**  
Phone: 235-4402

Consulate of Chile  
3355 Queen Mary Rd., Apt. 719  
**Montreal 247**  
Phone: 735-5921

Consulate of Chile  
1139 Lonsdale Ave.  
**North Vancouver**  
Phone: 985-6211

## CHINA, People's Republic of

Commercial Counsellor  
Embassy of the People's Republic of  
China  
P.O. Box 8520  
415 St. Andrew St.  
**Ottawa**  
Phone: 234-2718

## COLOMBIA

First Secretary and Consul  
Embassy of Colombia  
140 Wellington St., Suite 112  
**Ottawa K1P 5A2**  
Phone: 235-8803

Consul General of Colombia  
1500 Stanley St., Suite 320  
**Montreal 110**  
Phone: 849-4852

Consul of Colombia  
67 Yonge St., Suite 726  
**Toronto**  
Phone: 366-5092

Vice-Consul of Colombia  
2705 West 22nd Ave.  
**Vancouver**  
Phone: 738-6710

## COSTA RICA

Consulate of Costa Rica  
Windsor Hotel, Room 1126  
Dominion Square  
**Montreal H3B 2T4**  
Phone: 866-8159

## CUBA

Cuban Trade Commission  
1415 Pine Ave. West  
**Montreal H3G 1B2**  
Phone: 845-0191

## CZECHOSLOVAKIA

Trade Commission of the Czechoslovak  
Socialist Republic  
1280 St. Mark St.  
**Montreal H3H 2G1**  
Phone: 937-6331  
Telex: 01-26590

## DENMARK

Royal Danish Embassy  
85 Range Rd., Suite 702  
**Ottawa K1N 8J6**  
Phone 234-0704, 234-0116, 234-4619  
Telex: 053-3114

Royal Danish Consulate General  
1245 Sherbrooke St. W., Suite 1525  
**Montreal H3G 1G2**  
Phone: 849-5391  
Telex: 01-20315

Royal Danish Consulate  
151 Bloor St. W.  
**Toronto M5S 1S4**  
Phone: 962-5661  
Telex: 06-22032

Royal Danish Consulate  
475 Howe St., Suite 1102  
**Vancouver V6C 2B3**  
Phone: 684-5171  
Telex: 04-352588

## DOMINICAN REPUBLIC

Consul General of the Dominican  
Republic  
5464 Victoria Ave.  
**Montreal 252**  
Phone: 738-1068

## EASTERN CARIBBEAN COMMISSION (Leeward and Windward Islands)

Commissioner, Eastern Caribbean  
Commission  
8 Frontenac St., Place Bonaventure  
P.O. Box 286  
**Montreal H5A 1B3**  
Phone: 866-7761

## ECUADOR

Consul General of Ecuador  
2603 Cote St. Catherine Rd.  
**Montreal 250**  
Phone: 733-9422

Honorary Consul of Ecuador  
82 Heathcote Ave.  
**Willowdale 430 (Toronto)**  
Phone: 489-0910

Honorary Consul of Ecuador  
2125 West 2nd Ave., Suite 311  
**Vancouver 9**  
Phone: 733-0891

## EL SALVADOR

Embassy of El Salvador  
100 Bronson Ave., Apt. 603  
**Ottawa K1R 6G8**  
Phone: 238-2939

Honorary Consul of El Salvador  
1360 Yonge St.  
**Toronto**  
Phone: 924-5971

Honorary Consul of El Salvador  
1090 Granville St.  
**Vancouver 2**  
Phone: 684-2554

## FINLAND

Embassy of Finland  
222 Somerset St. West  
**Ottawa K2P 2G3**  
Phone: 236-2389

Trade Commissioner of Finland  
1010 St. Catherine St. W., Suite 1101  
**Montreal 110**  
Phone: 866-2202

Trade Commissioner of Finland  
20 Eglinton Ave. W., Suite 1109  
**Toronto M4R 1K8**  
Phone: 482-4111

## FRANCE

Commercial Counsellor to  
the French Embassy  
10 John St.  
**Ottawa K1M 1P5**  
Phone: 233-5681  
Telex: 01-33564

Commercial Counsellor of France  
Place Bonaventure  
P.O. Box 117  
**Montreal 114**  
Phone: 878-9851  
Telex: 01-26428

Commercial Counsellor of France  
40 University, Suite 302  
**Toronto**  
Phone: 362-1257

French Trade Commissioner  
736 Granville St., Suite 1216  
**Vancouver**  
Phone: 684-1271

## GERMANY

Commercial Counsellor, Embassy of  
the Federal Republic of Germany  
1 Waverley St.  
**Ottawa K2P 0T8**  
Phone: 232-1101  
Telex: 053-4226

Consulate of  
the Federal Republic of Germany  
11618 100th Ave.  
P.O. Box 363  
**Edmonton T5J 2J6**  
Phone: 488-0144

Cdn. German Chamber of  
Industry & Commerce Inc.  
2015 Peel St., Suite 1110  
**Montreal H3A 1T8**  
Phone: 844-3051

Trade Commissioner  
Consulate General of  
the Federal Republic of Germany  
3455 Mountain St.  
**Montreal H3G 2A3**  
Phone: 849-1134  
Telex: 05-24483

Cdn. German Chamber of  
Industry & Commerce Inc.  
480 University Ave., Ste. 1510  
**Toronto M5G 1V2**  
Phone: 366-7743

Consulate General of  
the Federal Republic of Germany  
77 Admiral Road  
Box 523, Stn. P  
**Toronto M5S 2T1**  
Phone: 925-2813

Consulate General of  
the Federal Republic of Germany  
National Trust Bldg.  
325 Howe St.  
**Vancouver V6C 2A2**  
Phone: 684-8377

Consulate of  
the Federal Republic of Germany  
424 Wellington Cres.  
P.O. Box 876  
**Winnipeg R3C 2S1**  
Phone: 453-1001

## GHANA

Counsellor, Office of  
the High Commissioner for Ghana  
85 Range Rd., Suite 810  
**Ottawa K1N 8J6**  
Phone: 236-0871

## GREECE

Commercial Attaché  
Greek Embassy  
Chateau Laurier, Suite 110  
**Ottawa K1N 8S7**  
Phone: 235-2255  
Telex: 013-3940

## GUATEMALA

Consul General of Guatemala  
57 Frontenac, Place Bonaventure  
P.O. Box 401  
**Montreal H5A 1B7**  
Phone: 861-5615

## HAITI

Embassy of Haiti  
150 Driveway, Suite 111  
**Ottawa K2P 1E7**  
Phone: 232-2855

Consul General  
Consulate General of Haiti  
44 Fundy, Place Bonaventure  
C.P. 187  
**Montreal H5A 1A9**  
Phone: 871-8993

Consul General  
Consulate General of Haiti  
967 Bar Le Duc St., Ste-Foy  
**Quebec 10**  
Phone: 651-2360

Consulate of Haiti  
15 Toronto St., Suite 805  
**Toronto M5C 2E3**  
Phone: 361-0684

## HONDURAS

Consul General  
Consulate General of Honduras  
1225 St. Mark St., Suite 101  
**Montreal H3H 2E7**  
Phone: 935-9708

Honorary Consul  
Consulate of Honduras  
25 Adelaide St. E., 19th Floor  
**Toronto**  
Phone: 364-7231

Honorary Consul  
Consulate of Honduras  
535 Georgia W., Ste. 104  
**Vancouver**  
Phone: 685-7711

## HUNGARY

Hungarian Trade Commission  
1350 Sherbrooke St. W., Suite 1510  
**Montreal 109**  
Phone: 849-9261  
Telex: 0525162

Branch Office of the  
Hungarian Trade Commission  
102 Bloor St. W., 8th Floor  
**Toronto 181**  
Phone: 923-3596  
Telex: 0622551

## INDIA

First Secretary (Commercial)  
High Commission of India  
200 MacLaren St.  
**Ottawa K2P 0L6**  
Phone: 232-2557  
Telex: 053-4172

Trade Commissioner for India  
325 Howe St.  
**Vancouver 2**  
Phone: 681-0644

## INDONESIA

Counsellor, Economic Affairs  
Indonesian Embassy  
Box 430, Terminal A  
85 Range Road  
**Ottawa K1N 8J6**  
Phone: 236-7403  
Telex: 0133119

Honorary Consul & Trade  
Commissioner of Indonesia  
Board of Trade Bldg.  
300 St. Sacrement St.  
**Montreal 125**  
Phone: 288-8111  
Telex: 01-20258

Honorary Consul of the  
Republic of Indonesia  
1055 West Hastings St., Suite 1960  
**Vancouver 1**  
Phone: 682-8861

## IRAN

Imperial Embassy of Iran  
85 Range Rd., Suites 307/308  
**Ottawa K1N 8J6**  
Phone: 236-9108  
Telex: 053-4229

## IRAQ

Embassy of the Republic of Iraq  
377 Stewart St.  
**Ottawa K1N 6K9**  
Phone: 236-9177, 236-9178

## IRELAND

Irish Trade Representative  
Irish Trade Office  
10 King St. E.  
**Toronto M5C 1C3**  
Phone: 363-7394

## ISRAEL

Consul & Trade Commissioner of Israel  
Israel Trade Commission  
102 Bloor St. W., Ste. 780  
**Toronto M5S 1M8**  
Phone: 961-1242  
Telex: 06-217520

Israel Trade Commission  
P.O. Box 545, Place Bonaventure,  
Level II  
**Montreal 110**  
Phone: 866-7437  
Telex: 01-20730

## ITALY

Commercial Counsellor and  
Senior Trade Commissioner  
Embassy of Italy  
170 Laurier Ave. W.  
**Ottawa K1P 5V5**  
Phone: 232-2153  
Telex: 053-3278

Italian Trade Commissioner  
800 Place Victoria, Suite 4527  
**Montreal 115**  
Phone: 871-2064

Italian Trade Commissioner  
100 University Ave., Suite 510  
**Toronto 116**  
Phone: 362-1036

Italian Trade Commissioner  
736 Granville St., Suite 407  
**Vancouver**  
Phone: 685-8451

## JAMAICA

Counsellor, Jamaican High  
Commission  
85 Range Rd., Suite 203  
**Ottawa K1N 8J6**  
Phone: 233-9311  
Telex: 053-3287

Trade Commissioner  
Jamaican Trade Commission  
110 Yonge St., Suite 706  
**Toronto M5C 1T4**  
Phone: 362-6691

## JAPAN

Embassy of Japan  
75 Albert St., Room 1005  
**Ottawa K1P 5E7**  
Phone: 233-6214  
Telex: 053-4220

Consulate General of Japan  
10020-100th St., Ste. 2600  
**Edmonton T5J 0N4**  
Phone: 422-3752  
Telex: 037-3404

Consulate General of Japan  
1155 Dorchester Boulevard West  
Suite 2701  
**Montreal H3B 2K9**  
Phone: 866-3420  
Telex: 05-25376

Consulate General of Japan  
Toronto-Dominion Centre, Suite 1803  
P.O. Box 10  
**Toronto M5K 1A1**  
Phone: 363-7038  
Telex: 02-2657

Consulate General of Japan  
1177 West Hastings St., Room 1210  
**Vancouver V6E 2K9**  
Phone: 684-5868  
Telex: 04-51402

Consulate General of Japan  
Three Lakeview Square, 5th floor  
185 Carlton St.  
**Winnipeg R3C 3J1**  
Phone: 943-5554  
Telex: 07-57533

## JORDAN

The Royal Jordan Embassy  
2319 Wyoming Ave. N.W.  
**Washington, D.C. 20008**  
Phone: 265-1606  
Telex: 24502

## KOREA

Second Secretary and Consul  
Embassy of the Republic of Korea  
151 Slater St., Suite 608  
**Ottawa K1P 5H3**  
Phone: 235-9439  
Telex: 013-290

## LEBANON

Embassy of Lebanon  
640 Lyon St.  
**Ottawa K1S 3Z5**  
Phone: 236-5825

## LUXEMBOURG

Consul General of  
the Grand Duchy of Luxembourg  
3877 Draper Ave.  
**Montreal 261**

## MALAYSIA

High Commission of Malaysia  
60 Boteler St.  
**Ottawa K1N 5A5**  
Phone: 237-5182

## MEXICO

Embassy of Mexico  
130 Albert St., Ste. 206  
**Ottawa K1P 5G4**  
Phone: 233-8988

Consulate General of Mexico  
3450 Drummond St., Ste. 1501  
**Montreal**  
Phone: 288-2502

Consulate of Mexico ad honorem  
2040 Terrasse Stuart, Sillery  
**Quebec**  
Phone: 527-1374

Consulate of Mexico  
Commerce Court W., Ste. 2701  
Box 255, Commerce Court Postal Stn.  
**Toronto**  
Phone: 368-5792

Trade Commissioner for Mexico  
Commerce Court W., Ste. 2725  
Box 235, Commerce Court Postal Stn.  
**Toronto**  
Phone: 364-4725

Consulate of Mexico  
Box 11108, Royal Center  
1055 West Georgia Street, Suite 1402  
**Vancouver**  
Phone: 648-5725, 648-3547

#### MONACO

Consul General of Monaco  
P.O. Box 127, Station B  
**Montreal 110**  
Phone: 861-1017

#### NETHERLANDS

Commercial Counsellor  
Embassy of the Netherlands  
Congill Bldg., 3rd Fl.  
275 Slater St.  
**Ottawa K1P 5H9**  
Phone: 237-5030  
Telex: 013-3109

Netherlands Consulate  
Liberty Building  
10506 Jasper Ave., Suite 416  
**Edmonton**  
Phone: 424-8380

Netherlands Consulate General  
Place Ville Marie, Rm. 1736  
**Montreal 113**  
Phone: 866-4875

Netherlands Consulate General  
10 King St. E.  
**Toronto 210**  
Phone: 364-5443

Netherlands Consulate General  
475 Howe St.  
**Vancouver**  
Phone: 684-6448

#### NEW ZEALAND

New Zealand Government Senior  
Trade Commissioner  
635 Dorchester Blvd. W., Suite 708  
**Montreal H3B 1R6**  
Phone: 866-9393  
Telex: 05-268831

New Zealand Government  
Trade Commissioner  
Toronto Dominion Bank Tower  
Box 10071, Pacific Centre  
**Vancouver V7Y 1B6**  
Phone: 684-7388  
Telex: 04-55186

#### NICARAGUA

Consul General  
Consulate General of Nicaragua  
3601 Decarie Blvd.  
**Montreal 260**  
Phone: 486-5085

#### NIGERIA

First Secretary  
Nigeria High Commission  
320 Queen St.  
**Ottawa K1R 5A3**  
Phone: 236-0521  
Telex: 013-3285

#### NORWAY

Secretary, Royal Norwegian Embassy  
140 Wellington St., Suite 700  
**Ottawa K1P 5A2**  
Phone: 235-4569  
Telex: 053-4239

Consul General of Norway  
Royal Norwegian Consulate General  
800 Place Victoria, Suite 2112  
**Montreal H4Z 1A8**  
Phone: 861-5542

Consul General of Norway  
Royal Norwegian Consulate General  
837 West Hastings St.  
**Vancouver V8C 1B6**  
Phone: 682-2281

#### PAKISTAN

Trade Commissioner for Pakistan  
2100 Drummond St., Suite 100  
**Montreal H3G 1X1**  
Phone: 845-2297

#### PANAMA

Consul General  
Consulate General of Panama  
5165 Sherbrooke St. W., Ste. 408  
**Montreal**  
Phone: 481-4528

#### PERU

Counsellor in charge of Consular Affairs  
Embassy of Peru  
539 Island Park Dr.  
**Ottawa K1Y 0B6**  
Phone: 722-7186

Consul General of Peru  
3355 Queen Mary Rd., Apt. 521  
**Montreal 247**  
Phone: 733-1067

Honorary Consul of Peru  
436 Main St.  
**Winnipeg 2**  
Phone: 947-0131

#### PHILIPPINES

Office of the Commercial Attaché  
Embassy of the Philippines  
130 Albert St., Suite 608  
**Ottawa K1P 5G4**  
Phone: 235-0450

Philippine Trade Office  
6 Lansing Square, Ste. 115  
**Willowdale (Toronto)**  
Phone: 491-3627

Philippine Consulate General  
525 Seymour St., Suite 909  
**Vancouver**  
Phone: 685-7645

#### POLAND

Trade Commissioner's Office of the  
Polish People's Republic in Canada  
1500 Stanley St., Suite 315  
**Montreal H3A 1R3**  
Phone: 849-8667  
Telex: 01-20689

#### PORTUGAL

Embassy of Portugal  
645 Island Park Dr.  
**Ottawa K1Y 0B8**  
Phone: 729-0883

Consulate General of Portugal  
4920 de Maisonneuve Blvd. W., Ste. 405  
**Montreal H3Z 1N1**  
Phone: 487-4322

Consulate General of Portugal  
159 Bay St., Suite 520  
**Toronto M5J 1J7**  
Phone: 366-3816

Consulate of Portugal  
P.O. Box 2068  
707-736 Granville St.  
**Vancouver V6B 3S3**  
Phone: 681-2425

Honorary Consulate of Portugal  
King's Bridge Court, Apt. 2D  
**St. John's Nfld.**  
Phone: 726-6958

Honorary Consulate of Portugal  
9 rue Grand Allée est  
**Quebec**  
Phone 524-3162

Honorary Consulate of Portugal  
P.O. Box 355  
1646 Barrington St.  
**Halifax**  
Phone: 423-7211

Honorary Consulate of Portugal  
902-228 Notre Dame Ave.  
**Winnipeg R3B 1N7**  
Phone: 943-8941

Portuguese Government Trade Office  
Place Bonaventure  
49 Frontenac St.  
P.O. Box 954  
**Montreal H5A 1E8**  
Phone: 861-4767

#### ROMANIA

Romanian Economic Representation  
3664 Mountain St.  
**Montreal H3G 2A8**  
Phone: 842-1779, 842-1770  
Telex: 05-268571

#### SAN MARINO

Consul General of San Marino  
27 McNider Ave.  
**Montreal H2Y 3X4**  
Phone: 871-3838  
Telex: 05-24456

#### SOUTH AFRICA

South African Trade Commission  
P.O. Box 103  
Commerce Court Postal Stn.  
**Toronto M5L 1E2**  
Phone: 364-0314

#### SPAIN

Commercial Counsellor to the  
Spanish Embassy  
151 Slater St., Suite 610  
**Ottawa K1P 5H3**  
Phone: 236-0409

Commercial Office of Spain  
Place Bonaventure  
P.O. Box 1137  
**Montreal H5A 1G4**  
Phone: 866-4914

## SRI LANKA

Commercial Secretary  
High Commission for Sri Lanka  
85 Range Rd., Suites 103-104  
**Ottawa K1N 8J6**  
Phone: 233-1305  
Telex: 013-3668

## SWEDEN

Royal Swedish Embassy  
140 Wellington St., Suite 604  
**Ottawa K1P 5A2**  
Phone: 232-4835  
Telex: 053-3331

Royal Swedish Consulate General  
1155 Dorchester Blvd. W., Suite 800  
**Montreal H3B 2H7**  
Phone: 866-4019  
Telex: 01-20255

Trade Commissioner for Sweden  
920 Yonge St., Suite 820  
**Toronto M4W 3C7**  
Phone: 967-7172  
Telex: 02-29040

Trade Commissioner for Sweden  
Board of Trade Tower, Suite 1004  
1177 West Hastings St.  
**Vancouver V6E 2K3**  
Phone: 685-1288  
Telex: 04-51451

## SWITZERLAND

Embassy of Switzerland  
5 Marlborough Ave.  
**Ottawa K1N 8E6**  
Phone: 235-1837  
Telex: 053-3648

Consul General of Switzerland  
1572 McGregor Ave.,  
**Montreal H3G 1C4**  
Phone: 932-7181

Consul General of Switzerland  
100 University Ave., Suite 911  
**Toronto M5J 1V6**  
Phone: 364-3371

Consul of Switzerland  
505 Burrard St., Suite 1130  
**Vancouver V7X 1M5**  
Phone: 684-2231

## TANZANIA

Tanzania High Commission  
50 Range Road  
**Ottawa K1N 8J4**  
Phone: 232-1509

## THAILAND

Second Secretary (Economic)  
Royal Thai Embassy  
85 Range Rd., Suite 704  
**Ottawa K1N 8J6**  
Phone: 237-1517

Office of the Thai Commercial  
Counsellor  
20 East 82nd St.  
New York, N.Y. 10028  
Phone: 628-7900

## TRINIDAD AND TOBAGO

Trinidad and Tobago Government Office  
1140 de Maisonneuve Blvd. W.,  
Suite 1101  
**Montreal H3A 1M8**  
Phone: 842-8521

Trinidad and Tobago Government Office  
643 Yonge St.  
**Toronto M4Y 2L8**  
Phone: 922-3175

## TUNISIA

Embassy of Tunisia  
515 O'Connor St.  
**Ottawa K1S 3P8**  
Phone: 237-0330  
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# EL SALVADOR

## diversification with expansion

SALVADOR ORTEGA,  
Commercial Officer, Guatemala City

**E**l Salvador covers 8,236 square miles and is the smallest but most densely populated country in Latin America, with a population of 3.7 million. Since 1961, El Salvador has been a member of the Central American Common Market (CACM) which has established almost complete internal free trade and uniform external customs tariffs between its members. Business visitors to Central America will find that this small country offers many advantages, the main one being that Salvadoreans are one of the most dynamic people in Central America, always friendly and interested in business opportunities. The country has a wonderful climate and, because of its size, everything is close by.

Total trade between Canada and El Salvador shows a more or less consistent growth trend. Canadian exports to this country in 1973 were worth just under \$5.5 million, up from \$3.9 million in 1972, which was \$1 million less than in 1971. In the first six months of last year, our exports to El Salvador were valued at \$3.5 million, an increase of 81 per cent over the same period in 1973. Imports from El Salvador in the first six months of 1974 were worth \$4.8 million, compared with \$2.8 million in the corresponding period of 1973.

In July 1973, the government started to follow a carefully planned strategy outlined in its five-year development plan (1973-1977). A closer look at those areas where the government has placed major interest will help in determining the principal areas of growth and where opportunities for exporters or investors will most probably develop. This plan, of course, may be altered to cope with unforeseen situations but it is a good pattern to follow. Being a mainly agricultural country, it has to live with the problems this type of economy faces, which can be directly and suddenly influenced by such factors as international prices for coffee, cotton and sugar, or by natural causes such as hurricanes or the volcanic eruption that brought considerable losses to the Guatemalan economy. Another factor to keep in mind is that El Salvador has no petroleum production and has to cope, like other nations of the third world, with the far-



*Loading operations at the Port of Acajutla, El Salvador.*

reaching effects of the rise in oil prices.

**Agriculture and livestock** — The economy has remained heavily dependent on agriculture, although there has been a gradual decline in its comparative importance to the economy. The principal export products continue to be coffee, cotton, sugar and shrimps but the trend now is towards diversification from these traditional products. Some of the provisions on the five-year development plan are for new irrigation projects, which hopefully will bring into production some 700,000 acres of land and triple the agricultural and livestock production. This increase in farmland is

expected to make El Salvador self-sufficient in food.

The new five-year agricultural plan has allocated close to \$136 million for this project. The areas to receive support are irrigation and drainage, forestry development, meat and dairy production, and animal health.

Special development programs are directed towards the dynamic sector of stock farming and cattle raising. Expenditures are planned for the upgrading of breeding stock and to increase milk production, as a large part of the country seems particularly well suited for the dairy industry. The government had

*Drying coffee, still one of the mainstays of the El Salvador economy.*

contemplated an increase of about 14,000 head of cattle from 1971 to 1973 and on from there. Canadian opportunities in this field are open to exporters of purebred animals and of frozen semen as artificial insemination programs are rapidly gaining acceptance and popularity.

In September 1974 a shipment of Canadian cattle was received in Central America by a group of Guatemalan cattlemen. Hopefully, this sale will be followed by more export orders from this territory and El Salvador appears to be a good prospect. Local cattle fairs offer excellent promotion opportunities for interested parties and should be seriously considered.

**Fishing** — The fishing industry is developing rapidly, with shrimp becoming the country's fourth largest export. About 15 firms with fleets of about 12 boats each have been fishing along the coast where the fishing grounds produce more shrimp than any other area between Mexico and Panama. The government is interested in helping to develop this industry and the future seems promising. Canadian influence could be felt here, and already steps have been taken towards closer relations. CIDA is helping the Ministry of Education with the development of a fishing training program, and Canadian expertise was used for the expansion of Acajutla, the major port.

Although shrimp remains the most important fisheries product, the fishing industry as a whole has been gaining importance and a fishery project of about \$4 million is planned for the processing of tuna fish on the Pacific coast. With the rich fishing grounds El Salvador has, this is one area where further development expenditures can be expected.

**Industry** — For the Canadian exporter or investor, one important aspect of El Salvador's economy is the growing industrial sector. This is an enterprising country where industry is oriented towards supplying the Central American Common Market and where exports to other countries have continued to grow. Manufacturing industries continue to increase their share in the GNP and local production includes textiles, shoes, furniture, chemicals, fertilizers, pharmaceuti-



cals, cosmetics, cigarettes, construction materials, cement, food and beverage processing and rubber goods.

Several factors contribute to this process of industrialization. Labour resources are ample and the Salvadorean workers are easily trainable and highly productive. A forward-looking government agency, National Industrial Development (INSAFI), is prepared to advise the foreign investor of possibilities and has plenty of technical literature on topics varying from industrial needs and investment opportunities, to laws on foreign investment. This is one name to remember by anyone interested in doing business in El Salvador.

The advantages for investment in this country are many, the most important being that El Salvador is one of the fastest growing members of CACM and is located in the heart of a total market of more than 14 million consumers.

To fully comprehend the growth of industry in the country, a glance at the infrastructure is needed. The work done by the government to expand the transport and communications sectors demonstrates its interest.

**Transport systems** — Road transport, because of the country's physical characteristics, has been predominant. The five-year plan has allocated about \$50 million for the expansion of road



facilities. The ideas behind this expansion are threefold: to shorten the distances to the ports in Guatemala on the Atlantic (El Salvador lies on the Pacific); to increase the facilities for tourism within the country; and to develop the Metapan region, which is rich in minerals (gold, silver, limestone, copper and platinum) leading to the development of a mining industry.

El Salvador has three ports on the Pacific coast, Acajutla, La Libertad and La Union, which have until now satisfied the needs of the country, with the port of Acajutla also handling some cargo destined for Guatemala. The five-year plan has allocated over \$5 million during

the first three years for the building of bigger warehouse facilities, upgrading of installations, pavement, equipment and the construction of a breakwater (this job was awarded to Quebec Engineering, and the design of the port of Acajutla was done by C.D. Howe). All three ports offer complete warehousing, loading and unloading facilities.

Airport facilities are good and plans for the construction of another airport are under way. As it stands now, Japan will be financing a major part of the project and sourcing will probably be tied. The need for the new airport arose from estimates that calculated the increase in passenger movement from

179,000 in 1970, to 500,000 in 1980, and in cargo from 2,000 tons in 1971, to 12,000 tons in 1980.

Until recently there were two railroads in the country: FES (government-owned) and IRCA. The government has just acquired IRCA and both should fall under the management of CEPA, the government agency that also controls airports and port facilities. Expansion and modernization are also planned for railway facilities, which will include the building of a central station and the purchasing of rails, equipment and parts.

**Telecommunications** — Telecommunications are of vital importance to any country. El Salvador prides itself on having finished its share of the Central American microwave network, giving communications with the countries in the Central American regions, Mexico and the United States. Telex services are also available and a centre exists with a capacity of 400 lines. The five-year plan has allocated about \$15 million for the acquisition of equipment and installations.

The country has an excellent work force, but at present insufficient resources to fully and effectively use the available manpower. Accordingly, there are plans to increase effective use of agricultural land and to expand labour intensive industries in an effort to absorb labour and provide additional export earnings. Despite the present financial difficulties — difficulties the country shares with many nations around the world — the economy should continue to expand, opening numerous opportunities for Canadian raw materials and industrial and agricultural equipment. Canadian exporters should, therefore, take a good look at this small but dynamic country. It could be a rewarding experience.



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# HONDURAS

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## cleaning up after fifi

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HUGO CEREZO,  
Commercial Officer, Guatemala City

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The devastating effects of hurricane Fifi last summer on the Honduran economy have affected most areas of agriculture, industry and even the infrastructure of the country. Honduras is the poorest country in Central America. The whiplash of the hurricane destroyed between 75 per cent and 90 per cent of the banana plantations, which were the backbone of the economy, accounting for approximately 40 per cent of the country's total exports (this was in 1973, when bananas accounted for \$93.6 million).

Coffee, which in 1973 accounted for about 20 per cent of total exports (\$49.2 million), will supplant bananas as the main export commodity, at least in the

1974 crop year. The Honduran Coffee Institute has started negotiations with the International Coffee Office asking to be freed from the retention quota, which amounts to about 130,000 bags, or about 20 per cent of the 1974-75 crop.

The agricultural sector suffered most heavily, with preliminary estimates of damage calculated at \$250 million. In addition to bananas, other agricultural sectors seriously hit included the cattle industry, affected not only by the large number lost but also through flooding and eroding of pasture. Traditional crops, such as sugar cane, coffee and cotton, were also adversely affected, but to a lesser extent.

Catastrophic effects were felt else-

*Forestry students set out to fight a small fire near their school in the highlands of Honduras.*



where: railways badly damaged, roads and bridges washed away and airports flooded. This, of course, seriously slowed communications. This was particularly felt in the transportation of oil from the coastal refinery to industries, water plants and utility companies, with repercussions in all parts of the country.

Industrial concerns, which are mostly located on the Atlantic coast, also suffered heavy losses. Warehouses full of raw material were flooded and their contents ruined. Many skilled and specialized workers were killed, and heavy losses in machinery were reported.

Tourism is also suffering a serious setback. Tourism has never been of much significance to the Honduran

economy, but it was experiencing a slow upward trend. The situation has now changed drastically, affecting all tourist concerns, including the national airline, SAHASA.

It is too early to determine the exact extent of the hurricane damage, but most recent estimates indicate a loss of about \$500 million. The sectors most affected are: agriculture, \$250 million (60 per cent of the export crops are produced on the Atlantic coast and 80 per cent of those were destroyed); housing, \$150 million; infrastructure, public and private, \$60 million; and industry and commerce \$40 million.

There are, however, signs of hope. The political attitude towards business,

for instance, appears to be improving. The aid that El Salvador has recently been sending will hopefully help to solve the border differences born during the war in 1969. Negotiations are taking place and if a reconciliation occurs, it would mean the return to a full Central American Common Market (CACM) in which Honduras has not participated since 1969. This would probably influence imports in that certain products now supplied by foreign countries (other than CACM) would become available to Honduras within a normalized Common Market.

**Foreign trade** — The Honduran Council on Economic Planning estimates that exports in 1974 will reach about \$190 million, compared with \$250 million in 1973, and imports will cost \$380 million compared with \$268 million 1973. This means that the deficit in the Honduran balance of payments will rise abruptly to \$190 million, compared with \$30.4 million in 1973.

It is obvious that Honduras is and will continue to be in need of a variety of products and services for some time. At the moment, foreign aid is keeping the country alive and the most pressing problems are to keep the 350,000 people affected fed and housed. But once this is solved and the country starts receiving money from foreign sources, opportunities for businessmen will be numerous.

The list of products and services that will be needed is almost endless: seeds, transportation equipment, cattle, medical supplies, construction equipment and material, road building machinery, asphalt, asbestos, raw materials, piping, electrical supplies etc. Consulting services are also expected to be needed, including aerial surveys, airport consultants, agricultural experts, disease eradication, and others.

Opportunities exist, but when they will become available is still not definite. Canadian businessmen and consultants should remain alert to developments, so they can step in at the appropriate time.

# ACTIVITY IN GREEK MINING, OIL INDUSTRIES

CLIFFORD SWIFT,  
Commercial Officer, Athens

The first treatise on metallurgy and minerals was written by a Greek about 2,300 years ago, but it was not until 1861 that the first mining laws of modern Greece were passed. The mining industry, however, suffered from a general lack of capital up to World War II, and little growth and progress was made. Magnesite, chromite, iron ore, emery, lead and zinc were mined on a small scale, mainly for domestic demand. Between the two world wars the number of mining companies increased, and a few small processing plants were erected. In general, mining companies were small, output limited and exports few, mostly of crude material. The mining of bauxite and lateritic ores started during this period, but up to the start of World War II mining activities as a whole accounted for only 0.6 per cent of the country's GNP.

Today, the mining industry is an important sector, employing 21,000 people and accounting for more than \$110 million in export earnings annually, although small mine operators are still very much in the majority. Of the 1,600 mines, quarries and salterns operating in Greece today, only 54 have more than 50 employees, and these 54 together account for more than half the total mining force. The industry contributes about 1.5 per cent of the country's gross national product. The over-all growth rate for the mining industry between 1953 and 1970 was constantly higher than the average growth rate in the GNP, that is it was 7.9 per cent until 1963 and 10.5 per cent between 1966 and 1970. A slight decrease in 1971 and 1972 was reversed in 1973.

**Recorded deposits** — The total of recorded mineral deposits has risen from 250 in 1962 to over 1,500 today, while mineral and ore reserves have been estimated at between 5,000 million tons and 10,000 million tons. Important discoveries of industrial minerals in the past 25 years have included lignite (northwest Macedonia, Megalopolis, central and northern Euboea, eastern Macedonia), chromonickeliferous iron ore (Larymna), lead and zinc (Cassandra in Chalkidiki, and Laurium), silver (Laurium), iron and copper pyrites at

Hermioni (Peloponnese), iron pyrite (Cassandra), chromite and asbestos at Kozani (western Macedonia), manganese at Drama (Macedonia), magnesite (Euboea, Chalkidiki), new deposits of bauxite in central Greece, baryte (island of Mykonos), perlite, bentonite and baryte (island of Milos), perlite (island of Kos), emery (island of Naxos), steatite (island of Tinos), and kaolin (islands of Milos and Mytelene). Thirty different minerals and ores are being mined.

The last 20 years have seen a rapid increase in the electrification of the country, accompanied by a corresponding increase in lignite output, and the establishment of the country's first alumina/aluminum smelter with the assistance of French (Pechiney) capital and technical knowhow.

A limited number of geological and geophysical airborne and ground surveys of the mineral resources of Greece have been carried out in recent years by both Greek and foreign geologists, and geological survey firms under contract to the General Directorate of Mines and the Project Studies and Mining Development Corporation. However, no country-wide mineral resources inventory has yet been compiled, although such a detailed survey has been planned for a number of years. In fact, eight billion drachmas (\$266.7 million) had been set aside, including the equivalent of \$11.5 million for geological mapping and for general prospecting including offshore. It is not expected that this relatively modest expenditure will be reduced.

Greek mineral production is export-oriented, with a few exceptions. A considerable proportion of bauxite is absorbed by the domestic alumina/aluminum industry, and lignite is used by the electric power generating industry. Furthermore, while most quarry production is used domestically, exports to date cover almost one fourth of total output. The main export quarry products are bentonite, perlite, kaolin, pumice stone and marble. In fact, Canada is becoming an important buyer of Greek ferro-nickel, magnesite, bentonite, perlite, etc.

Foreign mining interest in Greece has so far been relatively limited, primarily because of outdated and complex mining



*The loading facilities at Dafnopotamos, Euboea,*



*The magnesite dressing plant at Kakavos, Euboea.*



*with a capacity of 1,000 metric tons an hour of deadburnt magnesite.*



*An opencast magnesite mine at Paraskevorema, Eubea.*



legislation which tended to discourage all but the most tenacious exploration companies. But there are at least nine international companies operating here now.

**Oil and gas exploration** — The international energy crisis made Greek authorities more determined to explore and exploit, with foreign assistance, the country's known and potential solid and liquid fuel reserves. The encouraging offshore find in the northern Aegean Sea early in 1974 by a U.S. oil exploration company indicates that commercial quantities of oil, and possibly natural gas, do exist. One of the main burdens in the country's rapidly rising import bill is crude oil, the annual cost of which increased from \$212 million in 1972 to \$416 million in 1973 and will reach an estimated \$900 million in 1974.

The excitement generated by Greece's first crude oil discovery early in 1974 resulted in strong international competition for offshore drilling con-

cessions. Conservative projections indicate domestic production could cover 40 per cent of the country's crude requirements within a few years, while more optimistic predictions see the Aegean developing into a major oil field.

Since 1968 onshore and offshore hydrocarbon exploration concessions have been granted to eight foreign companies by the Mining Directorate of the Greek Ministry of Industry.

In the past, oil exploration activities have been low key. However, following the announcement of Oceanic's successful test drilling, there have been many (50 as of last count) new applications for exploration licences covering mainly offshore concession areas.

The tremendous potential of the Aegean oilfield, if preliminary forecasts prove correct, will offer an unprecedented boost to the Greek economy. Furthermore, the new mining legislation recently drawn up and codified should encourage both Greek and international mining

groups to take a greater interest in the exploration and exploitation of Greece's relatively unexplored mineral wealth.

The Greek Government is now giving high priority to encouraging private enterprise (both domestic and foreign) to invest in the development of these two potentially important sectors of the country's economy.

Canadian mineral and oil exploration companies, airborne and ground geological/geophysical survey firms, and mining and oil exploration equipment suppliers may well find it worth their while to take a serious look at the potential offered in Greece for their expertise, technical knowhow, specialized services, equipment and instruments. The Commercial Division of the Canadian Embassy in Athens is ready to offer all necessary assistance to interested Canadian companies.

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## CHANGES IN PEMD

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Revisions have been made to the Program for Export Market Development that will make it easier for companies to claim the full amounts they are eligible for by reducing the paper work involved in making such claims. Additions have also been made to the eligibility clauses.

Formerly, assistance under the program had been based on 50 per cent of the actual costs involved. Under the changes, the Department will now pay 50 per cent of basic transportation, special and unusual costs — and a daily allowance of \$70 toward personnel costs. These personnel costs include all normal expenses such as accommodation, food, salary and local transportation. The costing section of a company's application need be no more than an estimate of the round trip economy air fare and the number of days to be spent on the project. Less paper work will be needed to

support a claim once the work has been done.

Changes to the eligibility in the program affect foreign buyers and the use of market consultants abroad. The cost of bringing a foreign buyer to Canada has always been covered under the program but additional travel costs within Canada have now been added.

A further change, and one seen as potentially a most effective tool, will cover taking a potential buyer to a third country where the Canadian company has a special exhibit or has equipment operating.

Companies will also be able to retain foreign market consultants. Formerly this was not allowed under the program, but experience has shown that often the only effective way to carry out a detailed study of market potential or market requirements is to retain a consultant

in the country concerned.

Companies wanting more information on the Program for Export Market Development should contact their nearest regional office of the Department of Industry, Trade and Commerce and applications for assistance under the program (except for Section A, Capital Projects) must be submitted through the regional office. However, this does not preclude a company from contacting head office in Ottawa. Contact with the Department, either through the head office or the regional office, is strongly urged before submitting an application. In addition, companies should contact the appropriate Canadian Trade Commissioner posts abroad before making an application under PEMD. They will be able to get much useful information from these posts that will help them to plan their approach to the market.

# Iceboxes to Eskimos Coals to Newcastle Fish to Denmark

DORITT IVERSEN,  
Commercial Division, Copenhagen

**D**enmark is a country consisting of the peninsula of Jutland, the islands of Funen, Sealand and 1,000 other islands. Its area is small — only 16,600 square miles and its population is just 5 million. But it is situated close to some of Europe's richest fishing grounds, and Danes have been seafarers since the dawn of history — fishing is therefore a natural occupation in Denmark.

Even though, in principle, Denmark should be self-sufficient in fish products, it is necessary to import in order that the local industry may fulfill its export obligations. To do this, Denmark has had to find supplies and has turned to Canada as a major source. Imports from Canada to Denmark during the period 1970-73 rose by \$1.4 million. Canada's dollar share of Denmark's total fish import market was 6 per cent in 1973. During the first seven months of 1974, imports from Canada had reached \$2.4 million which indicated there would be a substantial increase for the year. The Danes themselves consume roughly 44 pounds per capita a year, which has not changed much over the past few years, but is more than twice the Canadian rate of consumption. Danish fish exports rose from \$152.5 million in 1970 to \$245.9 million in 1973.

Pacific salmon laid the foundation of Canadian fish exports to Denmark and later the Atlantic species appeared on the market. Until a few years ago Denmark bought primarily silvers as they were considered good for smoking. Prices, however, rose so much that the demand focussed on silverbrights and chums for smoking, cooking and for the Scandinavian delicatessen specialty, pickled salmon ("gravad laks"). Until recently the latter was made by the individual restaurant and housewife only, but is now being produced industrially and sold retail as well.

During the past few years smoking of pink has started on a small scale but is still of no great importance. Pink is similar in texture and colour to the traditional Danish salmon from the Baltic, but at 3-10 lbs. is smaller than the Baltic salmon which reaches 30 lbs. Thus, really large smoked sides cannot be made from Canadian salmon.



Denmark imported 1,229.2 metric tons of salmon in 1973 — an increase of 195 per cent over 1970. Denmark's salmon fisheries are off the coasts of Greenland and Norway. Canadian export possibilities to Denmark are naturally to some extent dependent upon these catches, which total about 1,500 metric tons a year. At the moment of writing stores are full and prices have dropped. This situation will ease up, and the Canadian exporter should not sell Denmark short.

Danish imports of canned salmon have declined steadily over the past three years, but Canada is still the largest supplier, followed by Japan. The reason for the decrease is the extremely high prices, (a half pound tin of Pink retails at \$1.30). To revive the market, lower retail prices are necessary. Pink has been the main type although some sockeye and keta are being marketed as well.

Canadian exports of herring to Denmark began about four years ago. Local landings were scarce and to keep production lines running, the Danes had to find alternative sources. As the Canadian producers were not acquainted with the Danish ways of pickling, the canners went over to show them (salted/vinegar cured; salted/sugar/spiced). Herring is mainly used for canning, and the end-product retails at approximately \$1.00 for 225 grams. Some herring is used also for smoking; smoked herring together with mackerel and eel are favourite items on a Dane's luncheon table. How-

ever, short falls in amounts agreed to in contracts and poor handling methods resulted in Danish canners not being able to depend on supplies. Danish importers feel that with the recent seller's market for herring, "Canadian exporters took a short-run view of the market and raised prices unduly". The scale of future imports from Canada will have to depend (according to the trade) on the establishment of a sound relationship between the Canadian exporter and the Danish importer.

Most of the mackerel (fresh and frozen) used in Denmark goes to the canning industry. But because of smaller landings and increasing prices, Denmark has had to seek new sources of supply. This happened at a time when Poland was expanding her deep-sea fishing fleet, which operates along the Canadian and U.S. coasts and the Poles are still the main suppliers of mackerel, followed by Norway and Japan. Canada's exports to Denmark of frozen mackerel has decreased steadily over the past years due to uncompetitive prices. However, landings vary greatly from season to season and it is likely that Canadian mackerel will enter the Danish market again.

The most popular way of processing mackerel in Denmark is in tomato and/or oil with the tomato sauce item as the best seller. The thawed fish (dressed and headless) is first steam-boiled. The skinned meat is then put into tins (quarter clubs) in a special sweetened tomato juice. This product sells very cheaply retail. A tin of 127 grams retails at about 28 cents. Although Denmark must be said to be completely self-sufficient in this regard, some small quantities of canned mackerel products are imported from Japan. However, these offer the local production no competition. In this context it should be mentioned that like smoked herring, whole smoked mackerel is a popular food item of which Denmark is a major exporter.

Only small quantities of halibut are imported from Canada as there are considerable fisheries off the coasts of Denmark, Greenland and the Faroe Islands. Prices, however, on Canadian halibut have been very high (but so is the quality), and substitutes from Poland and Japan have been imported. The larger

part of imported halibut is being re-exported.

Smoked eel deserves to be mentioned. This little snakelike fish is a real delicacy to Danes and is a must on any well-laid Danish luncheon table, although it is a luxury item. In 1972 and 1973 respectively, 3,230 and 2,430 metric tons of eels were caught, the larger part of which were smoked. But some are also used in restaurants and by the housewife for frying. In spite of considerable landings, there is a strong market here for imports of silver eels as they are cheaper than the local product.

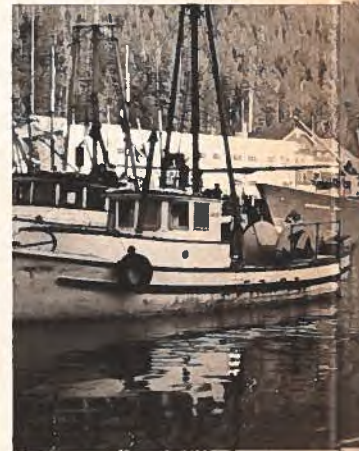
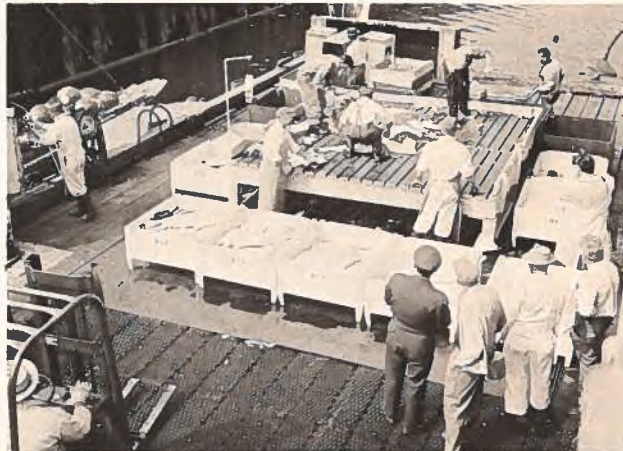
In 1972, Canada exported 29 metric tons of frozen eels (coming in as a fine number one) and one metric ton of live/chilled, but in 1973 only seven tons of frozen eels (number four after New Zealand with 39.5 metric tons) and one metric ton of live/chilled. It is only over the past two years that frozen eels from New Zealand have been imported in great quantities. (1971: 8.4 m.t. 1972: 22.7 m.t. 1973: 39.5 m.t.). However, as they are deemed very inferior to both Canadian and Danish eels, these are being used as raw materials for exports of smoked eels only.

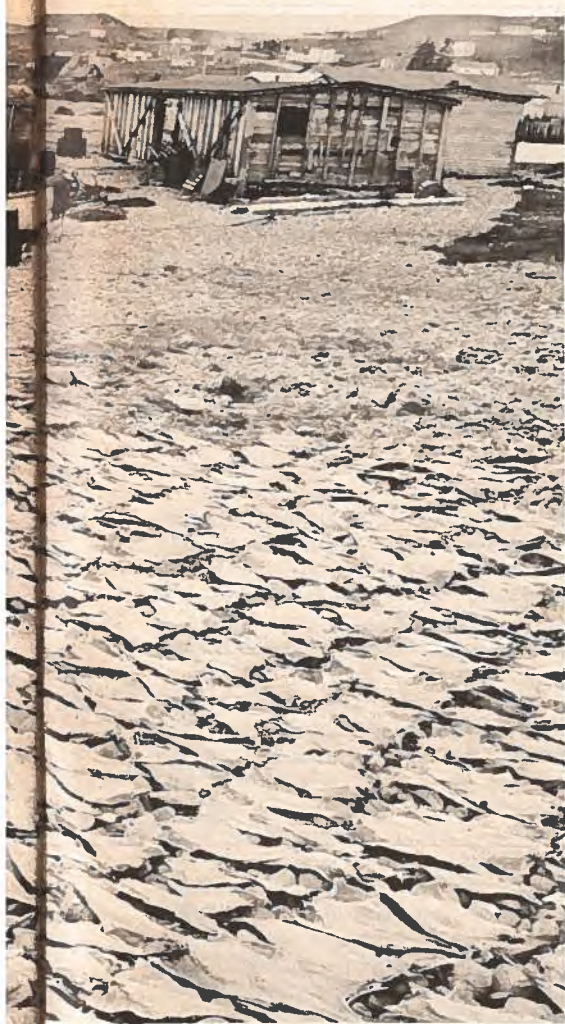
Import demand is greater in the spring and summer than in the fall since domestic landings are in full swing from early September to the end of November. However, eels are generally in short supply in January through February.

Danish eel importers agree about one thing and that is that as far as Canadian eels are concerned, grading must be done more carefully and the silver eels must have pointed heads. The Danish preferences are between  $\frac{1}{2}$  -  $1\frac{1}{2}$  lbs. with a fat content of at least 19 per cent. Larger sizes may also be of interest, but then only for re-export purposes. Eels below  $\frac{1}{2}$  lb. are of no interest.

The Danish market for freshwater fish in general is of no importance to the Canadian exporter. However, sporadic requests for offers for whitefish, perch, and pike have originated with Danish importers, but all for re-export purposes.

The highly esteemed Danish caviar substitute is made from the roe of the ugly lumpfish. Apart from landings in the waters off the coasts of Greenland, production is dependent on imports, and





the main foreign supplier is Iceland. Exports of lumpfish roe to Denmark only started a few years ago when a major Danish processor went to Canada to show how to handle and pack the roe.

Danish processors are anxious to locate new sources of supply, not only for supply availability, but also for price policy reasons. The present price paid for Icelandic roe is \$175 a barrel on contracts, or \$210-225 on the free market. The Danish market can take all the lumpfish roe Canada can offer!

Canadian exports of frozen cod's roe are not very large, but with more concentration on the Danish market, exports are sure to increase considerably as sales prospects are good.

Canadian exports of tuna to Denmark have never been large, but have been quite steady. Taiwan and Japan are by far the main suppliers. Big eye from Japan is the type most frequently used in the canning industry (tuna in tomato sauce) as it is cheaper than the blue fin, which is good for "tuna au naturel", but is the less popular of the two canned products in Denmark.

In recent years an ever increasing demand for frozen shrimp (iqf/blocks/tins) has arisen. Although Denmark has her own fisheries in the waters off Greenland in the North Sea, the demand has been such that imports have been (and are) warranted. There is a sound market for Canadian shrimp and samples of shrimp from Newfoundland are claimed to be some of the best ever seen on the Danish market. The Danish processors have established close co-operation and long-term contracts with U.S. suppliers in order to secure continuous uniform shipments. So far this has not been possible with Canadian companies; it could be done if the Canadian exporter was interested in concentrating on this market and would develop it with care.

The Danish market for frozen crabmeat is expanding but is, of course, dependent upon offers and prices. The catering industry is taking most of the frozen crabmeat and has experienced no problem in utilizing it, whereas sales by retail have been less successful as it is still deemed a luxury item and on this level sales have stagnated.

Prices for canned crabmeat rose to

a very high level late in 1973 and reached a maximum of \$49 per carton (24/5 oz. cans). This price was too high; the market would not accept it and it has only been possible to sell at a loss. Canadian exporters realized the situation; new prices (June 1974) were down at \$29 per carton (24/5 oz. cans), and new opportunities for sales have opened up.

Traditionally, Denmark has been an importer of live lobster from Canada, and this market is good. The market for frozen lobster is limited as the Danes have been accustomed to eating the fresh product. Some lobster meat has been imported on a trial basis, but has been too expensive compared with live lobster. Canned lobster is a small article on the Danish market as it is considered an extreme luxury item, beyond the average customer's means. Prospects of enlarging the market are small.

In the foregoing we have endeavoured in general terms to give a picture of Canadian fish exports to Denmark. The Canadian exporter must realize that due to competition from other large fish exporting nations, relations with Danish importers must be nourished and maintained with care, and that offers made on business trips must be strictly adhered to, otherwise importers will grow wary and will seek other markets. On the other hand, it is a fact that the Danish importers who have succeeded in establishing a sound relationship with their Canadian suppliers are happy with these relations and will at any time be pleased to receive offers and to be kept in the picture on the Canadian supply situation.

Norman Pfoh (left), general manager, flips a pizza under the watchful eye of Jeffrey Barnett, Pizza Patio Management Ltd. president. Mr. Pfoh was demonstrating the company's product at a taste seminar in Osaka, Japan, which led to a joint venture with a Japanese firm. Mr. Barnett claims this is Canada's first international fast-food joint venture.

Two of Pizza Patio's Japanese executives-in-training at the Pacific National Exhibition.



# KOBE GETS PIZZA PARLOUR

**A** Canadian-Japanese joint venture has opened its first pizza parlour in Kobe, Japan. Jeffrey Barnett, president of the Vancouver-based food operations company, Pizza Patio Management Ltd., said before the opening that there are tentative plans to open 30 such restaurants throughout Japan during the next five years.

The Japanese side of the venture has been undertaken by Osaka Daihatsu Hanbai Company Ltd., an automobile manufacturer. Negotiations took about a year to complete, with final approval coming from the Japanese Government early in the fall. The name of the new company is Pizza Patio Japan and Mr. Barnett told *Canada Commerce* his firm will retain a 50 per cent interest in the operation.

Pizza Patio Management Ltd. has 14 restaurants in Canada and another four were scheduled to open by the end of 1974. All these restaurants are wholly-owned by the company but a franchise program is planned. There are 180 employees.

The privately-owned Osaka Daihatsu Hanbai Company Ltd. has been making cars and parts since 1930 and employs more than 900 people. Mr. Barnett said Daihatsu became involved in the joint venture as part of an "international diversification program."

He said that three key executives came from Japan to study Pizza Patio's methods. The Japanese took part in practical training that included working at Pizza Patio's Pacific National Exhibition stand. Mr. Barnett said these men

# CASE FOR CANADIAN INVESTMENT



*In a recent speech to the Canadian Club of Montreal, Andrew G. Kniewasser, president of the Investment Dealers Association of Canada, said that Canadians face worse problems of unemployment or foreign ownership if they do not save and invest more in Canada. The following are excerpts from Mr. Kniewasser's speech.*

**I**nternational circumstances, of course, are far from favourable for the savings and investment process at the present time and are apt to remain difficult for some years. Inflation and world-wide shortages of capital are not, in my view, temporary aberrations of the capital market and the challenge for us, therefore, is to be sufficiently intelligent and imaginative to progress with the ownership of our country in this difficult ambience. There is clearly a need for policies to encourage Canadian savings and investment, particularly equity investment, that is risk and ownership.

For months now, business in this country has not been able to raise through public issues the funds required, in the form required. The capital base of Canadian business is now excessively



were "very dedicated, having successfully completed English lessons to prepare themselves for the training program . . . they will be directly responsible for administration, store operations and on-location service in Japan."

The idea for establishing pizza parlours in Japan came from one of Pizza Patio's part-time delivery drivers who had spent some time there. In fact, he had learned the language and customs sufficiently well to become a successful radio and television personality in that country. By the time he was ready to return to Canada he had established contacts that were to prove valuable to Pizza Patio.

"In 1973," said Mr. Barnett, "we conducted a taste seminar in Osaka, with prominent businessmen and members of

the news media present. The enthusiastic reception given our product at that seminar, along with intensive market research, has convinced us that it is readily acceptable to the Japanese people. Very few modifications will be made to the existing menu."

One item that probably will be added to the Kobe Pizza Patio menu is cuttlefish, which is very popular in Japan. And Mr. Barnett sees the Japanese joint venture as only a beginning. He told *Canada Commerce* that his company is already seeking prospects in other Pacific-area countries.

weighted to short-term debt financing at high cost and indeed there is heavy reliance on financing through retained earnings. The situation is particularly difficult for small and medium-sized firms and, of course, substantially impedes further progress towards Canadian ownership. Canadian business badly needs now a large injection of new equity financing to restore the debt-equity ratios essential for sound business practice. A reasonable debt-equity base is, of course, the key requirement for future financing and investment by Canadian business.

There are a number of people in this room who will be familiar with the proposition that none of these things are really possible unless international inflation can be controlled and that this, to a large extent, is out of the hands of Canadians. Certainly, we should cooperate internationally as best we can in the fight against inflation, but I believe there are also initiatives to be taken in Canada. Measures to stimulate savings and investment in productive facilities are clearly required. . . .

. . . I had the pleasure of attending a seminar on investment in Canada a short time ago which was attended by financial experts from all over the world and by many Canadians. One of the themes was the Foreign Investment Review Act and after listening to my Canadian colleagues preach doom and gloom and the end of the investment process here because of this bill, I asked the men from Europe and Japan for their assessment. As so often happens, in my experience, the upshot of their remarks was that they thought Canadians were unduly exercised about the screening process and that from where they sat in Zurich, London and Tokyo, and looked around the world for sound investment oppor-

tunities, there were undoubtedly problems and constraints everywhere, but Canada still looked awfully good to them.

The stock market is in bad shape in Canada these days; so are stock markets elsewhere. Inflation is serious here; it tends to be more serious elsewhere. Canadians, from time to time, show considerable interest in acquiring a greater ownership of their country. This is understood abroad as the same objective is pursued in every country and generally with a heavier hand. Take a moment to reflect on our strengths as well as our problems, just as they do in Zurich.

Aside from the natural advantages which we Canadians tend to take for granted, such as vast resources, energy supplies and a growing skilled labour force, other considerations give Canada an edge over all countries in the world. For example, this is the only industrial country not faced with massive balance-of-payments problems associated with an energy shortfall. Moreover, real GNP will show a 4 per cent increase this year and most of the expert forecasters expect that a year from now, real growth will be increasing at rates as high as the optimum level of 5½ per cent and that the rate of inflation will have started to decline. In this scenario, we can improve our international competitiveness and should be making investments now to improve supply and productivity. We certainly have the financial skills and the capital market system to do so.

There is, in my view, however, a considerable danger that Canadians will be intimidated by the enormity of world economic and financial problems and that because of our unusually introspective and cautious character, we will move too slowly in getting on with tackling our

problems vigorously as best we can. We should not discount, indeed, our governments particularly should not discount, what we can reasonably hope to achieve in the marketplace through our enterprise system in the way of national economic development and increasing Canadian ownership. A healthy, efficient, corporate sector and a reinvigorated capital market with some encouragement for risk-taking by Canadians is clearly a reasonable path to pursue now. If we do, I believe that Canada will become again the best place — for Canadians, as well as our foreign friends — to invest, in the world.

The Investment Dealers Association goes back to 1916 and today represents and regulates the activities of about 110 securities firms that do most of the investment banking business in Canada, most of the bond business, most short-term money market transactions and that, as members of stock exchanges, are responsible for more than 85 per cent of the trading in listed equities. The Association's members raised, in 1973, close to \$6.5 billion in new bond financing for governments and business; concluded an estimated \$20 billion worth of short-term money market transactions and traded listed equities on the exchanges worth about \$9 billion. These firms also underwrote new equity financing totalling about \$500 million.

#### **Los Angeles Turns Down Transit System**

A \$6.5 billion rapid transit system proposed for Los Angeles has been voted down in a referendum held early last November. Apparently the cost was the main objection. Apart from augmenting its fleet of buses by another 300, the city has no plans at present for improving its existing transport system. — Los Angeles

#### **Vancouver Office Moves**

The Vancouver Regional Office of the Department of Industry, Trade and Commerce has moved. Its new address is Suite 2743, Bentall Centre Tower 111, 595 Burrard Street, Vancouver, with a Post Office Box number of 49178.

Telephone and telex numbers remain the same: telephone (604) 666-1434, and telex 04-51191.

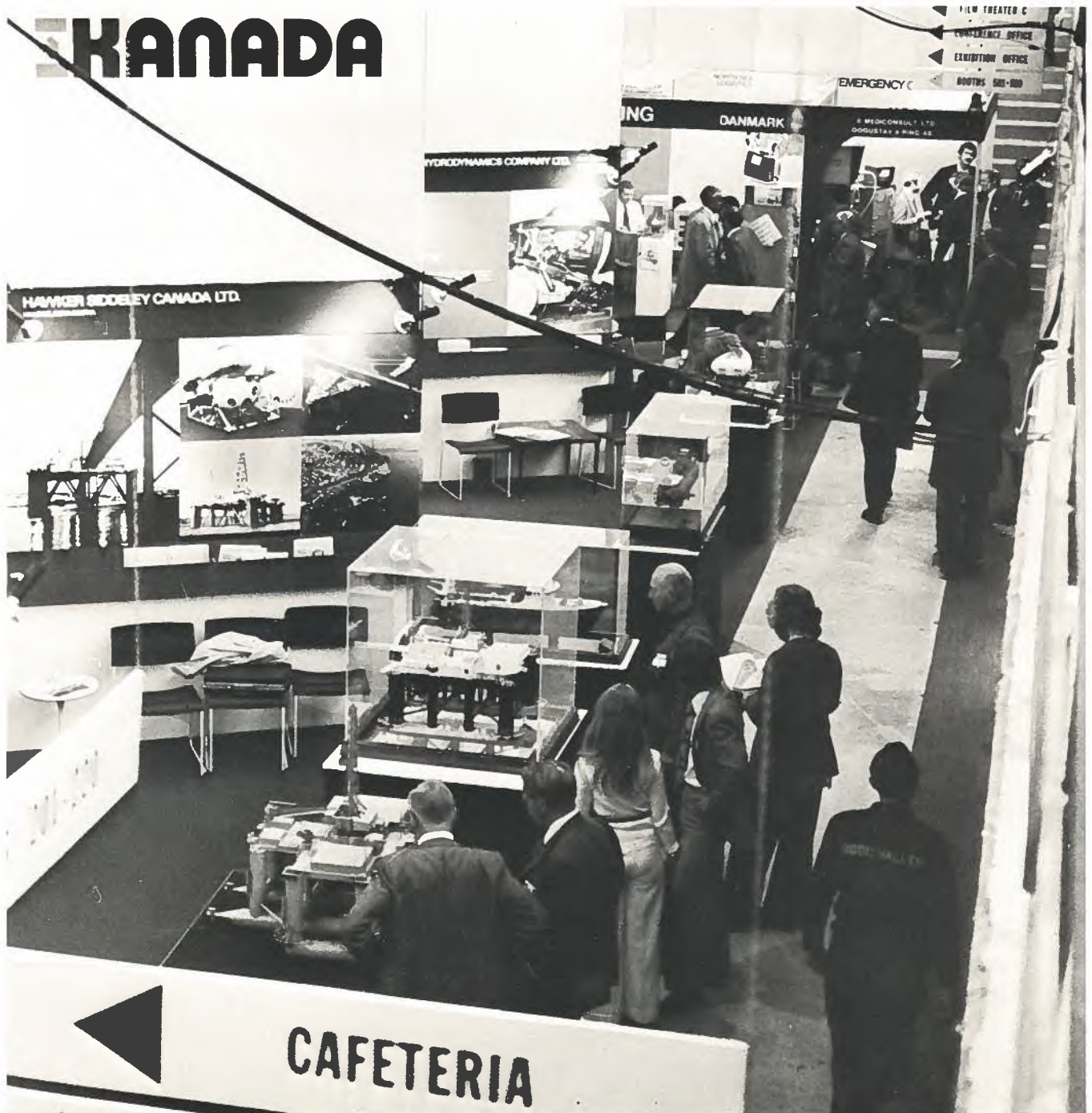
# CANADA IN NORWAY

**T**welve Canadian manufacturers and suppliers of offshore oil equipment and services displayed their wares at the Offshore North Sea (ONS '74) Conference and Exhibition last fall at Stavanger, Norway. They were among the more than 300 exhibitors at this trade fair showing the latest in offshore technology and equipment for the North Sea and other areas of gas and oil operations. The Canadian stand was under the auspices of the Department of Industry, Trade and Commerce.

This was Canada's first participation in a Norwegian trade fair and exhibitors were impressed and encouraged by results. Estimated potential sales over the next 12 months by Canadian exhibitors

are between \$2.7 million and \$27 million. This seems a wide spread, but covers sales of smaller, and therefore cheaper, equipment and the bigger and more expensive types that can cost in the millions of dollars. Estimates of potential sales in the past have proved to be about 80 per cent accurate.

Approximately 12,000 buyers from all parts of the world attended this show, which is planned to become a biennial affair, alternating with Offshore Scotland, to be held in September next year at Aberdeen, Scotland. One of the visitors at Stavanger was Crown Prince Harald of Norway.



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