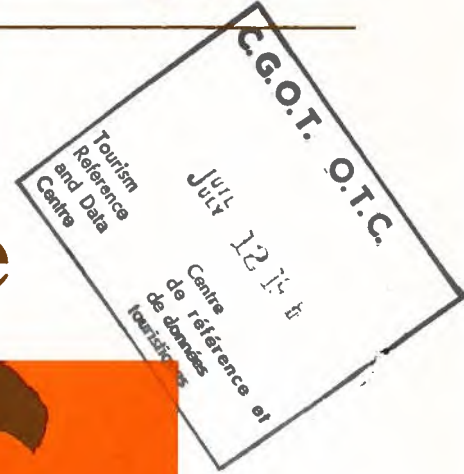
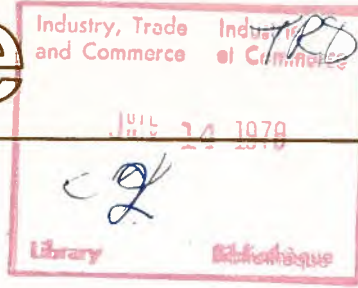


# canada 1978 commerce

REFERENCE COPY  
NOT FOR LOAN

COPIE DE RÉFÉRENCE  
PAS DE PRÊT  
Quarterly Review



Apr 78

## Business Centre



**Canada  
Commerce**  
**April issue 1978**  
Quarterly Review

Published by the Department  
of Industry, Trade and Commerce  
Established in 1904

**Minister**  
Jack H. Horner

**Minister of State for Small Business**  
Anthony C. Abbott

## Contents

2	Conference of Federal-Provincial Ministers of Industry
4	Federal-Provincial Meeting of Ministers of Tourism
6	Conclusions of the Federal-Provincial Conference of First Ministers
8	The Korean Miracle and Canada
14	Botswana — A Well of Opportunities
18	Business Centre
20	Small Business Intern Program (SBIP)
20	Santiago, Chile — Languages, Weights and Measures
21	The Annual High Technology Industries Conference
22	Geographical Listing for Exporters
	CANADA: So much to go for

### **Eighth Mexico/Canada Bilateral Businessmen's Committee Meeting**

CALA, the Canadian Association for Latin America, and CEMAI, the Mexican Businessmen's Council for International Affairs — a dynamic group of highly qualified professionals and businessmen — held their Eighth Mexico/Canada Bilateral Businessmen's Committee Meeting at the Château Montebello, Montebello, Québec, on May 25, 26 and 27th.

This bilateral committee reviews and analyses, on an annual basis, trade and economic relations between the two countries and studies ways of promoting bilateral trade and investment. It is a most effective forum for developing business contacts and to discuss problems relating to Canadian-Mexican trade and business ventures.

This meeting follows the visit by officials of the Canadian Government to Mexico, April 10-17th. Members of this group will also participate in the deliberations and outline specific areas and opportunities for industrial co-operation in Mexico.

#### **Further information may be obtained from:**

Mr. Michael J. Milroy  
Deputy Director  
Canadian Association for Latin America  
42 Charles Street E.  
Toronto, Ont. M4Y 1T4  
Phone: 964-6068

“Publiée aussi en français”

## Editorial

*In this issue, Canada Commerce presents a brief but comprehensive view of the targets for growth in the tourist industry provided to the First Ministers by the Federal and Provincial Ministers of Tourism. Several major recommendations concerned changes in taxes, wage rates, charter flights in Canada, development of public awareness of the importance of tourism, and water transportation systems.*

*The analysis of the Federal-Provincial Conference of Ministers of Industry deals mainly with policy action needed to solve the problems of the manufacturing sector of the economy. Some of the items discussed were regional disparities, costs of transportation, minimum salaries, adjustment programs to ensure the competitiveness of our industries in the 1980s, R&D, and the controversial question of protection of the environment. There is also reference to limiting the public sector's growth and the use of unemployment insurance as an incentive for employment.*

*The Federal-Provincial First Ministers Conference is also reviewed. The recommendations brought forward by the First Ministers covered growth of the GNP, export/import trade balance, the Bank of Canada's financial policies, decreases in unemployment and inflation, and restriction of public service expenditures. The discussions also included GATT negotiations, agriculture, fisheries and energy. An ITC Ministerial initiative is also mentioned in the form of Consultative Task Forces representing specific Canadian industrial sectors, including tourism and construction, who will examine their respective sectors and present specific recommendations to the governments.*

*Articles on Korea and Botswana will give the reader substantial information on existing market and investment possibilities in both countries. Recent developments could prove to be a well of opportunities for Canadian industry.*

*Most readers will welcome the news about the ITC Business Centre. It is designed to function on a twenty-four hour basis to assist businessmen and provide answers to queries.*



# Conference of Federal-Provincial Ministers of Industry January 30, 1978

Since the beginning of 1978 consultation has been going on between the federal and provincial governments to take stock of the Canadian economic situation which has been strongly affected by stagflation, unemployment and international competition. The ministers were to find and suggest solutions to these problems to present to the First Ministers Conference in February.

The provincial ministers of Industry and the Honourable Jack H. Horner, federal Minister of Industry, Trade and Commerce, covered the performance of the manufacturing sector, various government policies which affect manufacturing performance and the structural problems needing redressive action over the next few years.

The ministers concurred that the highest priority in policy making at all levels ought to be given to economic development; that recognition must be given to the natural advantages of each region; and that the economic problems facing Canada could not be resolved with simplistic solutions.

The meeting had before it a number of industry sector profiles which had been prepared as a basis for further discussion of policies affecting individual sectors, as well as a number of general policies which have had an adverse influence on the performance of Canadian manufacturing. Modification to existing policies are essential in order to enable the manufacturing sector to contribute to the fullest extent to the achievement of our economic objectives.

Most ministers expressed concern about the excessive growth of the public sector, the overzealous protection of the environment and the impact of unemployment insurance compensation on incentives to work. Clearly, both levels of government must ensure that government regulations, paperwork requirements and licensing procedures are designed to promote rather than hinder economic development.

Other policies discussed included: the vital importance of transportation costs, minimum wage laws, taxation, the exchange rate, commercial policy and research/development.

All ministers recognized the necessity of a continuing consultative process among governments, and with business and labour.

Basic facts concerning the role of primary and secondary manufacturing in the economy and its key contribution in terms of incomes, direct and indirect employment, and maintenance of a viable balance of payments brought a general consensus of opinion. Further details are set out in the document entitled "Manufacturing Performance", which was developed for the meeting by the federal government in consultation with the provincial governments.



**Mr. A.M. Guérin, Assistant Deputy Minister of Industry and Commerce Development (left), chatting with members of the Industry Ministers Conference.**



It was recognized that past performance and the prospects for the future varied from province to province and from industry to industry. Implications for all of Canada's economic regions was the subject of a discussion, based on a background paper, "Canadian Manufacturing Prospects from a Regional Perspective", prepared by the federal Department of Regional Economic Expansion. This document was seen to provide a good basis for further consultation between governments on regional issues affecting manufacturing.

The importance of developing a viable and competitive small business sector was also discussed; and the federal Minister of State for Small Business reminded the assembly that a Small Business Policy for Canada had been announced last fall. A number of ministers noted that their province had already included small business at the centre of their industrial strategy and established a range of small business policies and programs. In the light of this common interest, all concluded that considerable scope exists for federal and provincial governments to work together to achieve the most efficient allocation of resources devoted to the development of a strong and viable small business sector in Canada.

Another major item on the Ministers' agenda was the need for industrial adjustment programs to meet the changes in the competitive environment anticipated during the 1980s. An important prerequisite is improvement in the horizontal policies. There are a number of industrial sectors which have been led to a serious competitive decline because of structural factors, and it is evident that special sectoral adjustments are needed, such as those implemented for the textiles and clothing, footwear, shipbuilding, and consumer electronics sectors. While acknowledging that these policy initiatives were required, ministers also contended that in a reasonably healthy economy much of this adjustment will be achieved by the private sector without specific government intervention.

There remains concern regarding other adjustments that may be needed as a result of the Multilateral Trade Negotiations (MTN). The Enterprise Development Program (EDP), recently implemented by the federal Department of Industry, Trade and Commerce, now offers adjustment assistance to business firms, and a number of provinces have similar programs. Provinces noted with interest the proposal of the federal Minister of Industry, Trade and Commerce to bring forward special measures designed to meet the needs of firms facing adjustment pressure arising from the MTN.

This Federal-Provincial meeting of Industry ministers has evidenced the necessity for close coordination of federal and provincial activities in this sphere.

(l., to r.,) The Honourable Marcel Lessard, federal minister of Regional Economic Expansion, Mr. G.F. Osbaldeston, federal Deputy Minister for industry, Trade and Commerce, the Honourable Jack H. Horner, federal Minister of Industry, Trade and Commerce and the Honourable A.C. Abbott, Minister of State, Small Business.



# Federal-Provincial Meeting of Ministers of Tourism

Federal and Provincial Ministers responsible for tourism reached agreement on a number of key issues affecting tourism at a conference in Ottawa, January 31, resulting from a series of meetings and consultations with industry over the past six months.

## The Federal/Provincial conference was preceded by meetings that included:

- The Financial Post Conference on Tourism and the Travel Industry, held in Toronto in October 1977.
- Several private meetings between leaders of the industry and the Minister of Industry, Trade and Commerce to review a number of problems in the Canadian hospitality industry.
- The Summary of Recommendations on Methods of Reducing the Canadian Travel Deficit, a report prepared by a committee of Canadian travel industry executives.
- Representations at the hearings of the Canadian Transport Commission which studied the advisability of advanced booking charter flights for Canada.
- Joint task force with the Travel Industry Association of Canada on the price competitiveness of the Canadian tourist plant.
- Consultation and representations in connection with the U.S. Tax Reform Law (Section 602) respecting the limiting of U.S. convention business in Canada.
- Ongoing interdepartmental committees to review Federal Government policies that have an influence on tourism.

The decisions taken by the Federal and Provincial Ministers were forwarded for discussion to a meeting of the First Ministers, held in Ottawa, in February.

The tourist industry is crucial to Canadian economic performance, and prospects for the growth of this industry are excellent provided governments ensure a supportive policy environment and act as a catalyst for tourism development by the private industry. And so, the Ministers concluded that there should be increased interchange of views and a greater co-ordination of tourism policies.

A number of general government policies were examined — federal and provincial — which could be made more supportive of the competitive position of Canadian tourism: taxation down to the municipal level, wage laws, certain transportation policies and a number of regulatory policies. The general conclusion was that governments should examine the impact of taxation on the total tourism sector to identify inconsistencies, achieve rationalization and propose corrective action.

The necessity to review policies on wage rates in the hospitality industry was recognized, as well as the practice of paying premium wage rates for work performance on statutory holidays to employees in the hospitality industry. In addition, governments should examine the feasibility of extending the “tip differential” provision in minimum wage legislation Canada-wide; and ensure that wages in the public sector should not lead but follow wages in the private sector.

Some of the ministers who attended the Federal-Provincial Conference of the Ministers of Tourism, January 31, 1978.



The decision announced by the federal Minister of Transport on January 20th to provide increased flexibility for Advance Booking Charters within Canada was welcomed. The Canadian Transport Commission was urged to decide quickly on all applications for domestic charters to ensure that domestic ABC's are given every opportunity to be operative in 1978.

It was deemed that federal and provincial officials should work with the private sector to identify and propose remedies for those administrative delays at all levels of government which tend to impede tourist development.

Ministers agreed that greater efforts should be made to raise public awareness of the importance of tourism and to improve the attitudes of residents as well as those dealing with tourists in the private and public sectors. Furthermore, Crown corporations and firms in regulated industries ought to give special attention to hospitality improvement.

All recognized the integral role transportation systems play in the development of the tourism industry, in particular water transportation in the coastal provinces. Further, Ministers agreed that there was need for a careful examination of the possible extension and implementation of passenger clearance facilities at Canadian airports.



It was also agreed that governments confirm and reiterate a priority for tourism plan development, with the objective of steadily increasing the competitive position of Canada's tourism product. Provincial tourism departments, together with the federal Department of Industry, Trade and Commerce should prepare a detailed proposal for a regionally-oriented program that would assist with travel industry development and there ought to be an examination of financing assistance available to or specifically needed by the private tourism sector, including incentives and recommendations made in light of the findings.

The announcement by the Vice-President of the United States of America regarding its proposed modification of tax laws regarding convention expenditures abroad was welcomed by all, and so was the suggestion that the Government of Canada continue to press for full exemption for Canada.

It was established that there should be a continuing consultative process among governments and with business and labour.

The contribution to growth and employment of small businesses in the tourism-related industry in Canada was the subject of a discussion. The federal Minister of State for Small Business noted that the Small Business Policy for Canada which he announced last fall together with subsequent initiatives will contribute to alleviating some of the problems of small business tourist operators. Provinces have already focussed considerable attention on improving the viability and competitiveness of the tourism industry. In view of the common interest, Ministers agreed that substantial scope exists for federal and provincial governments to work together to ensure a more effective development of the small business tourist sector in Canada.

In conclusion, the Ministers agreed on the need for an action task force to develop proposals to increase the economic returns from the tourist industry in 1978.

## Conclusions of the Federal-Provincial Conference of First Ministers (February 15, 1978)

The First Ministers of Canada's provincial governments\* have recognized that a great deal of effort should be invested in expanding the private sector, which they see as the major impetus for growth in the Canadian economy.

It was agreed that the main objectives of economic policy over the medium term should be a sustained growth of output and employment as well as reductions in inflation. These goals should be mainly achieved from business investments in the private sector, the development of new sources of energy and a favourable trade balance. First Ministers also agreed that the Governor of the Bank of Canada should review annually the objectives of monetary policy with the Conference of Finance Ministers. They also concurred that the trend of growth in public expenditure should be maintained below that for the value of GNP or gross provincial product as appropriate.

As for prices and income policies, in the post-controls period, Canadians should use their common sense and realism to avoid any further upsurge of inflation. The target is to reduce the rate to 3½ per cent by 1981. The Economic Council of Canada (ECC) will be asked to analyze price and cost developments in the post-control era and to inform the public about that subject and draw public attention to possible threatening developments. ECC will also take care of research and education in the improvement of productivity.

*\*The province of Quebec indicated subsequently that they did not support many of these conclusions.*



in a relaxed moment at the Federal-Provincial Conference of First Ministers are (left to right) Ontario Premier William Davis, Federal Minister of Industry, Trade and Commerce Jack Horner, and Saskatchewan Premier Ailan Blakeney.

In order to stimulate productivity, the burden of government regulations on the private sector should be reduced and the unnecessary costs of overlapping federal/provincial jurisdiction should also be eliminated. ECC should also examine the whole question of economic regulation and make recommendations for action to minimize the regulatory burden.

Joint steps to improve tax incentives or credits in order to encourage industrial research and development will be taken. First Ministers agreed that foreign investment is welcome provided that it suits national or provincial objectives. Canadian-produced goods will be promoted on the Canadian market where they are competitive with imports. An advertising campaign based on the slogan "Create a Job: Buy Canadian" will be set up for this promotion. GATT negotiations will be conducted with the objective of reaching positive net benefits to Canada which reflect the interests of all parts of the country.

Following three days of intensive meetings, held in Ottawa in February, the First Ministers of Canada's eleven governments arrived at far-reaching agreement in a large number of economic matters.



A high priority will be given to strengthening training and placement programs, particularly in the areas of high unemployment and with special attention to youth, women, laid-off workers and disadvantaged groups. Ways will be sought to use Unemployment Insurance funds for productive employment and job creation.

Energy is also a high priority. First Ministers strongly underlined the need for reducing dependence on foreign sources and agreed that conservation and substitution programs, as well as R&D for new technologies, be developed.

In agriculture, the First Ministers agreed to the recommendations of their Agriculture Ministers, which were: the upgrading and processing of agricultural products; a "buy Canadian" food campaign; a grain marketing strategy for Canada, research, an expansion of markets abroad, and improvement of the transportation system. As for fisheries, the thrust will be to benefit from the implementation of the 200-mile limit. For instance, the fishing fleet should be developed adequately to provide for better exploitation of offshore resources.

Following these agreements, the Department of ITC has taken the initiative of implementing a new consultation process with the private sector. The idea sustaining this initiative is to seek out the active involvement of the private sector (including business and labour) in federal/provincial discussions on specific development programs tailored to the particular requirement of each manufacturing sector.

Twenty-two senior Canadian business people have met with the Honourable Jack Horner on March 29, 1978. Each of them has agreed to serve as chairman of a Consultative Task Force representing specific Canadian industrial sectors including tourism and construction. The task forces will meet in the future as separate groups to examine their sector and form specific recommendations to governments on action they should take to stimulate economic activity.

The task forces are composed of representatives of the industry, labour and academic communities. The provinces, and one representative of the federal Department of ITC will also participate in the sector meetings to take place between now and June 30, 1978.



Two of the more well-known provincial premiers meet. Peter Lougheed, Premier of Alberta (on the left) and the Premier of Québec, René Lévesque.





## The Korean Miracle and Canada

For the last 15 years, the growth of the Republic of Korea's (South Korea) economy has been impressive. Stable government, a strong sense of national purpose and sound economic planning have backed up a constant drive for economic betterment. From 1962 (the beginning of the Korean five-year plans) to 1976, the average annual real growth in GNP has been 8.0 per cent.

This performance has depended heavily on exports which alone have been responsible for some 32.8 per cent of Korea's total economic output. From a mere \$55 million in 1962, Korean exports rocketed to \$10.4 billion in 1977. Paced by the manufacturing sector, which has expanded by 20 per cent a year since 1972, the GNP reached \$31.4 billion last year.

Canadian buying has contributed significantly to Korean growth and, after the United States, Japan, the Federal Republic of Germany and Hong Kong, the Canadian market is Korea's largest. From 1972 to 1976, Korea's sales to Canada increased sevenfold reaching \$303.4 million. Textiles and textile products were responsible for slightly under half of Korea's sales to Canada. Other products included canned mushrooms, plywood, steel, bicycles and parts, televisions, radios and phonographs, shoes, telecommunications equipment, kitchen utensils, sporting goods, games and toys.

Canadian industry has helped its Korean counterpart meet infrastructure and raw or intermediary material requirements. Canadian exports were \$116.2 million in



**A bustling city of 7.5 million people, Seoul the nation's capital and business centre, is being flooded by visitors. A minimum of three weeks is needed to get reservations in first class hotels. The scheduled opening of the 1000 room Lotte Hotel (seen above under construction) in late 1978 will help alleviate the situation.**

1976 compared with \$32.9 million in 1972, making Korea Canada's fourth largest and probably fastest-growing market in Asia. Coking coal, potash, pulp, fish, raw hides and skins, rapeseed, copper, sulphur, asbestos, tallow, nickel, zinc, aluminum and synthetic rubber all figure prominently in the list of Canadian materials feeding Korean industry and agriculture. Canadian wheat and wheat flour have also won acceptance in the Korean marketplace as well as microwave and telecommunications equipment (more than \$48 million worth have been supplied since 1973).

However, the biggest Canadian contribution to Korea's development has been the 600 MW CANDU reactor being built for Korea Electric Company by Atomic Energy of Canada Limited.

Economic growth must, of course, be financed. Koreans have for years maintained a high national savings rate in excess of 20 per cent which has been critical to the achievement of their present day success. The very

speed of the country's race to achieve developed status has nevertheless led Korea to turn to the world's capital markets. The loan portfolios of Canada's banks now include hundreds of millions of dollars of Korean debt.

The Bank of Nova Scotia has opened a Seoul branch and other Canadian banks are expected to follow suit soon. In doing so they will join more than 31 other foreign banks now in the country.

Despite successes, Koreans are aiming for a higher standard of living. In the Fourth Five-Year Plan (1977-1981), Korea hopes to achieve a \$58.7 billion economy. To get there, however, the GNP will have to grow by 9.2 per cent a year. Since 1962 Korea has met or exceeded the major objectives of all its five-year plans and, in achieving highly ambitious export targets, has demonstrated a remarkable capacity to adapt to changing circumstances in the world's trading community.

By 1981, the Korean import market will be close to \$20 billion. Korean requirements for power generation

equipment, industrial raw materials, capital goods, thermal and coking coal, cattle, wheat, rapeseed meal and STOL aircraft will give Canadians a good chance to ensure that Korea remains as one of Canada's most important markets in Asia.

### **The Power Behind the Korean Miracle**

Korea's rapid drive for economic advancement has been paralleled by expansion in power consumption and transmission capacity. From 1972 to 1977, power demand has risen 128 per cent from 2,097 MW to 4,806 MW. Of this, more than 75 per cent has been for industrial purposes. Facilities have been upgraded and expanded to serve the growing industrial centres of Korea and 354 KV transmission lines now link the country from north to south connecting into an extensive grid of 154 KV lines.

On the power generating side, the Korea Electric Company (the national power utility) plans to construct 21 power stations (including two 900 MW nuclear plants) between 1982 and 1986. In the latter year, power demand is expected to reach 13,375 MW (capacity will total 18,665 MW). These stations will be in addition to 23 plants scheduled to come on stream by 1981 (for a total rated capacity of 10,052 MW).

As Korea has almost fully tapped all of its domestic power resources, increasing reliance is being placed on thermal units fired by imported bituminous coal and nuclear power plants. This is essential if a top heavy dependence on oil imports is to be avoided. Currently, oil generates most of Korea's power (almost 65.5 per cent in 1976). Hydro generates 14.8 per cent, domestic anthracite 14.5 per cent and internal combustion the remainder. By 1981, the percentages are expected to change slightly with oil-fired rising to 67.7 per cent, hydro falling to 11.5 per cent, domestic coal falling to 12.5 per cent, internal combustion to 2.7 per cent and nuclear reaching 5.7 per cent. Between 1982 and 1986, this breakdown will change more noticeably as seven thermal plants based on imported coal (total 3,500 MW) and four nuclear plants, including the first Canadian CANDU unit of 678 MW (total 3,148 MW), come on stream.

Also planned to commence operation by 1986 is a 400 MW tidal power plant on Korea's west coast. Feasibility and site evaluation studies are now being carried out on this project which, when completed, is expected to serve as a showcase of Korean development. Because of the tidal power development in Canada's Bay of Fundy, this project is of obvious interest to Canadians.

Due to the long lead time (6½ years) for the planning of new power stations, the best potential for major Canadian participation, from engineering through to the supply of equipment, lies with those plants coming on stream from 1985 onward. However, select opportunities exist for the supply of equipment in projects due to be completed earlier.

No firm policies have yet been established by the Korea Electric Company regarding the form of foreign participation in its power development program. It is becoming clear from government statements that the intention is to localize power plant engineering capabilities and the supply of major components by the mid-1980s (both for the domestic and, hopefully, for foreign markets). Canadian engineering firms seeking to work in the Korean market will greatly enhance their chances of success if they indicate a willingness to work on a joint venture basis with local engineering companies.

On the equipment side, Hyundai International Inc. has recently been licensed to produce turbines and boilers although actual production is not expected until the early 1980s. Nevertheless, this is an indication of the trend to come, especially for projects financed either multi-laterally (where domestic firms are usually given certain cost advantages) or with Korean foreign exchange (where the Korean government can be expected to opt for a "buy-Korean" policy).

Bilaterally financed projects offer the best opportunities for Canadian participation. Most of the financing has come from the United States and Japan, but Koreans are constantly seeking the most advanced technology and expertise available at the most competitive prices. This will be a key factor — highly competitive pricing combined with a technically or technologically advanced product or skill — in successfully penetrating the Korean power generating market.

Perhaps the most exciting area for ongoing Canadian participation in the Korean energy equipment sector is the supply of nuclear reactors. When the 678 MW CANDU unit at Wolsung (designated Wolsung I) comes on stream in 1982 (involving Canadian government, Export Development Corporation and commercial financing of almost \$500 million) it will be the first such unit in operation in the Far East. As such it will serve as a prime example of the advanced technology Canada has available for export. The Koreans are highly impressed by the performance record of the CANDU water system and are seriously interested in purchasing more units.

The Wolsung site was selected to accommodate at least four and up to six CANDU units. Starting in late 1978 shipments of manufactured goods for Wolsung I are expected to add some \$60 million a year for five years to Canada's exports to Korea. More importantly, the Wolsung project will introduce a variety of Canadian equipment suppliers to the Korean market. It is hoped it will interest them in pursuing non-nuclear sales opportunities with the Korea Electric Company and other Korean companies. Nuclear sales possibilities will abound, however. Recently completed studies, sponsored by the Korean government, indicate the country will have 46 nuclear power reactors by the year 2000.

In the area of power transmission and distribution, local procurement of equipment is more advanced than in the generating sector. Nevertheless, opportunities exist to supply specialized components.

This year Korea Electric plans to install 1979 kilometres of 354 KV transmission lines to strengthen the national power grid and, by 1980, intends to complete a program of rural electrification (90.7 per cent of all mainland communities are now served with electricity).

Equipment such as 154 KV and 354 KV transformers are now being built in Korea under technical licensing and joint venture agreements. However, components such as capacitors (\$10 million worth in 1977) and static and rotary converters and inverters (\$2 million) are still being imported.

The scope for Canadian participation in the development of the Korean power sector is indeed considerable. The best opportunities are in the nuclear field, while select but important opportunities exist in the tidal power, power transmission and the more conventional fields of power generation. Firms working in joint co-operation with Korean engineering, construction and equipment manufacturing companies will be in the best place to win contracts.



**Unloading coal facilities at Pohang Iron & Steel Mill**

**South Korean Energy Demand Takes Off**

With the signing of one contract in 1975, coal became the single most important Canadian export to Korea in 1976. Rapidly growing and energy-hungry industries will assure that this fuel and other energy-related products will be prominent in the much anticipated growth of Canadian exports to Korea.

Only anthracite coal — used extensively for household heating and cooking purposes — is found in South Korea. The country has no oil and consequently depends on foreign supply. While the country has some low-grade uranium deposits, their development is expected to give Korea a fallback supply only, in the event of a world shortage or interruptions in delivery.

**Anthracite**

South Korea's production of anthracite coal topped 17.6 million tons in 1975 but has declined slightly since. Coal output in 1977 was 17.2 million tons, 0.8 million tons less than the production target of 18 million tons. This output included 4.5 million tons from the state-owned Daihan Coal Corp. (DHCC). Two important factors affecting the Korean coal industry are the government's control of coal prices and low productivity caused partly by the increased depth of the mines.

To help improve this situation, the DHCC received a \$12 million loan from the Asian Development Bank to purchase mining equipment. Canadian mining equipment manufacturers should take an active part in marketing their exploration, mining and milling equipment to DHCC which purchases equipment through international tenders carried out by the Office of Supply, Republic of Korea.

However, even with improved mining techniques, production of anthracite coal after 1978 will fall short of meeting domestic demand which is increasing at a rate of 8 per cent per year. This will create an import market varying from 200,000 tons to one million tons a year. The government is already looking for sources of anthracite to meet the anticipated 1978 shortage.

**Thermal Coal**

High oil prices have resulted in the Korea Electric Company (KECO) planning the construction of seven coal-fired power plants (500 MW each) from 1981 to 1986 which will use imported bituminous coal.

The first unit will be built at Samchonpo and by 1981 will require one million tons of steam coal. The second



**Essential to national development is an efficient transportation system to move goods into export position. Major road networks such as that seen above now link all parts of the nation.**



This fertilizer plant of The Namhae Chemical Company, a major buyer of Canadian potash, is the largest of its kind in the world.



Korean industry is still heavily centred on labour intensive products, however, there has been a remarkable shift to capital intensive heavy industries in recent years.

unit will be operational by 1982, at the same site, and will require a further one million tons of imported coal. Canadian consulting firms or thermal power equipment suppliers should investigate engineering and equipment opportunities for these projects. KECO is also currently reviewing coal supply proposals received from 22 suppliers from Australia; eight from Canada and three from South Africa. During January, KECO officials visited western Canadian mines to familiarize themselves with the Canadian coal mining industry. Similar visits were also made in Australia and South Africa.

#### **Metallurgical Coal**

The only major iron and steel producer in South Korea is the Pohang Iron and Steel Co. Ltd. (POSCO). The company hopes to expand its 2.5 million tons-per-year mill to 5.5 million tons by the end of 1978, and 8.5 million tons by 1982.

If this occurs, POSCO's annual demand for coking coal will increase from two million tons to 3.6 million tons in 1979 and 6.5 million tons by 1981. The Canadian share of POSCO's coking coal purchases in 1978 will be 16.8 per cent, a figure which, based on signed contracts, will rise to 20.5 per cent by 1982.

By 1982, South Korea's steel demand will exceed local supply by three million tons. By 1985, that shortage will be five million tons. In view of the long-term projected steel demand, the government has already begun to plan for a second steel mill for possible production in 1986/7. When the second mill project becomes more definite, perhaps by 1979, Canadian coal suppliers, consulting and engineering firms and steel plant equipment suppliers should actively pursue these new market opportunities.



Rapidly rising incomes are creating increased demand for meat and dairy products. Modern agricultural techniques, as typified by the above crop spraying exercise, are now being applied to beef and dairy herd improvement.

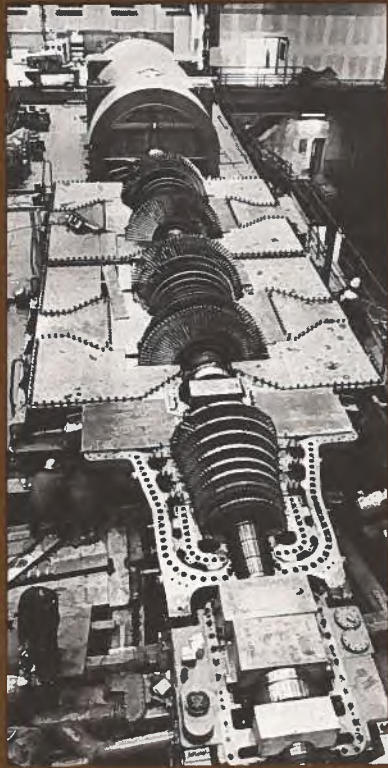
#### **Joint Venture**

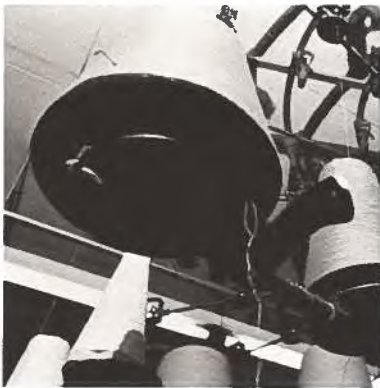
The tremendous growth of the Korean economy in the last decade has increased the nation's reliance on imports of critical raw materials. These imports have now reached such a volume that the sureness of supply has become a real concern to the government. While an official policy has yet to be announced formally, it's clear that the strength of Korea's balance of payments now permits the country to make overseas mineral investments. Canada is considered a prime target for such investments. Coal, copper, iron ore, manganese and uranium are the minerals most frequently mentioned as being of interest.

In January, a new Ministry of Energy and Resources was created. Under the leadership of Chang Yie Joon, the former minister of Industry and Commerce, this ministry is responsible for developing an overseas mineral development policy. Overseas investors will certainly include KECO, POSCO and some of Korea's large and highly diversified general trading companies. Indeed KECO is already exploring for uranium in Paraguay while POSCO is investing \$30 million in a coking coal mine in Pennsylvania. The anticipated Overseas Resources Development Promotion Law is expected to provide government subsidies, financing, insurance and tax exemptions to Korean companies engaging in overseas mineral developments.

Canadian mining companies wishing to establish a strong foothold in the Korean market should follow these

# Foreign Commercial Representatives in Canada





## Foreign Commercial Representatives in Canada

### ALGERIA

**Embassy of Algeria**  
435 Daly Avenue  
Ottawa K1N 6H3  
Phone: 232-9453

### ARGENTINA

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

### AUSTRALIA

**Australian Commercial Counsellor**  
**and Trade Commissioner**  
Australian High Commission  
130 Slater Street  
Ottawa K1P 5H6  
Phone: 236-2684  
Telex: 013-3391

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

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

### AUSTRIA

**Austrian Embassy**  
445 Wilbrod Street  
Ottawa K1N 6M7  
Phone: 235-5521  
Telex: 053-3290

**Austrian Consulate**  
1132 Kensington Road, N.W.  
Calgary T2N 3P3  
Phone: 283-6526

**Austrian Consulate**  
526 Young Avenue  
Halifax B3H 2V3  
Phone: 423-7593

**Austrian Consulate-General**  
1350 Sherbrooke Street W.  
Montreal H3G 1J1  
Phone: 845-8661

**Austrian Consulate**  
1243 Islington Avenue  
Toronto M8X 1Y9  
Phone: 239-0338

**Austrian Consulate**  
525 Seymour Street  
Vancouver V6B 3H9  
Phone: 683-7571

**Austrian Consulate**  
54 Harrow Street  
Winnipeg R3M 2Y7  
Phone: 452-9750

**Trade Commissions:**

**Austrian Trade Commission**  
401 Bay Street, Suite 2008  
Toronto M5H 2Y4  
Phone: 363-3677

**Austrian Trade Commission**  
1010 Sherbrooke Street W.  
Suite 1410  
Montreal H3A 2R7  
Phone: 849-3708

**Austrian Trade Commission**  
Vancouver Block, Suite 1220-1223  
736 Granville Street  
Vancouver V6Z 1J2  
Phone: 683-5808

**BARBADOS**

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

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

**BELGIUM**

**Belgian Embassy**  
85 Range Road  
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 Street E., Suite 1901  
Toronto M5C 1B5  
Phone: 364-5283

**Consulate General of Belgium**  
Suite 1560, I.B.M. Tower  
701 West Georgia Street  
Vancouver

**Correspondence to:**  
Box 10119  
Pacific Centre  
Vancouver V7Y 1C6

**BOLIVIA**

**Bolivian Embassy**  
Suite 308  
350 Sparks Street  
Ottawa K1R 7S8  
Phone: 232-5396

**Consulate of Bolivia**  
11231 Jasper Avenue  
Edmonton T5K 0L5  
Phone: 482-6972

**Consulate of Bolivia**  
P.O. Box 129  
Station A  
Vancouver V6C 2M4  
Phone: 682-1751

**Consulate of Bolivia**  
104 Mill Road  
Etobicoke M9C 1X8  
Phone: 622-2080

**BRAZIL**

**Embassy of Brazil**  
**Trade Division**  
255 Albert Street  
Suite 900  
Ottawa K1P 6A9  
Phone: 237-1090  
Telex: 053-4222

**Brazilian Consulate General**  
1 Place Ville Marie  
Suite 1505  
Montreal H3B 2B5  
Phone: 866-3313  
Telex: 05-24470

**Brazilian Consulate**  
**Trade Division**  
130 Bloor Street W.  
Suite 617  
Toronto M5S 1N5  
Phone: 922-1058  
Telex: 06-23730

**BRITAIN**

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

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

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

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

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

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

**British Consul**  
402 Monarch Life Bldg.  
333 Broadway Avenue  
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

**Bulgarian Trade Commission**  
100 Adelaide Street W.  
Suite 1405  
Toronto M5H 1S3  
Phone: (416) 368-1034/35  
Telex: 06-23535

**BURMA**

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

**CAMEROON**

**Commercial Attaché**  
**Cameroon Embassy**  
170 Clemow Avenue  
Ottawa  
Phone: 236-1522

**CHILE**

**Commercial Section**  
**Embassy of Chile**  
56 Sparks Street, Suite 414  
Ottawa K1P 5A9  
Phone: 235-4402 & 235-9940

**Consulate General of Chile**  
2100 St. Marc Street, Suite 205  
Montreal H3H 2G6  
Phone: (514) 932-3225

**Honorary Consulate General of Chile**  
305 - 1124 Lonsdale Avenue  
North Vancouver V7M 2H1  
Phone: (604) 985-6211

**CHINA, People's Republic of**  
**Commercial Counsellor**  
**Embassy of the People's Republic**  
**of China**  
P.O. Box 8520  
415 St. Andrew Street  
Ottawa K1N 5H3  
Phone: 234-2718

#### **COLOMBIA**

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

**Colombian Government Trade Bureau**  
330 Sparks Street  
Suite 2811  
Ottawa K1R 7R9  
Phone: 238-7947

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

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

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

#### **COSTA RICA**

**Consulate of Costa Rica**  
Windsor Hotel, Suite 1172  
1170 Peel Street  
Montreal H3B 2T4  
Phone: 866-8159

#### **CUBA**

**Cuban Trade Commission**  
1415 Pine Avenue, W.  
Montreal H3G 1B2  
Phone: 845-0191

#### **CZECHOSLOVAKIA**

**Embassy of the Czechoslovak**  
**Socialist Republic**  
171 Clemow Avenue  
Ottawa K1S 2B3  
Phone: 234-6581

#### **DENMARK**

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

**Royal Danish Consulate General**  
1245 Sherbrooke Street W.  
Suite 1525  
Montreal H3G 1G2  
Phone: 849-5391  
Telex: 055-60783

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

**Royal Danish Consulate**  
475 Howe Street, Suite 1102  
Vancouver V6C 2B3  
Phone: 684-5171  
Telex: 04-51506

#### **DOMINICAN REPUBLIC**

**Consul General of the Dominican**  
**Republic**  
5464 Victoria Avenue  
Montreal  
Phone: 738-1068

#### **EASTERN CARIBBEAN COMMISSION** **(Leeward and Windward Islands)**

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

#### **ECUADOR**

**Consulate General of Ecuador**  
1500 Stanley Street, Suite 226  
Montreal H3A 1R3  
Phone: 849-0200

**Consulate of Ecuador**  
26 Old Mill-Terrace  
Toronto M8X 1A2  
Phone: 239-6534

#### **EGYPT**

**Embassy of Egypt Economic and**  
**Commercial Office**  
85 Range Road  
Suite 207  
Ottawa K1N 8J6  
Phone: 238-6263/64

#### **EL SALVADOR**

**Embassy of El Salvador**  
350 Driveway, Suite 101  
Ottawa K1S 3N1  
Phone: 238-2939

**Honorary Consul of El Salvador**  
1155 Dorchester Street W.  
Suite 2616  
Montréal  
Phone: 876-8546

**Honorary Consul of El Salvador**  
1360 Yonge Street  
Toronto M4T 1Y3  
Phone: 924-5971

**Honorary Consul of El Salvador**  
1090 Granville Street  
Vancouver V6Z 1L7  
Phone: 684-2554

#### **FINLAND**

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

**Trade Commissioner of Finland**  
1010 St. Catherine Street W.  
Suite 1101  
Montreal H3B 3S2  
Phone: 866-2202

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

#### **FRANCE**

**Commercial Counsellor to**  
**the French Embassy**  
10 John Street  
Ottawa K1M 1P5  
Phone: 233-5681  
Telex: 053-4410

**Commercial Counsellor of France**  
Place Bonaventure  
P.O. Box 117  
Montreal  
Phone: 878-9851  
Telex: 055-61219

**Commercial Counsellor of France**  
40 University Avenue, Suite 302  
Toronto  
Phone: 362-1257  
Telex: 062-2434

**French Trade Commissioner**  
736 Granville Street, Suite 1216  
Vancouver  
Phone: 684-1271  
Telex: 045-4211

#### **GABON**

**Embassy of Gabon**  
4 Range Road  
P.O. Box 368  
Ottawa K1N 8J5  
Phone: 232-5301

#### **GERMANY, FEDERAL REPUBLIC OF**

**Embassy of the Federal Republic of**  
**Germany**  
**Counsellor (Economic and**  
**Commercial Affairs)**  
1 Waverley Street  
Ottawa K2P 0T8  
Phone: 232-1101  
Telex: 053-4226

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

**Consulate General of the Federal Republic of Germany**  
77 Admiral Road  
Toronto M5R 2L4  
Phone: 925-2813  
Telex: 06-22866

**Consulate General of the Federal Republic of Germany**  
11456 Jasper Avenue  
Edmonton T5K 0M1  
Phone: 488-0144  
Telex: 037-3056

**Consulate General of the Federal Republic of Germany**  
325 Howe Street  
Vancouver V6C 2A2  
Phone: 684-8377  
Telex: 04-507769

**Canadian-German Chamber of Industry and Commerce Inc.**  
2015 Peel Street, Suite 1110  
Montreal H3A 1T8  
Phone: 844-3051  
Telex: 05-24455

**Canadian-German Chamber of Industry and Commerce Inc.**  
480 University Avenue, Suite 1510  
Toronto M5G 1V6  
Phone: 598-3355  
Telex: 06-23581

**Canadian-German Chamber of Industry and Commerce Inc.**  
Main Floor Lobby, Hotel Macdonald  
Edmonton T5J 0N6  
Phone: 420-6611  
Telex: 037-41662

#### **GHANA**

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

#### **GREECE**

**Consulate General of Greece Economic and Commercial Section**  
36 Fundy, Place Bonaventure  
P.O. Box 303  
Montréal H5A 1B4  
Phone: 871-0125  
Telex: 05-24201

#### **GRENADA**

**High Commission for Grenada**  
605 - 350 Queen Elizabeth Drive S.  
Ottawa K1S 3N1  
Phone: 236-9581

#### **GUATEMALA**

**Consul General of Guatemala**  
39 Fundy, Place Bonaventure  
P.O. Box 401  
Montreal H5A 1B7  
Phone: 861-5919

#### **GUYANA**

**High Commissioner for Guyana**  
151 Slater Street, Suite 309  
Ottawa K1P 5H3  
Phone: 235-7249

#### **HAITI**

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

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

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

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

#### **HONDURAS**

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

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

#### **HUNGARY**

**Hungarian Trade Commission**  
1350 Sherbrooke Street W.  
Room 1510  
Montreal H3G 1J1  
Phone: 849-9261/62  
Telex: 05-25162

**Branch Office of the Hungarian Trade Commission**  
102 Bloor Street W., Room 850  
Toronto M5S 1M8  
Phone: 923-3596  
Telex: 06-22551

#### **INDIA**

**First Secretary (Commercial)**  
**High Commission of India**  
200 MacLaren Street  
Ottawa K2P 0L6  
Phone: 237-7584  
Telex: 053-4172

**Trade Commission for India**  
325 Howe Street  
Vancouver V6C 1Z7  
Phone: 681-0644

**Consulate General of India**  
2 Bloor Street E.  
Toronto M4W 1A8  
Phone: 960-0751

#### **INDONESIA**

**Head of Economic Affairs Division**  
**Embassy of Indonesia**  
P.O. Box 430, Terminal A  
255 Albert Street, Suite 1010  
Ottawa K1P 6A9  
Phone: 236-7403  
Telex: 053-3119

#### **IRAN**

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

#### **IRAQ**

**Embassy of the Republic of Iraq**  
377 Stewart Street  
Ottawa K1N 6K9  
Phone: 236-9177/78

#### **IRELAND**

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

#### **ISRAEL**

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

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

#### **ITALY**

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

**Italian Trade Commissioner**  
1801 McGill College Avenue  
Suite 1490  
Montreal H3A 2N4  
Phone: 284-0265  
Telex: 05-267532

**Italian Trade Commissioner**  
1 First Canadian Place  
P.O. Box 22  
Suite 4050  
Toronto M5X 1A9  
Phone: 362-1036  
Telex: 06-23641

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

#### **IVORY COAST**

**Embassy of the Ivory Coast**  
9 Marlborough Avenue  
Ottawa  
Phone: 236-9919

**Honorary Consul of the Ivory Coast to Toronto**  
73 Wanless Crescent  
Toronto M4N 3C2

**Honorary Consul of the Ivory Coast to Montreal**  
505 Sherbrooke Street E.  
Suite 2400  
Montreal

#### **JAMAICA**

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

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

#### **JAPAN**

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

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

**Consulate General of Japan**  
1155 Dorchester Boulevard W.  
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 Hastings Street W., Room 1210  
Vancouver V6E 2K9  
Phone: 684-5868  
Telex: 04-51402

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

#### **JORDAN**

**Royal Jordanian Embassy**  
100 Bronson Avenue, Suite 701  
Ottawa K1R 6G8  
Phone: 238-8090  
Telex: 053-4538  
Telegraphic Address:  
URDUNIAH- OTTAWA

#### **KOREA**

**Counselor  
Embassy of the Republic of Korea**  
151 Slater Street, Suite 608  
Ottawa K1P 5H3  
Phone: 232-1716  
Telex: 013-290

#### **KUWAIT**

**Honorary Consulate of the State of Kuwait**  
160 MacLaren Street  
Ottawa  
Phone: 235-6036

#### **LEBANON**

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

#### **LESOTHO**

**High Commission of the Kingdom of Lesotho**  
503 - 350 Sparks Street  
Ottawa K1R 7S8  
Phone: 236-9449

#### **LUXEMBOURG**

**Consul General of the Grand Duchy of Luxembourg**  
3877 Draper Avenue  
Montreal

#### **MALAYSIA**

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

#### **MEXICO**

**Embassy of Mexico**  
130 Albert Street, Suite 206  
Ottawa K1P 5G4  
Phone: 233-8988

**Consulate General of Mexico**  
1000 Sherbrooke Street W.  
Suite 2170  
Montreal  
Phone: 288-2502

**Consulate of Mexico ad honorem**  
1330 Maguire Avenue  
Sillery, Quebec  
Phone: 681-4124

**Consulate of Mexico**  
Commerce Court E., Suite 1301  
Postal Station P.O. Box 255  
Toronto  
Phone: 368-5798

**Trade Commissioner for Mexico**  
Commerce Court W., Suite 2725  
P.O. Box 235, Commerce Court  
Postal Station  
Toronto  
Phone: 364-4725

**Consulate of Mexico**  
P.O. Box 11108, Royal Centre  
1055 West Georgia Street, Suite 1402  
Vancouver  
Phone: 648-5725

**Consulate of Mexico**  
275 Portage Avenue, Suite 1808  
P.O. Box 11108  
Winnipeg 2B3 R3B  
Phone: 943-6940

#### **MONACO**

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

#### **NETHERLANDS**

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

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

**Netherlands Consulate General**  
Place Ville Marie, Room 1736  
Montreal  
Phone: 866-4875

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

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

## **NEW ZEALAND**

**New Zealand Government Trade Commissioner**  
2 Bloor Street E., Suite 2616  
Toronto M4W 1A8  
Phone: 961-9797  
Telex: 06-217821

**New Zealand Government Trade Commissioner**  
Suite 1160 - 701 Georgia Street W.  
I.B.M. Tower  
Vancouver  
Phone: 684-7388  
Telex: 04-55186

## **NICARAGUA**

**Consul General**  
Consulate General of Nicaragua  
3601 Decarie Boulevard  
Montreal  
Phone: 486-5085

## **NIGERIA**

**Nigeria High Commission**  
295 Metcalfe Street  
Ottawa K2P 1R9  
Phone: 236-0521  
Telex: 013-3285

## **NORWAY**

**Norwegian Trade Commission**  
44 King Street W., Suite 2016  
Toronto M5H 1E2  
Phone: 869-1971/72  
Telex: 06-23492 (nortrade tor)

**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 Hastings Street W.  
Vancouver V8C 1B6  
Phone: 682-2281

## **PAKISTAN**

**Consulate General of Pakistan**  
2100 Drummond Street, Suite 100  
Montreal H3G 1X1  
Phone: 845-2297

## **PERU**

**Second Secretary In charge of Economic Affairs**  
**Embassy of Peru**  
539 Island Park Drive  
Ottawa K1Y 0B6  
Phone: 722-7186

**Consul General of Peru**  
2250 Guy Street  
Montreal  
Phone: 932-3692

**Consul of Peru ad honorum**  
180 University Avenue, 3rd Floor  
Toronto  
Phone: 368-6164

## **Consul of Peru ad honorum**

436 Main Street  
Winnipeg  
Phone: 947-0131

**Consul of Peru ad honorum**  
744 Hastings Street W., Suite 619  
Vancouver  
Phone: 669-1347

## **PHILIPPINES**

**Embassy of the Philippines**  
**Office of the Commercial Attaché**  
130 Albert Street, Suite 407  
Ottawa K1P 5G4  
Phone: 235-0450

**Philippine Trade Office**  
**Philippine Trade House**  
111 Avenue Road, Concourse Level  
Toronto M5R 3J8  
Phone: 967-1788

**Philippine Consulate General**  
**Philippine Trade Office**  
525 Seymour Street, Suite 909  
Vancouver  
Phone: 685-7645

## **POLAND**

**Trade Commissioner's Office of the Polish People's Republic in Canada**  
3501 Avenue du Musée  
Montreal H3G 2C8  
Phone: 282-1732  
Telex: 01-20689

## **PORTUGAL**

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

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

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

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

**Honorary Consulate of Portugal**  
154 Canada Drive  
P.O. Box 5249  
St. John's, Nfld. A1E 2M8  
Phone: 726-2440 & 364-1695

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

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

## **Portuguese Government Trade Office**

1801 McGill College Avenue  
Suite 1150  
Montreal H3A 2N4  
Phone: 282-1264  
Telex: 05-267312

## **ROMANIA**

**Romanian Economic Representation**  
3664 Mountain Street  
Montreal H3G 2A8  
Phone: 842-1779 & 842-1770  
Telex: 05-268571

## **SAN MARINO**

**Consul General of San Marino**  
27 McNider Avenue  
Montreal H2V 3X4  
Phone: 871-3838  
Telex: 05-24456

## **SAUDI ARABIA (not in Canada)**

**Commercial Attaché**  
**Royal Embassy of Saudi Arabia**  
1520 - 18th Street N.W.  
Washington, D.C. 20036  
U.S.A.

## **SENEGAL**

**Embassy of Senegal**  
57 Marlborough Avenue  
Ottawa K1N 8E8  
Phone: 238-6392

**Permanent Representative of Senegal to the O.A.C.I.**  
1000 Sherbrooke Street W.  
P.O. Box 425  
Montreal H3A 2P1

**Honorary Consul General of Senegal to Quebec**  
275 St.-Jacques Street W.  
Suite 39  
Montreal

**Honorary Consul of Senegal to Toronto**  
2472 Bayview Avenue  
Willowdale M2L 1A7

## **SPAIN**

**Commercial Counsellor to the Spanish Embassy**  
151 Slater Street, Suite 201  
Ottawa K1P 5H3  
Phone: 236-0409/0400  
Telex: 053-4711

**Commercial Office of Spain**  
Place Bonaventure  
P.O. Box 1137  
Montreal H5A 1G4  
Phone: 866-4914/4915

## **SRI LANKA**

**Commercial Secretary**  
**High Commission for Sri Lanka**  
85 Range Road, Suites 102-104  
Ottawa K1N 8J6  
Phone: 233-8449, 233-8440  
Telex: 013-3668

**SWEDEN**

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

**Royal Swedish Consulate General**  
1155 Dorchester Boulevard W.  
Suite 800  
Montreal H3B 2H7  
Phone: 866-4019  
Telex: 055-60751

**Swedish Trade Commissioner's Office**  
920 Yonge Street, Suite 820  
Toronto M4W 3C7  
Phone: 967-7172  
Telex: 065-24103

**Swedish Trade Commissioner's Office**  
Board of Trade Tower, Suite 1004  
1177 Hastings Street W.  
Vancouver V6E 2K3  
Phone: 685-1288  
Telex: 04-51451

**SWITZERLAND**

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

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

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

**Consul of Switzerland**  
505 Burrard Street, 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 Road, Suite 704  
Ottawa K1N 8J6  
Phone: 237-1517

**Office of the Commercial Counsellor**  
5 World Trade Centre, Suite 3443  
New York, N.Y. 10048  
Phone: 466-1777/8/9

**TOGO**

**Embassy of Togo**  
220 Laurier Avenue W.  
Ottawa K1P 5J6  
Phone: 238-5916/17

**TRINIDAD & TOBAGO**

**High Commissioner for Trinidad & Tobago**  
75 Albert Street, Room 508  
Ottawa K1P 5E7  
Phone: 232-2418

**TUNISIA**

**Embassy of Tunisia**  
515 O'Connor Street  
Ottawa K1S 3P8  
Phone: 237-0330  
Telex: 013461

**TURKEY**

**Commercial Counsellor**  
**Turkish Embassy**  
197 Wurtemberg Street  
Ottawa K1N 8L9  
Phone: 235-1733

**UNION OF SOVIET SOCIALIST REPUBLICS**

**Trade Mission of the U.S.S.R. in Canada**  
95 Wurtemberg Street  
Ottawa K1N 8Z7  
Phone: 236-1222

**Branch of the U.S.S.R. Trade Mission in Canada**  
4370 Pie IX Blvd.  
Montreal  
Phone: 255-6422

**UNITED STATES**

**Commercial Counsellor**  
**Embassy of the United States**  
100 Wellington Street  
Ottawa K1P 5T1  
Phone: 238-5335

**Consul General of the United States**  
615 MacLeod Trail S.E.  
Calgary T2G 4T8  
Phone: 266-8962

**Consul General of the United States**  
Cogswell Tower, Scotia Square  
Halifax B3J 3K1  
Phone: 429-2480

**Consul General of the United States**  
P.O. Box 65  
Postal Station Desjardins  
Montreal H5B 1G1  
Phone: 281-1886

**Consul General of the United States**  
360 University Avenue  
Toronto M5G 1S4  
Phone: 595-1224

**Consul General of the United States**  
1199 West Hastings Street  
Vancouver V6E 2Y4  
Phone: 685-4311

**Consul General of the United States**  
6 Donald Street  
Winnipeg R3L 0K7  
Phone: 475-3344

**UPPER VOLTA**

**Embassy of Upper Volta**  
48 Range Road  
Ottawa K1N 8J4

**VENEZUELA**

**Consul General of Venezuela**  
1410 Stanley Street  
Suite 600  
Montreal H3A 1P8  
Phone: 842-3417/3418

**Consul of Venezuela**  
390 Bay Street, Suite 1904  
Toronto M5H 2Y2  
Phone: 863-6102/6104

**Consul of Venezuela**  
525 Seymour Street, Suite 716  
Seymour Bldg.  
Vancouver V6B 3H7  
Phone: 685-0561

**YUGOSLAVIA**

**Embassy of the Socialist Federal Republic of Yugoslavia**  
17 Blackburn Avenue  
Ottawa K1N 8A2  
Phone: 233-6289  
Telex: 013-203

**Consulate General of the Socialist Federal Republic of Yugoslavia**  
377 Spadina Road  
Toronto  
Phone: 481-7279

**Yugoslav Federal Chamber of Economy Representation in Canada**  
Toronto-Dominion Centre  
P.O. Box 290  
Toronto M5K 1K2  
Phone: 363-5641

**ZAIRE**

**Economic Counsellor**  
**Embassy of the Republic of Zaire**  
18 Range Road  
Ottawa K1N 8J3  
Phone: 236-7103

**ZAMBIA**

**High Commission of Zambia**  
130 Albert Street  
Ottawa K1B 5G4  
Phone: 563-0712

developments closely. Among other things, the joint venture route may influence POSCO's and KECO's preference for direct negotiations with a Canadian supplier.

### **1978 — The Year of the Cow in Korea**

There are many reasons to be "bullish" on the Korean market for imported cattle. Last year the Korean Government took steps to fill, in an orderly manner, the growing demand for dairy and beef products that has occurred because of the rapid increase in affluence of the average Korean.

Recently, the government doubled the number of original cattle in its import plans for the five-year period to 1982. The program now calls for the importation of 102,000 Holstein-Friesian dairy cattle — 28,000 pregnant heifers and 74,000 calves — and 50,000 beef cattle (primarily Hereford and Aberdeen Angus).

An aggressive import program for dairy cattle began with the first five-year economic development program (1962-1966) during which Korea imported 25,073 dairy cattle. Of these, 7,974 head were financed by foreign exchange, 4,973 by IDA loans, 1,522 by Canadian CIDA credits, 759 by PAC loans, 2,071 by commercial loans, 6,090 by private firms and 1,684 by miscellaneous non-commercial sources. Most of these and subsequent dairy cattle imports have been distributed to farmers who keep them on small farms and sell the milk to large regional dairies (private or co-operative). This approach improves the small farmer's income but the productivity of the animal is often reduced because of poor or inexperienced management. In the case of imported beef cattle, more than 80 per cent are dispersed to relatively large ranches on Cheju Island off Korea's south coast.

Currently, there are three basic categories of cattle buyers in Korea — the National Agricultural Co-operative Federation (which purchases cattle on behalf of the government for distribution to small individual farmers), provincial dairy co-operatives (which co-ordinate cattle purchases for the co-operative members) and private dairy firms or ranches. The Ministry of Agriculture and Fisheries (MOAF), which has administrative control over all cattle imports, authorizes the number to be imported each year by the provincial dairy co-operatives or private firms based on the area of new pasture developed by the applicants. In 1976, the area officially classified as pasture amounted to 67,871 hectares (169,678 acres) or approximately three per cent of the total arable land (2,246,985 hectares — 5,617,463 acres) in Korea. The government is encouraging the development of new pasture in order to lessen the rate of growth of demand for imported feed. In 1978, about 27 per cent of Korea's animal feed requirements will be imported.

Once MOAF approval is granted, a cattle buyer is required to announce tenders in local newspapers. Purchases are normally made through internationally open tenders. In some cases, however, negotiations with suppliers have been conducted prior to the tenders being issued. This means there's usually little or no lead time thereby insuring that the supplier with whom negotiations were held is the only bidder and therefore the winner. Even when this is not the case (i.e. the majority of instances), the lead time is often too short for suppliers to participate without quick communication assistance from local agents. For this reason, it is almost impossible for cattle suppliers to succeed in Korea without the services of reliable local representatives. The United

States, Canada, Australia and New Zealand are major suppliers of cattle to Korea.

Historically most Korean buyers have bought cattle solely on the basis of price rather than quality. However, they have recently begun to realize the production advantages offered by Canadian cattle. Nevertheless price is still a major consideration.

A key factor in supplying cattle to Korea is the cost of transportation. Standard practice is for quotations to be made on the basis of the C and F air price. Korean Airlines and Flying Tiger are the two most common carriers being used by Canadian and U.S. suppliers. The current freight per pregnant heifer ranges from \$460 to \$500 and per calf from \$200 to \$250. A major and potentially serious difficulty now being encountered is the non-availability of aircraft to meet shipping deadlines. With the tremendous number of cattle being purchased by Korea there is strong demand for advance air bookings which cannot always be met. Consequently, care must be taken when preparing a quotation that tentative arrangements for aircraft are made well enough in advance to ensure their availability when required.

As a result of negotiations between officials of MOAF and the Agriculture Canada Health of Animals Branch, the Koreans have accepted as standard health certification practices for Canadian heifers those tests and certifications outlined in Health of Animals Form 1032 A (Amended in August 1977). This has been a major step in opening the door to the free importation of Canadian cattle into Korea.

In the first few months of this year, contracts have been finalized for the supply of more than 1,700 Holstein heifers and calves valued at more than \$2.1 million. Another sale of more than 1,000 heifers, which could add a further \$1.5 million to this total, is pending.

Last year was highlighted by the sale of 100 Canadian Simmental calves to a private Korean company, the first such commercial sale to Korea. These animals were imported on a trial basis in order to evaluate the breed's adaptability to Korean requirements. If all goes well, future imports of Simmentals can be expected. Two full blood Canadian Simmentals (one heifer and one bull) were imported in 1977 for use at the Kongwon Provincial Breeding Station.

The Korean Government is sponsoring a major artificial breeding program in the country for imported cattle. In 1976, approximately 400,000 doses of semen were administered. However, of this total, none was imported and historically Korea has imported little or no semen relying rather on domestic production. This situation is not expected to change.

As can be seen, the Korean market for cattle offers vast opportunities. However, due to the stringent bid and performance bond requirements only well-established and financially strong cattle suppliers with international experience should look to this market. The chances of a high degree of Canadian penetration are good as long as Canadian suppliers offer competitively priced, quality animals. Based on current prices, the value of the market to Canadians could be as much as \$5 million a year for the next five years.

Further information on Canadian export opportunities in South Korea, may be obtained from the

**Commercial Division,**  
Canadian Embassy, CPO Box 6299,  
Seoul 100, Republic of Korea.



Aerial view of Botswana



Botswana goats



Zebra and Ostriches — some of Botswana's exotic wildlife



## Botswana — A Well Of Opportunities

Botswana lies at the heart of the Southern Central African Plateau bordered by Zambia, Southern Rhodesia, South Africa and Namibia.

Although it is about 600,000 square kilometres in area — the size of France or Kenya — with a resident population of some 675,000, little is known of the country that was once called the Bechuanaland Protectorate, or of its rich natural resources.

Twelve years ago it was a poor and underdeveloped country with few amenities, its widely scattered villages connected by a network of dusty sand roads. Today investors are casting

more than an interested glance at this country with its large deposits of minerals, its vast unused areas of arable land.

The system of government is Presidential Parliamentary Democracy, with free elections and universal suffrage.

New industries are protected by Botswana against competing imports. Trade agreements are in force with Zambia and Malawi, and a wide-ranging trade agreement with the European Economic Community (EEC) was signed in February 1975.

Although the market for consumer goods in Botswana is very small,



Botswana's membership in the South African Customs Union gives agriculturalists and manufacturers in Botswana duty-free access to the whole of the Southern African Union Area markets — South Africa, Lesotho, Swaziland and Namibia. At the same time, goods manufactured or produced in Botswana have access to the African countries north of the Zambezi. Most of these markets prohibit imports of goods manufactured in South Africa. So the possibility of export elsewhere offers great potential for investment.

**Minerals top the list of promising areas of investment for foreign businesses.**

About three million carats of diamonds valued at some U.S.\$37 million

are extracted annually from the mine at Orapa and a second diamond pipe is being developed 26km to the south. Three firms have obtained exploratory concessions for other diamond deposit areas. Botswana's diamond mines could prove to be a gold mine to mining equipment manufacturers.

Botswana has a wide range of minerals such as manganese, talc, elemental salts, silica sand, limestone, asbestos, ballclays and semi-precious stones such as pink agate, chalcendony and carnelean, jasper, quartz, amethyst and amazonite.

The country has anchored its ambitious development plans to the Selebi-Pikwe mining sector, and huge Shashe infrastructure projects near Francistown. About two million metric tons of ore are mined annually at the Selebi-

Pikwe project, and the ore is then smelted to a nickel-copper mixture which is shipped to Louisiana for refining.

A coal mine at the Morupule coalfield began operating in 1973. The deposit is estimated to yield 5,000 million tons of coal. Another prospect of 4,000 million tons is going to be exploited in the Mmamabula area.

Plans are underway for the recovery of 100,000 tons of salt and 80,000 tons of soda ash per year from the brine deposits of the Makgadikgadi Depression.

The country is now producing nickel, copper and sulphur for the first time.

Agriculture in Botswana has so far been based on cattle, and the Government welcomes investment that would

bring modern techniques to this industry and to other related industries such as fertilizer manufacturing, assembly plants for agricultural implements, horticulture, seed multiplication, edible oils and dairy.

Early in December the World Bank and its soft-loan affiliate, the International Development Association (IDA) approved loans and credits totalling \$95.2 million for development projects in Botswana, Egypt, Pakistan and Tanzania. Botswana's share — \$6.5 million — will go to improve range and cattle management systems on about 100 ranches and help to prevent deterioration of rangelands.

Although Botswana is traditionally a cattle growing country, a second area of animal husbandry offers business opportunities in poultry-raising for local consumption and export. The flock currently numbers nearly half a million.

Sales opportunities also exist for small to medium size tractors (those in the 40-60 horsepower range). According to a 1970 U.K. study, Massey Ferguson and Ford dominate the market. International Harvester is in third place. Furrowed plows, particularly those with three furrows, are the most popular, followed by disc plows and mouldboard style.

**Over the medium term, sales prospects are brightest for the following:**

- Large scale automated equipment of all kinds associated with open pit strip mining, including large earth-moving, excavating and construction equipment employed in the development of an open pit mine.

- Advanced prospecting and testing equipment of all kinds employed in geophysical and geochemical investigations. There promises to be an especially strong interest on the part of both government and private industry in magnetometry and other high technology sensing devices that can be used in exploring geological formations obscured by sands ranging from 300 to 600 feet.

- Mine and prospecting explosives.
- Mine safety equipment.
- Water sewage and waste recycling equipment. Acute shortages of water are anticipated at Orapa, Morupule and at several proposed mining sites including the brine mine deposits of the Makgadikgadi; the Sua Pan Depression and the DK 1 diamond mine.

**Over the long range:**

- The DK 1 diamond mine can provide opportunities for Canadian manufac-

turers. The mine will be a conventional underground system requiring air compressors and underground ventilation system, sorting equipment, special security equipment and earth-moving and excavating machinery. A decision to move raw material 30 to 40 kilometres from DK 1 and AK 1 (Orapa) by automated conveyor belt could provide Canadian materials-handling specialists with a trade opportunity. Alternatively, a decision to employ several specially constructed large trucks of 100 to 200 tons for this purpose could be of interest to suppliers in this field.

- Machinery and equipment will be needed for the proposed soda ash/salt refinery and power plant to be built at the Sua Pan.

- If the present small-scale production is expanded, items such as earth-moving equipment, concentrators and separators will be needed for mining gypsum.

- In view of the rapid expansion in all areas of development, a number of good opportunities await foreign construction firms. New townships are being built and the future of the construction industry looks bright.

- Tourism is still in the infancy stage but Botswana has spectacular wildlife flourishing throughout the country. Tourists would particularly enjoy the intriguing beauty of the 4,250 square-mile Chobe National Park.

Botswana already offers a number of financial incentives under the Income Tax Act. Although potentially useful and reasonably adequate, they are of more appeal to industries with potentially high and rapid profit capabilities. The government is therefore considering the early introduction of additional incentives that are of more general appeal and tailored to the needs of each individual investor.

Tax benefits for foreign investors include partial exemptions based on the cost of factories, machinery and housing built for employees. Botswana has an ample labour supply and although the majority is unskilled, the government grants generous tax benefits based on costs incurred in the training of local citizens either in formal courses at local institutions or when the training is provided by a specially recruited full-time teacher.

The government will also draw up special tax agreements for projects that are of outstanding importance to the country, as in the case of several established mining ventures.

Several plots of land near the major cities are being developed by the government, specifically for industrial

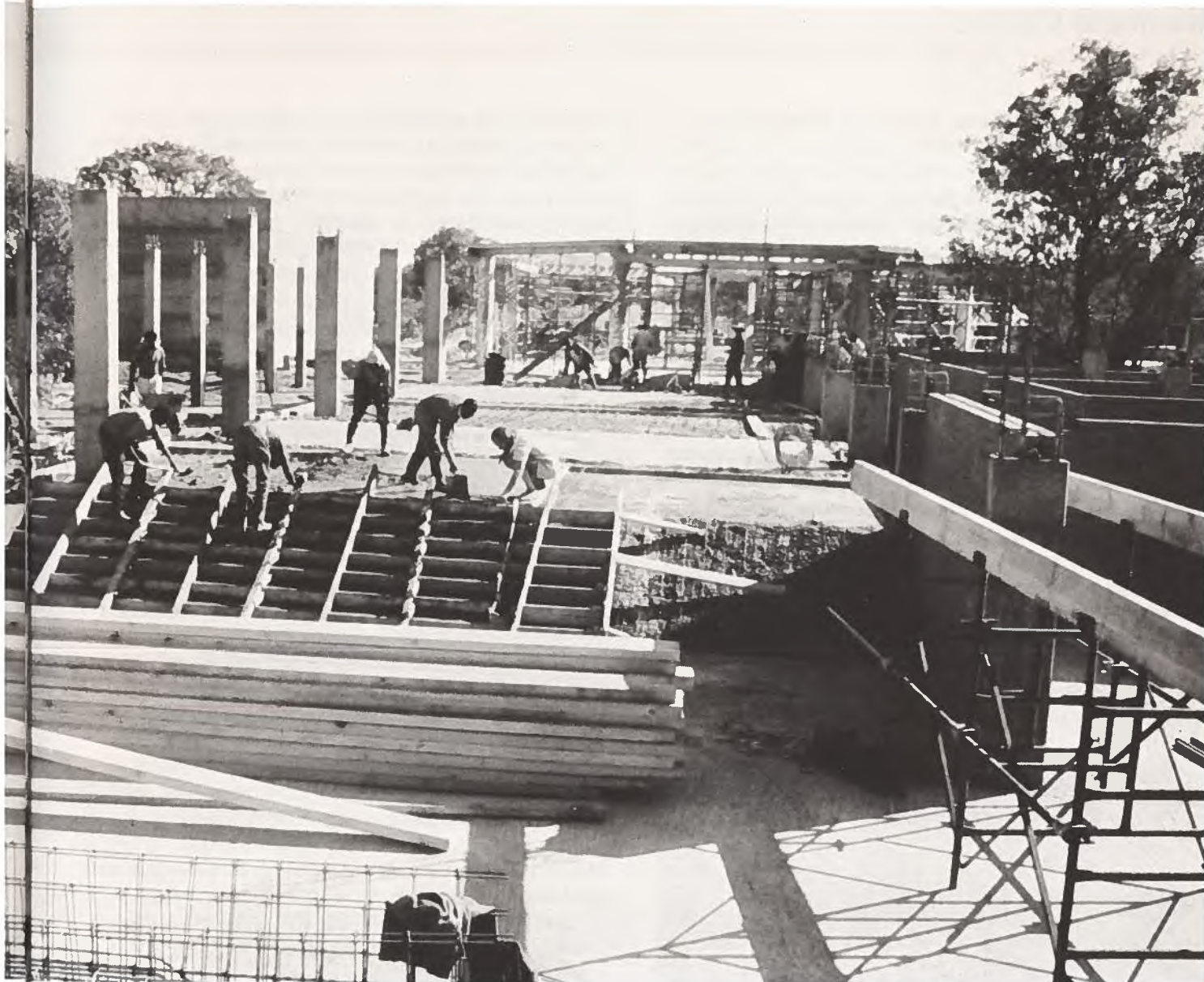


**Botswana Museum under construction**

use. Improved road and rail systems are planned to link these industrial sites to the markets and population centres.

The government's Industrial Development Advisory Board has a membership of senior officials from all ministries responsible for industrial development policy. This body's secretariat, within the Ministry of Commerce and Industry, provides a "one stop service" to both established and potential investors in need of advice or assistance.

Canadian aid to Botswana totalled \$15 million in 1973 and 1974, and recent commitments promise that these financial flows will continue at a high level. Canadian aid is concentrated in the mining and transportation sectors. Botswana's recent economic growth has resulted from mineral development, and future growth is expected to be in the same sector.



During 1974 Canada joined other nations in helping Botswana develop a modern transportation system to import its oil requirements. Canada provided a \$5 million loan for the construction of a vitally needed road link with Zambia. This road provides the country with an alternate route for its exports, helps link it to nearby African countries and speeds up development in the north where important agriculture, tourism and mining projects are underway.

Canada also provided Botswana with a \$2 million loan in 1975 to carry out an aero-magnetic survey of 80 per cent of the country. The aim of the survey is to help create a regional geographic picture, and the results will help pinpoint the most promising areas for detailed geological and mineral exploration.

Botswana's mining industry also received a well-deserved boost through a \$30 million Canadian loan that went to

build a power station for the Shashi copper-nickel mining project and Canada also provided experts to staff the country's geological survey and its Department of Mines.

The Government of Botswana recognizes that in most sectors of the economy, there simply are not enough managerial, technical or capital resources to generate and sustain the desired growth and development. This is true of the mining sector, the manufacturing sector and of almost every sector with the possible exception of agriculture and the traditional forms of handicraft manufacture.

The government realizes that development can only occur if Botswana is able to attract foreign investment of the right quality and quantity.

It is a key feature of government policy to encourage all manner of industrial activity and to warmly welcome the fullest participation of foreign investment. Amidst a serenely

untroubled political climate and given every possible concession, any concerned investment should yield rich returns.

All requests for information should be addressed to:

**Director General  
Bureau of the Pacific,  
Asia and Africa  
Department of Industry,  
Trade and Commerce  
235 Queen Street  
Ottawa (Ontario) K1A 0H5  
Phone: (613) 995-2218**

*(Condensed from articles on Botswana written by Moin Ansari, former Senior Industrial and Commercial Advisor for CIDA to the Ministry of Commerce and Industry of the Government of Botswana.)*

## Business Centre

"Department of Industry, Trade and Commerce, Business Centre. *May I help you?*"

With these words, or similar phrases, the Canadian Government's newest service to the nation's business and industry community opens a new world of information and guidance to Canadian businessmen.

Opened on March 1, the Business Centre is a major clearing house for information and help in virtually every facet of Canada's business and industry. Problems can be discussed, information gained on the government's many programs, queries answered — and all on a direct toll-free line from anywhere in the country. Just call the long distance operator and ask for ZENITH 0-3200. There are seven lines on the ZENITH number directly linked with the Ottawa Business Centre.

The Centre was established because it was found that, in general, small and medium-sized businesses are often unaware of federal programs and services; and because they have been frustrated in efforts to find their way through the federal maze to the appropriate department, branch or official from whom they might receive help.



Mr. P.E. Marchand, Business Centre Director.

Under the directorship of P.E. Marchand, the Business Centre has a staff of seven with a broad knowledge of the government and its operations pertaining to the business world. The Centre is in direct contact with the Department of Industry, Trade and Commerce Regional Offices across the country, the various branches within the department dealing with specific aspects of business and industry and with similar branches in other federal departments.

According to Mr. Marchand, this close contact with all these agencies means that the Centre should be able to process virtually every call it receives within three days and if it cannot, for one reason or another, the caller will be kept informed as to the progress made.

How does it work? Obviously the staff of seven, no matter how knowledgeable, will not be able to answer every question personally. However, through close contacts throughout the department and the government, particularly those with the Regional Offices, the answers can be found quickly. Or the caller can be referred to the direct source of information or help as required.

"It means," says Mr. Marchand, "an end to the discouraging 'run-around' that businessmen have complained of for years when they have tried, in the past, to get information or help from the government."

Now just one call — to ZENITH 0-3200 — will put the businessman in touch with someone who at least knows where to look for the answers and is more than happy to be of service.



Mr. P.E. Marchand and his counsellors:  
(l. to r.)  
Mr. D.J. Packman, Mrs. L.A. Cartau and  
Mr. L.A. Campeau.

While the staff will not be on duty 24 hours a day, the Centre itself will be. An electronic telephone answering service will operate during the night and on holidays so that a businessman can leave his name and telephone number and be assured that someone will contact him as soon as possible the following day.

**The established terms of reference for the Centre include:**

- To improve the physical accessibility of the Department of Industry, Trade and Commerce, and the government in general, to Canadian businessmen.
- To be a central contact point within the department for businessmen seeking information about federal programs and services.
- To help businessmen visiting Ottawa or wishing to visit Ottawa in contacting the people and departments of use to their particular needs.
- To give advice on various industrial or trade matters and problems or to refer the caller to persons or departments directly concerned.
- To provide telephone or written information and enquiry services.

Rapid follow-up is an important function of the Centre to ensure that businessmen making use of these services have received the proper attention. In addition, businessmen can use the Centre as a listening post to make their views known to government.

**Miss A. Chariebois, secretary at the Business Centre.**

Every enquiry, request for action and piece of correspondence is logged by the Centre's staff to ensure that proper action is taken and that follow-up action is complete. Also, as the Centre settles down into operation, a bank of information will grow and be maintained up to date to enable the staff to answer many questions directly.

With the Centre only a few weeks old, Mr. Marchand says the staff is already processing many calls and he expects a minimum of 3,500 calls a month when the Centre hits its stride.

The Centre is located in bright, pleasant quarters in the central area of the first office level in one of Ottawa's newest buildings and its address for those wishing to write or visit is:

**The Canadian Business Centre**

Department of Industry, Trade and Commerce  
Level 01 (centre area)  
235 Queen Street  
Ottawa, Ontario K1A 0H5  
Tel: 995-5771 (Area Code 613)  
Telex: 053-4123  
Long Distance: ZENITH 0-3200

A prime source of contact for information and guidance on all areas of federal government business and industry-related activities, the Business Centre has been designed to fill a long-felt need.



**Mrs. J.B. Murphy, secretary at the Business Centre.**



## **Small Business Intern Program (SBIP)**

The Ministry of State for Small Business has just announced a new job creation program which will be welcome news to college and university graduates as well as small businesses.

The creation of 800 permanent jobs in small business establishments will be the result of the Small Business Intern Program (SBIP). A total of \$5.4 million will be allocated initially to help meet the needs of small businesses that otherwise might be unlikely to hire college graduates. The specific formula to calculate the subsidy is still to be determined but the total federal contribution will be up to \$8,100 per intern.

As the program is primarily designed to aid small businesses, the subsidy will be distributed according to the number of small firms in each province. A reallocation will be made if it is found that small businesses in one province can use more than their proportion. Subsidies will be made directly to firms with which salary sharing agreements have been made by the participating institutions.

Incorporated firms with up to 300 employees are eligible to receive payments. Participating firms are expected to assign work to interns to provide the opportunity for them to make significant contributions to enhance their longer term employment opportunities.

The \$5.4 million, transferred from the Canada Works Program to the small business ministry, will be under the authority of the Ministry of State for Small Business. The Secretariat of Industry, Trade and Commerce will approach Canadian universities and those community colleges offering programs beyond the one year post-secondary level with the intention of entering into agreements to provide contributions.

The institutions will be paid a nominal administrative fee for every intern placed with a firm. This will supplement those resources already devoted to student placement as well as the considerable efforts university and college administrators now make in this area.

The program is based on the fact that young graduates have the knowledge, creativity and enthusiasm to boost small business growth significantly. As well as creating employment for both new and recent graduates in such disciplines as commerce, business administration, accounting, arts and engineering, the program will introduce their skills to small businesses.

The strategy of the SBIP is to seek the cooperation of CASE consultants, ITC Regional Officers, Technical Information Service of NRC, DREE Regional Officers, provincial development officers and other parties with a good working knowledge of small business. They will identify job opportunities, pass them on to the local university or college SBIP administrator who will identify suitable graduates and direct them to the businessman. The businessman will make the final selection and arrange for any ongoing guidance the new employee might require from the program.

As soon as the last details have been finalized and the program adopted, more information will appear in the news media. Meanwhile, all requests for information should be addressed to:

**Mr. John Skelton**  
**Secretariat of Industry,**  
Department of Industry, Trade and Commerce  
235 Queen Street  
Ottawa, Ontario K1A 0H5  
Phone: (613) 996-2695

---

## **Santiago — Chile**

### **Language, Weights and Measures**

Use of the Spanish language, and the metric system, on the labels and markings of all essential products and articles, both imported and domestic, will be mandatory in Chile effective March 21, 1978, for product description and indications of quality, quantity as well as of origin. Likewise, weights and/or measures must be expressed in units of the metric system.

Local importers and distributors will be held responsible for compliance with the new regulation, which was published in Official Gazette No. 29,981 of February 4, 1978. They will also be responsible for the veracity of the statements made on the labels and markings of the products they distribute.

## **Notice to businessmen with reference to visas for Lebanon**

Immigration authorities of Lebanon are no longer issuing visas at any of the Lebanese airports. Travellers who land at any of the country's airports without visas shall be returned to their port of origin. This applies to visitors as well.

# The Annual High Technology Industries Conference

*The annual High Technology Industries Conference sponsored by the Defence Programs Branch of the Department was held from March 13-17, 1978, at the Government Conference Centre, Ottawa.*

The main objective of the Conference was to bring representatives of Canadian high technology industries in contact with as many Canadian Trade Commissioners as possible from around the world; also to assist and encourage industry participants to export their defence and commercial products and services. Individual interviews were arranged with Trade Commissioners which allowed company representatives to discuss future plans, programs and methods for improving the Department's effectiveness in trade promotion and international co-operation in research, development and production.

This year some 48 Trade Commissioners from all the major world market areas attended, and 175 companies sent representatives to the two and one half days of interviews. In all, approximately 3,450 individual interviews were arranged.

The Industry/Government reception held one evening, offered opportunities to pursue further discussions with Departmental attendees as well as informative industry-to-industry conversations.

The opening address to the Trade Commissioners and attendees from the Defence Programs Branch on Department policy and plans, was given by Mr. G.F. Osbaldeston, Deputy Minister, followed by messages from Mr. C.T. Charland, ADM, Trade Commissioner Service and International Marketing, and Mr. R.A. Kilpatrick, Director General, Trade Commissioner Service.

Major program briefings were presented. These programs could have significant impact on future export opportunities and included the following: Ship Replacement; New Fighter Aircraft; LRPA; Leopard Tank; Radar Replacement; Munition Facilities; The Challenger; DHC-7 and the DHC-7R.

An evening session which attracted an audience of 200, included a joint Government/Industry panel discussion on the role of the Trade Commissioner in world trade and his interrelationship with industry and other government departments in the promotion of exports. This meeting stimulated a very frank exchange of views with very good participation by Industry and Government. The panel members included: Chairman, S. Roth, Vice President, Marketing, CAE Electronics Limited; T.M. Burns, President, Canadian Export Association; R.E. Marcille, Vice President, Marketing, Spar Aerospace; W.E. Grant, Director, Defence Programs Branch, ITC; R.A. Kilpatrick, Director General, Trade Commissioner Service, ITC; W.H. Friend, Vice President, Space Research Corporation; K.A. Litzén, Vice President, Montreal Engineering Limited.



W.E. Grant, A.S. Licari, J.B. Erskine, J.M. Reid, and R.E. Marcille, Spar Aerospace



M. Perrault, J.A. Elliott



Left to Right: M. Brunet, CIL; C.T. Charland, ADM



R. Ferland, M.W. McQuinn, B.N. Beffort, Garrett Mfg. Ltd.

# Geographical Listing for Exporters

*Do you need information on foreign markets? You can get it from the Canadian Trade Commissioner posts around the world, or from the International Bureaux 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
<b>Afghanistan</b>	Islamabad	Asia
<b>Albania</b>	Vienna	Eastern Europe
<b>Algeria</b>	Algiers	Africa & Middle East
<b>Andorra</b>	Paris	Western Europe I
<b>Arab Republic of Egypt</b>	Cairo	Africa & Middle East
<b>Argentina</b>	Buenos Aires	Latin America
<b>Australia</b>	Canberra Melbourne Sydney	Pacific Pacific Pacific
<b>Austria</b>	Vienna	Western Europe II
<b>Azores</b>	Lisbon	Western Europe II
<b>Bahamas</b>	Kingston	Caribbean & Central America
<b>Bahrain</b>	Tehran	Africa & Middle East
<b>Bangladesh</b>	Bangkok	Asia
<b>Barbados</b>	Port of Spain	Caribbean & Central America
<b>Belgium</b>	Brussels	Western Europe I
<b>Belize</b>	Kingston	Caribbean & Central America
<b>Benin, The People's Republic of</b>	Lagos	Africa & Middle East

Country	TC Post	Division
<b>Bermuda</b>	New York City	Caribbean & Central America
<b>Bhutan</b>	New Delhi	Asia
<b>Bolivia</b>	Lima	Latin America
<b>Brazil</b>	Brasilia Rio de Janeiro Sao Paulo	Latin America Latin America Latin America
<b>Britain</b>	London Glasgow	Western Europe I Western Europe I
<b>Brunei</b>	Singapore	Asia
<b>Bulgaria</b>	Vienna	Eastern Europe
<b>Burma</b>	Bangkok	Asia
<b>Burundi</b>	Kinshasa	Africa & Middle East
<b>Cambodia</b>	Bangkok	Asia
<b>Cameroon</b>	Kinshasa	Africa & Middle East
<b>Canal Zone</b>	San José	Caribbean & Central America
<b>Canary Islands</b>	Madrid	Western Europe II
<b>Cape Verde Islands</b>	Abidjan	Africa & Middle East
<b>Cayman Islands</b>	Kingston	Caribbean & Central America
<b>Central African Empire</b>	Kinshasa	Africa & Middle East
<b>Chad</b>	Kinshasa	Africa & Middle East

Country	TC Post	Division
Chile	Santiago	Latin America
China, People's Republic of	Peking	Asia
Colombia	Bogota	Latin America
Comoro Islands	Nairobi	Africa & Middle East
Congo, People's Republic of	Kinshasa	Africa & Middle East
Cook Islands	Wellington	Pacific
Costa Rica	San José	Caribbean & Central America
Cuba	Havana	Caribbean & Central America
Cyprus	Tel Aviv	Africa & Middle East
Czechoslovakia	Prague	Eastern Europe
Denmark	Copenhagen	Western Europe I
Dominican Republic	San Juan	Caribbean & Central America
Ecuador	Bogota	Latin America
El Salvador	Guatemala City	Caribbean & Central America
England	London	Western Europe I
Ethiopia	Nairobi	Africa & Middle East
European Communities	Mission of Canada to the European Communities, Brussels	Western Europe I
Falkland Islands	Buenos Aires	Latin America
Faroe Islands	Copenhagen	Western Europe I
Fiji	Wellington	Pacific
Finland	Helsinki	Western Europe II
France	Paris	Western Europe I
French Guyana	Port of Spain	Caribbean & Central America
French Polynesia (Includes Tahiti)	Wellington	Pacific
Gabon	Kinshasa	Africa & Middle East
Gambia	Abidjan	Africa & Middle East
German Democratic Republic	Warsaw	Eastern Europe
Germany, Federal Republic of	Bonn Dusseldorf Hamburg	Western Europe I Western Europe I Western Europe I
Ghana	Lagos	Africa & Middle East
Gibraltar	London	Western Europe I
Gilbert Islands	Wellington	Pacific
Greece	Athens	Western Europe II
Greenland	Copenhagen	Western Europe I
Guadeloupe	Port of Spain	Caribbean & Central America
Guam	Tokyo	Pacific
Guatemala	Guatemala City	Caribbean & Central America
Guinea	Abidjan	Africa & Middle East
Guinea-Bissau	Abidjan	Africa & Middle East
Guyana	Port of Spain	Caribbean & Central America

Country	TC Post	Division
Haiti	San Juan	Caribbean & Central America
Honduras	Guatemala City	Caribbean & Central America
Hong Kong	Hong Kong	Asia
Hungary	Budapest	Eastern Europe
Iceland	Oslo	Western Europe II
India	New Delhi	Asia
Indonesia	Jakarta	Asia
Iran	Tehran	Africa & Middle East
Iraq	Baghdad	Africa & Middle East
Ireland	Dublin	Western Europe I
Israel	Tel Aviv	Africa & Middle East
Italy	Milan Rome	Western Europe I Western Europe I
Ivory Coast	Abidjan	Africa & Middle East
Jamaica	Kingston	Caribbean & Central America
Japan	Tokyo	Pacific
Jordan	Beirut	Africa & Middle East
Kenya	Nairobi	Africa & Middle East
Korea, Republic Of	Seoul	Asia
Kuwait	Tehran	Africa & Middle East
Laos	Bangkok	Asia
Lebanon	Beirut	Africa & Middle East
Leeward and Windward Islands	Port of Spain	Caribbean & Central America
Liberia	Abidjan	Africa & Middle East
Libya	Cairo	Africa & Middle East
Liechtenstein	Berne	Western Europe II
Luxembourg	Brussels	Western Europe I
Macao	Hong Kong	Asia
Madagascar, Democratic Republic of	Nairobi	Africa & Middle East
Madeira	Lisbon	Western Europe
Malawi	Lusaka	Africa & Middle East
Malaysia	Kuala Lumpur	Asia
Mali	Abidjan	Africa & Middle East
Malta	Rome	Western Europe II
Martinique	Port of Spain	Caribbean & Central America
Mauritania	Abidjan	Africa & Middle East
Mauritius	Nairobi	Africa & Middle East
Mexico	Mexico City	Latin America
Monaco	Paris	Western Europe I
Mongolia	Moscow	Eastern Europe
Morocco	Rabat-Agdal	Africa & Middle East
Mozambique	Lusaka	Africa & Middle East
Nauru	Sydney	Pacific
Nepal	New Delhi	Asia
Netherlands	The Hague	Western Europe I
Netherlands Antilles	Caracas	Caribbean & Central America
New Caledonia	Wellington	Pacific

Country	TC Post	Division
New Hebrides	Wellington	Pacific
New Zealand	Wellington	Pacific
Nicaragua	San José	Caribbean & Central America
Niger	Abidjan	Africa & Middle East
Nigeria	Lagos	Africa & Middle East
Niue	Wellington	Pacific
Northern Ireland	Glasgow	Western Europe I
Norway	Oslo	Western Europe II
Oman	Tehran	Africa & Middle East
Pakistan	Islamabad	Asia
Panama	San José	Caribbean & Central America
Papua New Guinea	Sydney	Pacific
Paraguay	Buenos Aires	Latin America
Peru	Lima	Latin America
Philippines	Makati (Metro Manila)	Asia
Poland	Warsaw	Eastern Europe
Portugal	Lisbon	Western Europe II
Puerto Rico	San Juan	Caribbean & Central America
Qatar	Tehran	Africa & Middle East
Romania	Bucharest	Eastern Europe
Reunion	Nairobi	Africa & Middle East
Rwanda	Kinshasa	Africa & Middle East
Saudi Arabia	Jeddah	Africa & Middle East
Scotland	Glasgow	Western Europe I
Senegal	Abidjan	Africa & Middle East
Seychelles	Nairobi	Africa & Middle East
Sierra Leone	Lagos	Africa & Middle East
Singapore	Singapore	Asia
Solomon Islands	Sydney	Pacific
Somali Democratic Republic	Nairobi	Africa & Middle East
Spain	Madrid	Western Europe II
Sri Lanka	New Delhi	Asia
St. Martin	Port of Spain	Caribbean & Central America
St. Pierre and Miquelon	Boston	United States
Sudan	Cairo	Africa & Middle East
Surinam	Port of Spain	Caribbean & Central America
Sweden	Stockholm	Western Europe II
Switzerland	Berne	Western Europe II
Syria	Beirut	Africa & Middle East

Country	TC Post	Division
Tanzania	Nairobi	Africa & Middle East
Thailand	Bangkok	Asia
Togo	Lagos	Africa & Middle East
Tonga	Wellington	Pacific
Trinidad & Tobago	Port of Spain	Caribbean & Central America
Tunisia	Algiers	Africa & Middle East
Turkey	Ankara	Africa & Middle East
Turks and Caicos Islands	Kingston	Caribbean & Central America
Tuvalu	Wellington	Pacific
Uganda	Nairobi	Africa & Middle East
Union of Soviet Socialist Republics	Moscow	Eastern Europe
United Arab Emirates	Tehran	Africa & Middle East
United States	Atlanta Boston Buffalo Chicago Cleveland Dallas Detroit Los Angeles Minneapolis New York City Philadelphia San Francisco Seattle United Nations (New York) Washington	United States United States United States United States United States United States United States United States United States United States United States United States United States United States United States United States
Upper Volta	Abidjan	Africa & Middle East
Uruguay	Buenos Aires	Latin America
Venezuela	Caracas	Latin America
Vietnam, Socialist Republic of	Peking	Asia
Virgin Islands (British and U.S.)	San Juan	Caribbean & Central America
Wales	London	Western Europe I
Western Samoa	Wellington	Pacific
Yemen Arab Republic	Jeddah	Africa & Middle East
Yemen, People's Democratic Republic of	Jeddah	Africa & Middle East
Yugoslavia	Belgrade	Eastern Europe
Zaire	Kinshasa	Africa & Middle East
Zambia	Lusaka	Africa & Middle East

# CANADA: So much to go for

*"Comme le dit un vieil adage  
Rien n'est si beau que son pays  
Et de le chanter c'est l'usage  
Le mien je le chante à mes amis . . ."*  
(Sir Georges-Étienne Cartier)

"Canada: So Much To Go For," identifies the new program to bring competitive, affordable travel experiences within the reach of the average Canadian.

Consisting of 54 package tours of Canada developed cooperatively by industry and government, the program was announced by the Honourable Jack Horner, Minister of Industry, Trade and Commerce, at a news conference following the Federal/Provincial Conference on Tourism in Ottawa.

The package tours were developed by five principal "partners", Air Canada, CP Air, CP Hotels, Via Rail Canada, and the Canadian Automobile Association.

The partners will be marketing the tours in cooperation with the CGOT. Major national advertising campaigns started Feb. 9.

Here are some examples of the package tours offered:

## BY AIR

**Totem Circle Tour:** A 14-day tour of British Columbia and the Rockies featuring a CP Air flight to Victoria (overnight Empress Hotel); a cruise along the coast north to Prince Rupert, a bus tour through northern B.C. and the Rockies to Jasper and Banff, ending in Vancouver.

Package of \$724 per person, double occupancy, covers return fare from Ottawa, accommodation and guided tour.

**Scotia Trail:** A seven-day CP Air package costing \$345 per person double occupancy, from Toronto. It covers flight, accommodation in major hotels around the Nova Scotia coast including three nights at Digby resort and car rental.

**Fly-Drive Ottawa to Calgary:** This \$328, seven-day package includes return air fare, car rental with unlimited mileage and three nights accommodation.

**Explorer Tour:** This nine-day Air Canada package includes visit to Calgary Stampede, then bus tour of Banff, Lake Louise and one-night stops in Vancouver and Victoria. Trip costs \$445 per person but does not include air fare.

## ADDRESS

### Newfoundland, Prince Edward Island, Nova Scotia and New Brunswick

Mr. R.J. Fraser  
Regional Director  
Canadian Government Office of Tourism  
1124 Duke Tower  
Scotia Square  
Halifax, Nova Scotia B3J 1N9  
Tel.: (902) 426-7540  
Telex: 019-21829

### Québec

Mr. D. Marsan  
Directeur régional  
Office du Tourisme du Canada  
Pièce 2124, Place Victoria  
C.P. 257, Tour de la Bourse  
Montréal (Québec) H4Z 1J5  
Tel.: (514) 283-6254  
Telex: 012-0280

### Ontario

Mr. P. Turcotte  
Regional Director  
Canadian Government Office of Tourism  
4th Floor East  
235 Queen Street  
Ottawa, Ontario K1A 0H5

### Toronto

Mr. H. Van Der Veer  
Director  
Canadian Government Office of Tourism  
51st Floor  
P.O. Box 325  
Toronto, Ontario M5L 1G1  
Tel.: (416) 369-3711  
Telex: 022-1691

### Manitoba and Saskatchewan

Mr. C.E. Springstein  
Regional Director  
Canadian Government Office of Tourism  
Suite 1104, Royal Bank Building

220 Portage Avenue  
Winnipeg, Manitoba R3C 0A5  
Tel.: (204) 985-2381  
Telex: 075-7624

### Alberta and Northwest Territories

Mr. D.S. Bahnuik  
Regional Director  
Canadian Government Office of Tourism  
500 Macdonald Place  
9939 Jasper Avenue  
Edmonton, Alberta T5J 2W8  
Tel.: (403) 425-6330  
Telex: 037-2762

### British Columbia and Yukon

Mr. J.J. Robinson  
Regional Director  
Canadian Government Office of Tourism  
595 Burrard Street  
Vancouver, British Columbia V7X 1K8  
Tel.: (604) 666-1434  
Telex: 04-51191

## BY RAIL

**Newfoundland Explorer:** A nine-day \$325 per person package from Montreal that includes ferry ride to and bus tour across the island.

**The Saguenay-Abitibi Voyageur:** From Toronto this seven-night, \$185 per person package features Turbo train to Chicoutimi, bus tour through Laurentide Park to Quebec City for two days and nights and then on to Rouyn-Noranda before returning to Toronto.

**Thunder Country Adventure:** Tour leaves Toronto on \$250, 7-night package through Muskoka to Thunder Bay and tour of Old Fort William, then on to Winnipeg for cruise on Red River. For an additional \$65, a four day trip with stops in The Pas, Thompson and Churchill is available.

**Western Wonderland:** A 12-day, \$450 tour from Toronto to Saskatoon, Edmonton and one night in Vancouver. Return trip features stops in Calgary and Regina.

**Villa Voyageur:** This \$180, seven-night tour from anywhere in the Quebec City-Windsor corridor features unlimited rail travel in Alberta and B.C. and includes downtown apartment accommodation in major cities along the route.

## BY AUTOMOBILE

**The Canadian Automobile Association** offers a package providing prepaid, guaranteed accommodation and 10 per cent discounts at participating restaurants. CAA estimates a family of four would spend \$426 in 14 nights at medium to high-quality hotels and motels anywhere in Canada.

**Camping Vacations:** Mini-motor home that will accommodate three adults and one child will be available throughout Canada through Air Canada package.

The vehicle will rent for \$225 during low seasons and \$375 during high seasons.

Your regional director will be happy to give you all sorts of information concerning the Canadian provinces. Then, the choice is up to you.

Here is a list of regional offices of the Canadian Government Office of Tourism:

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

 **Canada Post** **Postes Canada**  
Postage paid / Port payé

**Third class** **Troisième classe**

K1A 0H5  
OTTAWA



Government  
of Canada

Gouvernement  
du Canada

Industry, Trade  
and Commerce

Industrie  
et Commerce