

canada 1978 commerce

Quarterly Review

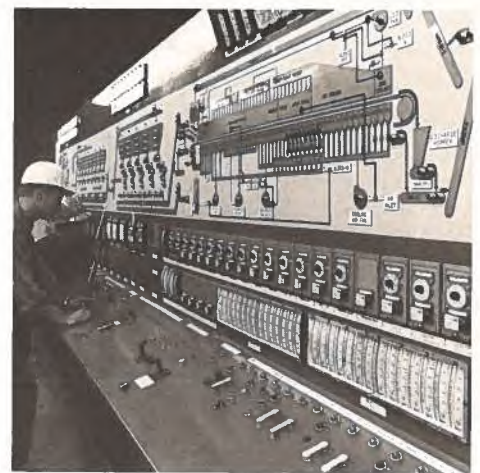
July 1978

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**Shop Canadian
Magasinons à la canadienne**



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Magasinons à la canadienne**



**Canada
Commerce**

July 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

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For information on the "Shop Canadian Program" or the reproductions of the symbols on the front cover, phone the I.T.C. Business Centre at Zenith 0-3200

Notice to small and medium-sized enterprises

Please note that publicity on the Small Business Intern Program (SBIP) is now available at all Canada Manpower Centres, at the Federal Development Banks and at the Regional Offices of the Federal Department of Industry, Trade and Commerce. The folder contains general information on the SBIP, its rules and an application form.
Bilingual

The Inter-American Development Bank (IDB)

In the June issue of the Canada Commerce-ITC Newsletter a fairly large number of contracts financed by the Inter-American Development Bank (IDB) were listed. Presuming that some of our readers might want to know a bit more about IDB, it was deemed wise to give you a definition of the IDB role and, as a complement, we are including the "Notes for ITC Principal Speaker Seminars, March 6, 7 and 9, 1978." Slight changes have been made for reading necessity.

The Inter-American Development Bank is a large regional institution which operates in Central and Latin America and in the Caribbean. The Bank's headquarters are in Washington.

A special feature of the IDB, and of particular interest to Canadian exporters, is the **Canadian Project Preparation Fund**. This Fund is administered by the IDB for the purpose of assisting borrowing members of the Bank to prepare proposals for follow-up capital financing in the form of project loans. The resources of the fund may be used to finance all steps of a project proposal from inception to presentation as a loan application including basic studies, preliminary feasibility, and final engineering design. The funds are available on a nonreimbursable, contingent recovery or reimbursable basis, depending on the circumstances of the country and the nature of the project.

The Fund has been established to facilitate and encourage Canadian consulting firms to undertake projects in collaboration with IDB financed technical assistance operations as part of Canada's growing involvement in Latin America. Until the establishment of the Canadian Fund, Bank technical co-operation activities were financed from the Fund for Special Operations, open to all Bank member countries and the United States Project Preparation Fund, the latter fund excluding Canadian competition.

By setting up the Canadian Fund in parallel to the U.S. Project Preparation Fund, Canadian consultants will also have a preferential source of financing within the Bank. The terms of the agreement governing the use of the Canadian Fund for the Project Preparation, therefore, limit the purchase of services to Canada or to local origin in the member country receiving assistance. In cases of demonstrable advantage to the borrower, procurement in other developing countries may be authorized by the Bank. In essence, the existence of this Fund means that Canadian consulting firms can promote feasibility studies in Latin American countries. If the recipient country agrees that preparation for a project proposal should be handled by a Canadian consulting firm then the recipient can apply to the IDB for use of the Fund. If Canadian and American consulting firms are being considered for the same study, it will be funded from the Fund for Special Operations so as to allow firms from both countries to compete.

Contacts

Equipment suppliers wishing to obtain further information on the IDB's operations and opportunities should contact their industry sector branch officer in the Department of Industry, Trade and Commerce, 235 Queen Street, Ottawa, Ontario K1A 0H5.

Consultants looking for further information on possible opportunities (including the Canadian Project Preparation Fund) and those wishing to register with the IDB should contact:

Canadian Co-ordinator for the Multilateral Trade Negotiations

Department of Industry, Trade and Commerce
235 Queen Street
Ottawa, Ontario
K1A 0H5
Tel: (613) 593-7815

Further assistance for contacts with appropriate IDB technical people can be arranged through:

Commercial Counsellor

Canadian Embassy
1746 Massachusetts Avenue N.W.
Washington, D.C. 20036
Tel: (202) 785-1400

Notes for Mr. F.R. Petrie, General Director ITC Overseas Projects Branch, main speaker at seminars held March 6, 7 and 9, 1978

You have now been introduced to the Inter-American Development Bank. As you can see, its lending program puts money in the hands of potential buyers of Canadian goods and services and this generates export opportunities for Canadians.

Before looking at the specific application of the Bank's lending program to exports, it would be more appropriate to examine exporting in more general terms. There are seven essential steps that a successful exporter must take. First he must establish his objectives, then he must determine what resources are available to strive to meet the objectives selected. His second step is to choose target markets and this is followed by a visit to the most promising market selected. The third step is crucial — having decided that the market has promise, the exporter must consider the kind of local representation he needs and proceed to select a local agent or partner with whom he establishes a specified relationship usually of a contractual nature. The fourth step is to promote the product generally with prospective buyers and to isolate specific sales opportunities. The next step is to prepare and submit proposals for sale. The sixth stage is what it is all about — to negotiate a sales contract, to produce and ship. The seventh is to provide parts and service backup for the sale, and training if needed.

Each one of these seven steps could be difficult. However, finding new markets in Canada is not easy either. After looking at the seven steps you can see how the Inter-American Development Bank's activities become relevant.

The first step, establishing objectives and identifying resources available, are basic decisions that must be made within your company. For purposes of clarification here are some of the questions you should consider. Have you the freedom to export to any market? If your manufacturing uses technology belonging to a foreign firm you may not be allowed to export. If you are a division of a multinational firm there may be restraints imposed on you from head office. Sometimes those restraints simply reflect your ability to compete effectively and sometimes limit your ability to act as a responsible executive to maximize profits, and if so, perhaps you could try to have head office change its policy of market allocation.



In many cases the Department of Industry, Trade and Commerce is given the impression by Canadian exporters that they are allowed to sell anywhere in the world as long as the Government of Canada is providing financing through the **Canadian International Development Agency (CIDA)** or the **Export Development Corporation (EDC)**. However, when Canadian bilateral financing is not available there seems to be a lack of interest. For example, for projects financed by the Inter-American Development Bank our problem is not that Canadian firms submit bids and lose; but, in most cases, that the companies fail to bid at all. There are only preliminary figures available for 1977 but in 1976 there were 135 contracts for over one million dollars awarded under IDB financing. Canadian firms bid on nine of those 135 contracts: one contract was awarded to Canada. In other words, Canadian firms won 11 per cent of the contracts on which they bid, but only bid on six per cent of contracts to be awarded.



Another question you should consider is — are you committed to exporting over the medium-term or do you want an export sale only because your order book for domestic sales is thin at the moment? If you are not looking at the medium-term in your export sales effort, then your efforts to export might fail, because even here at home you need to invest time and money to win a new customer. You might not recoup all of your promotional investment in the first sale but follow-on business should produce the return you require.

Until you have some agreement on the objectives of your export program and you have assurances that manpower and money will be available to make at least a beginning at accomplishing your objectives, you have not completed the first of the seven steps.

In selecting target markets and making an initial visit to the market, what is called step two, you can expect assistance from the federal and provincial governments and from industrial associations. A wide variety of general information is available in booklet form describing markets. Marketing officers with specialized knowledge of their market regions are available for consultation in both the federal and provincial departments. In Ottawa the Western Hemisphere Bureau of ITC is prepared to work with exporters investigating markets in Latin America and the Caribbean.

The Inter-American Development Bank and the World Bank generate considerable data describing conditions in the countries to which they are lending. The IDB's book on Economic and Social Conditions in Latin America is a good example of the material available for public distribution. In addition there is an enormous quantity of high quality research done within the Inter-American Development Bank and other multilateral lending agencies. The papers which result from this research are internal bank documents but they are available to the Bank members including Canada. Thus, when you ask this Department in Ottawa, the personnel in the regional offices, or your contact in the provincial Commerce and Industry Ministry for some obscure details about the organization of the telephone system in Honduras — they can sometimes surprise you by producing a great deal of detail in short order. It might not be revealed that the research was done by the Inter-American Development Bank but the multilateral development banks can be good sources of commercial intelligence.

The way to go about a research program is something like this. Dig out the information on the market you have in-house. Contact both federal and provincial governments and let each know you are contacting the other so they can try to avoid duplicating effort. Use the regional office for your first point of contact with ITC if you have any doubt about identifying responsible divisions within the Department. Ask about the lending activity of multilateral development banks in the market. The Office of Overseas Projects of ITC regularly publishes lists by sector of multilateral loans and requests for loans. This listing is called the Multilateral Project Information System or MPIS. Canadian exporters can receive it on a regular basis by applying to ITC. An explanation of the MPIS plus other useful information on financing is contained in the brochure "International Financing Data" which is available from the Office of Overseas Projects.

The project listing can be useful to you in two ways for selecting target markets. First, the listings give you an idea of some of the investments being undertaken in the market you are examining but, in most countries, the projects funded by the IDB and World Bank are only a small minority of the total development program of the country.



The second use of the list is that, since you know of the loans that have been put in place in the market, you can ask questions accordingly and direct searches on your behalf through the collection of Bank documentation held in Ottawa.

The federal government certainly has no monopoly on information. Organizations such as the Canadian Exporters' Association, the Canadian Manufacturers' Association, The Association of Consulting Engineers of Canada and the Canadian Construction Association are continually providing good information to their members and associates. The Canadian Association for Latin America (CALA) is a particularly good source of assistance on Latin America.

Once you have made an initial selection of target markets, you should contact the Trade Commissioner Post in the market in question; seek his advice generally; let him know why you think his (or her) territory holds promise for your company and ask what he thinks about your visiting to investigate further.

Try to plan your visit rather than fixing all details at the last moment. The Trade Commissioner Post will help you arrange appointments and there may be the possibility of government assistance financially. Either ITC or the provincial government may be willing to include you as a member of a trade mission. Perhaps you qualify for help under the Program for Export Market Development — if so, the Department of Industry, Trade and Commerce is prepared to share with you the risk of expenses you may incur without receiving a return.

During your visit you must face the crucial decision — to continue or to abandon the market.

If you decide to continue, the Trade Commissioner will be willing to help you find a local agent, representative or partner. This is step three. In much of Latin America a local representative is absolutely necessary. Often your local contact must be much more than a sales representative. For Canadian manufacturers a long series of questions must be considered before a decision is made — Has he the technical competence to explain the product to the buyer? Can he maintain and cultivate contact with the real decision makers who will decide to buy the product? Can he take on responsibilities for installing the product or providing after-sales service? In many cases the relationship must go far beyond selling.

For consultants and construction contractors the need for a local contact is even more pressing. In many countries a foreign consultant can only operate in partnership with a local consulting firm. Some Canadian consultants have gone so far as to establish firms in Latin America in which they hold an interest. This way they have a local partner in whom they have total confidence.

After you have found a local representative, you can look at specific opportunities. This is step four. In many real cases you may have learned of a "red hot" sales opportunity and in the midst of the pursuit of that sale you find you need to consider all the points just mentioned. But there is an important reason for finding your local representative first — he will search out the specific opportunities for you.

Among the sales opportunities you will want to investigate, are the tenders which result from Inter-American Development Bank financing. These tenders are not issued by the Bank in Washington; they come from the executing agency, the buyer. To illustrate what this means, if you export electrical control equipment for large electrical utilities your buyer will be the electrical authority. The electrical authority will issue the tender and will award the contract. If the purchase is to be funded by the Inter-American Development Bank the tender will be conducted in accordance with Bank regulations. In essence this means that suppliers from countries which are members of the Bank will be permitted to compete. The Bank will become involved in the tendering procedure only if there is reason to believe that the tender was not conducted fairly. Otherwise the Bank remains in the background only monitoring the purchases as they take place.

If the procurement process is in the hands of the executing agency in the developing country, you might well ask how does a sale under multilateral financing differ from a sale on a cash basis? There are two differences. First, the lending institution, such as the IDB, can enforce its regulations to ensure that the tender is conducted fairly. Second, you can often anticipate purchases by studying information on loan applications. If Honduras has applied to borrow from the IDB for a thermal power plant you have a reasonable idea of the kind of equipment that will be required. However, reading the MPIS — the lists of projects and loan applications — is not enough. To know about the tenders and the calls for prequalification you probably need a local representative.

This need is heightened by the growing tendency of borrowers to run tenders or call for prequalification documentation before the IDB loan has been arranged. In the borrowing country, the executing agency begins the purchasing process and scrupulously follows the procedures called for by the IDB. When the loan is approved, the executing agency can proceed to purchase with a minimum of delay.

Now for step five, the time to prepare a proposal. There are difficult decisions to be made about the rate of return to aim for in establishing your price.

As pointed out earlier, the biggest problem is that Canadians are reluctant to bid, but when they do make a bid they do not do badly.

In those cases in which Canadian bidders have been unsuccessful there has been little reason to believe that they lost because of a search for high profits. The suspicion is that the companies have been guilty of another kind of padding entirely. It appears that some firms have felt a need to build substantial contingencies into their price quotations. Perhaps, in some small way, the federal government could help you check out procedures about which you have doubts with the IDB. There are others to whom you should also look for assistance. Your freight forwarder and your banker are two sources of help you should not ignore. Of course the best way of all to eliminate uncertainty and reduce the need for contingencies is to gain experience in bidding.

Experience may also permit you to reach a decision about the types of alternatives you should put forward in your proposal. It appears that in some markets the tendering process is approached with great rigidity — you are expected to provide a quotation exactly to meet specifications. In other markets you should submit alternatives which demonstrate a cheaper solution or a better method using your equipment.

One aspect of your proposal which you should emphasize is the degree of participation from local suppliers. If you are making a contribution to industrial development in the buying country, do not hesitate to make the buyer aware of it!

For the sixth and seventh stages, you need a little advice from government. You know your own business and negotiating and fulfilling contracts is your *raison d'être*. However, the provision of after-sales service and training is very important. Your statements about after-sales service in your proposal can be the reason for winning or losing the contract. Failure to follow through if you win the award will kill your chances in the market for future business. Surely this can only make it more important that you establish good local representation.

For some of you this description does not fit exactly. For consultants there is a need to register at the Bank and this is explained in our brochure "International Financing Data". For some of you it might be sensible to choose a local partner for one project at a time rather than on a continuing basis.

Opening of our new Embassy in Kuwait

The Canadian Embassy in Kuwait has become operational as of the end of April 1978. Mr. Michael Murison, who formerly was responsible for commercial relations with the Gulf States from the post in Tehran, has been assigned the same duties from Kuwait. Canadian businessmen wishing to communicate or call at the Embassy may do so at:

**Commercial Division,
Canadian Embassy**

**Plot 1
28 Quaraish
Nuzha**

**Mailing address:
P.O. Box 25281
Safat, Kuwait**

Telephone: 511451

Telex: 3549 (MCAN KT)

Territory:
Kuwait, Bahrain, Qatar, United Arab Emirates, Oman

Office Hours:
Summer Hours — commencing June 1/78 — 0700 to 1330
Winter Hours — commencing September 1/78 —
0730 to 1530
Work Week — Sunday through Thursday

Note to Businessmen:

As there are two Trade Commissioners named Robert Lee in Industry, Trade and Commerce, please note that Mr. Robert Lee has been seconded to the Export Development Corporation in Ottawa, while Mr. R.D.P. Lee is a Trade Commissioner in Zambia.

The 1977 Program for Export Market Development (PEMD)

It has become a cliché today that Canada's manufacturing industry is in serious trouble. Our balance of trade in fully manufactured products erodes each year, despite our tariff barriers. Beset on the one hand by imports from countries with low labour costs and on the other from countries with a high degree of technical sophistication, Canadian industry faces a difficult challenge which will increase with the reduction in trading barriers brought about by the present Multinational Trade Negotiations (M.T.N.). In order to achieve economies of scale necessary for Canada to compete, even on its own ground, Canadian companies must export.

Many Canadian companies have not exported in the past, and neither know or in some cases even desire to look at export markets. It is a common complaint overseas, particularly from countries like Japan, that Canadian businessmen are complacent, and consider that the customer should somehow know and value the products Canada has to offer without any effort by the Canadian businessman to see that the customer is aware of what he has to offer. The best way to see that potential customers have this information and to appreciate the potentialities of a foreign market is by personal contact. For many small businesses, however, the cost of travel abroad and the time involved discourages this from happening.

The government is well aware of this problem and has a program to help businessmen share these risks and costs. The Program is the Program for Export Market Development, PEMD. Many firms have used this program and appreciate its value. It is apparent, however, that many businessmen do not know the Program.

To make it easier for you not only to know the program, but more important to make use of it, we are bringing the program to you. Not only will your local ITC office be able to help you in making application for assistance under the program, but it will be able to approve most of your requests. At the same time, to more fully meet your needs, a number of changes have been made in the assistance provided by the Program.

What is PEMD?

PEMD is a dynamic program which, since its inception in 1971, has experienced continued growth, resulting from improvement and expansion in the forms of financial assistance available to encourage established Canadian firms — not to help maintain an existing export business, or to win new business in an already established market — but to share the risk of entering new export markets. Such risks may be the result of the unusual size of a capital project venture, unusual international competition, new and unfamiliar market conditions and/or the need to use a consortium approach to meet opportunities abroad.

The annual rate of applications being submitted by industry, has grown from 350 in 1971 to over 1800 in 1977, with financial support increasing from \$414,000 to \$5.7 million per year. PEMD has provided financial assistance to more than 3,600 companies, enabling them to enter new export markets and realize over \$2.1 million in additional sales.

PEMD is divided into five sections offering a wide range of assistance designed for particular market areas or marketing techniques:

- Section A: **Capital Projects Abroad**
- Section B: **Market Identification or Adjustment**
- Section C: **Participation in Trade Fairs Abroad**
- Section D: **Incoming Foreign Buyer**
- Section E: **Export Consortia**

Capital Projects

Section A: Participation in Capital Projects Abroad is designed to encourage suppliers of Canadian goods and services to participate in international capital projects. Companies providing engineering, architectural, management and consulting services, as well as equipment manufacturers are eligible for support when competing during the precontractual phases of capital projects bidding. The term "capital projects" includes production plants, electric power projects, airports, hotels, communication and transportation systems, and aerial surveys.

This section is used only when the project, customer and sources of financing have already been identified. The project must have significant Canadian content, and apply to goods and services for which competent Canadian sources already exist.

The Department will provide financial aid in the form of an \$85 a day allowance for company personnel working to secure the contract including on-site investigations, bid preparation and contract negotiations. In addition 50 per cent support will be provided for such expenses as air fare and consulting, legal and translation services.

If the company obtains the contract it must repay the Department's contribution in two installments, the first six months after signing the foreign contract, the second after twelve months.

Market Identification

Section B: designed to bring about a sustained increment in the export of Canadian products, is subdivided into two parts:

Part I, Market Identification, encourages an exporter to visit a new potential market other than the United States. Such exposure should enable him to reach a decision as to whether the specific market has a need for his goods and/or services, and the opportunities are commercially viable.

Part I is intended to cover situations where a company is generally aware of an opportunity in a foreign market, but is unable or unwilling to undertake the work needed to make more definite plans because of high costs or risk factors. Examples of such work are visits by company officials to the markets concerned; studies by market specialists; seminars and technical presentations.

Part II, Market Adjustment, assistance is provided to the exporter to adjust his marketing techniques to unfamiliar requirements and practises and/or substantially altered market conditions in an area to which he is already exporting. For example, the establishment of an after sales service, study of special sourcing requirements; the need for radical change in distribution patterns.

For both parts the Department will provide financial aid in the form of an \$85 a day allowance for the time spent abroad by company personnel. In addition 50 per cent support will be provided for such expenses as air fare, consulting and translation services and unusual product demonstration requirements.

Repayment of the Department's contribution is based on one per cent of the gross sales realized in the new market over a three year period.

Trade Fairs

Section C: Participation in Trade Fairs is designed to encourage Canadian manufacturers to exhibit in conventional trade fairs and industrial expositions anywhere outside Canada in which there is no Canadian Government sponsored national exhibit. Assistance is normally available for a maximum of three times for participation in a particular fair.

The Department will provide financial assistance in the form of an \$85 a day allowance for two company representatives, as well as 50 per cent of the air fare. In addition 50 per cent support will be provided towards the cost of the design, construction, erection and dismantling of an exhibit, and space rental.

Repayment is as in Section B.



Foreign Buyers

Section D: Incoming Foreign Buyers offers assistance to Canadian companies who want to bring foreign buyers from countries other than the United States to the company's premises or another acceptable location in Canada or abroad in order to influence a purchasing decision. The term "foreign buyers", can also include foreign civil servants, military personnel, scientific, accrediting and certification officials, who could play a role in purchasing decisions.

The Department will provide financial assistance of an \$85 a day allowance for each prospective buyer, plus half the air fare.

Repayment is based on one per cent of gross sales to the intended customer within three years, or until the total government contribution is reached, whichever occurs first.

Export Consortia

Section E: Export Consortia Assistance provides support to Canadian manufacturers in forming export consortia, to achieve economies of scale in marketing and productivity, improved competitiveness and increased export potential. Intended to benefit small and medium-sized companies, a consortium must be composed of three or more manufacturers of like or complementary products. A service or consulting firm may be included if essential for the success of the consortium, but assistance is not available for the formation of exclusively consulting consortia.

Under Section E financial assistance may be available under one or both of two phases.

Phase I: Feasibility Studies provide assistance to undertake a complete feasibility study leading to the formation of a consortium and for working out the details of the proposed interrelationships between the member firms and the consortium. A suitable consultant can be engaged to carry out these tasks where management resources of the applicant firms are inadequate.

Phase II: Formation and Initial Operation of a Consortium provides assistance, following the acceptance by the Department of a feasibility study, for the start-up operation of a new consortium.

The Department will share 50 per cent of the approved costs, including consulting and legal services, salaries and statutory benefits of full-time consortium employees, office rental, air fares and other costs that have a direct bearing on the success of the project.

The Department will contribute to a maximum of \$50,000 per year for up to three years, or the achievement of a break-even point by the consortium, whichever comes first.

Repayment is made on the basis of a specified percentage of gross sales over a fixed period.

For more information on the Program for Export Market Development please contact your nearest **Industry, Trade and Commerce Regional Office**, or the **PEMD Program Office, Department of Industry, Trade and Commerce, in Ottawa.**

Regional Offices

ST. JOHN'S, Newfoundland A1C 1A9

Newfoundland and Labrador Region
210 Water Street
Tel: (709) 737-5511
Telex: 016-4749

HALIFAX, Nova Scotia B3J 1N9

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Suite 1124, Duke Tower
5251 Duke Street, Scotia Square
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Telex: 019-21829

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Ontario Region
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Telex: 065-24378

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220 Portage Avenue
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Telex: 075-7624

REGINA, Saskatchewan S4P 0R7

Saskatchewan Region
Room 980, 2002 Victoria Avenue
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Telex: 071-2745

EDMONTON, Alberta T5J 2W8

Alberta & Northwest Territories Region
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9939 Jasper Avenue
Tel: (403) 425-6330
Telex: 037-2762

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Bentall Centre, Tower "III"
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Tel: (604) 666-1434
Telex: 04-51191

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ENTERPRISE DEVELOPMENT BRANCH

Director General
Enterprise Development Branch
235 Queen Street
Ottawa, Ontario
Tel: 053-4124

Canadian Government Policy on International Economic Boycotts

The following statement of Canadian Government policy on international economic boycotts was tabled in the House of Commons on May 30, 1978 by the Honourable Jack Horner as part of the Government's second semi-annual report. Canadian firms should be guided by this policy statement, and questions concerning specific boycott clauses which may be found in calls-to-tender, prequalification documents, contracts, letters of credit and any other supporting documentation should be directed to:

**Director General
Pacific, Asia & Africa Bureau**
Department of Industry, Trade and Commerce,
Ottawa, Ontario
K1A 0H5
Tel: (613) 995-2218

Mr. Speaker, I hereby table the second semi-annual report of my Department and the Export Development Corporation outlining the administration of the Government's policy on international economic boycotts during the period August 1, 1977 to January 31, 1978.

During this period the Government continued to review the policy, and the effectiveness of its implementation on the basis of actual experience of my Department and of External Affairs, both in Canada and at our Embassies abroad.

The Government believes that the Canadian business community shares the distaste for discrimination which exists among all Canadians. This policy which Mr. Jamieson announced in October 1976 encouraged companies to resist pressures to comply with unacceptable boycott clauses and stated, as you are aware, that Government services would be withdrawn from those that did comply with such clauses.

Reports from our Embassies and headquarters contact with Canadian companies have shown that the possibility of the withdrawal of Government services is a powerful disincentive to those who might be tempted to comply with unacceptable boycott clauses. Canadian firms seeking to penetrate the difficult markets of boycotting countries generally require the introduction and continued support provided by our trade commissioners on the spot. Financial support through the Department's Program for Export Market Development (PEMD) or EDC insurance coverage is contingent on full compliance with Canadian Government policy. Large multinational firms which do not require financial assistance frequently do require minor but essential services, and thus are not exempt from the scope of the policy.

For reasons of risk, cost or administrative necessity, therefore, very few Canadian exporters seek to bypass the Canadian Government and its institutions. Rather, they are refusing to accept clauses which are contrary to the Government's policy, and most firms have had considerable success in negotiating or renegotiating the exclusion from contracts of objectional clauses. Thus, we have had to deny government support and services to one Canadian company with respect to one contract during the period of August 1, 1977 to January 31, 1978. We are further aware that two Canadian firms, rather than accept contravening boycott clauses, chose to withdraw from contract negotiations for projects valued at \$5 million.

As noted, during the period under review, one company agreed to a general boycott clause in a \$25 million contract. The company subsequently informed my Department that the clause was agreed to knowing that it had no practical application to the company's practices and that in fact no action was taken to comply with the boycott. Services were withdrawn, however, in August 1977. Following discussions with my officials regarding the interpretation of the October statement by Mr. Jamieson, the company renegotiated the contract to bring it fully into compliance with Canadian Government policy. Services have consequently been restored to the company in question. In view of the fact the company is now in compliance and because the company did not fully understand the implications of the Government's policy statement at the time, the company will not be named in this report.

In order to clarify the Government's policy, I now wish to state that, in future, any Canadian company or individual from whom government services have been denied or withdrawn as a consequence of their having entered into undertakings containing unacceptable boycott provisions will be identified by name in the reports made by the Government. In fact, officials have been so informing Canadian businessmen since last December when this decision was confirmed by the Government.

The decision to proceed with naming companies from which services have been withdrawn or denied is a meaningful measure to ensure that the sanction of public opinion is brought to bear on companies or persons who flout the Government's policy.

I think it worthwhile to set out again the principal features of the Government's policy on international economic boycotts. The objective of the Government of Canada in adopting the present policy was to ensure that the Government and its institutions would not by their action support unacceptable foreign imposed boycotts. In my view, the policy, as implemented by my Department, the Department of External Affairs and EDC, has met fully this objective. The guidelines which have been drawn up by the Departments of Industry, Trade and Commerce and External Affairs, and EDC, and which are elaborated upon in the semi-annual reports, are not directed against all aspects of international trade boycotts. They are directed against certain discriminatory or trade limiting features of foreign imposed boycotts and make exceptions for those boycotts, such as that towards Rhodesia, which are accepted by the Government of Canada.

Specifically, the types of activities which the Government finds unacceptable are those which would, in connection with the provisions of any international economic boycotts, require a Canadian firm or individual to:

- (a) **engage in discrimination based on the race, national or ethnic origin or religion of any Canadian firm or individual;**
- (b) **refuse to purchase from or sell to any other Canadian firm or individual;**
- (c) **refuse to sell Canadian goods to any country;**
- (d) **refrain from purchases from any country; or**
- (e) **restrict commercial investment or other economic activity in any country.**

I would like to emphasize that Canada has gone a good deal further than most countries in its condemnation of such boycott undertakings and in taking sanctions against them. Other than the United States, Canada is the only country which penalizes its exporters for accepting discriminatory or trade restrictive boycott provisions.

We do not impose sanctions against primary boycott clauses such as certificates of origin even in instances where such statements or certificates are presented in a negative or exclusionary form. Indeed, the practice of negative certification is practised by many countries and is not unique to Middle Eastern countries. It is the sovereign right of any country to exclude the products or services of another specified country, a right frequently exercised in times of war. However, as a matter of policy, the Government favours positive certificates of origin. Therefore, we will be taking steps with other countries to adopt a consistent policy to accept only those certificates of origin which are positive in content.

We cannot and will not accept discriminatory clauses based on race, national or ethnic origin or religion. I wish to reaffirm that it is a contravention of the Government's policy to provide information concerning a person's religion, sex, racial, ethnic or national origin, be it of an employee, officer, director or owner of the company in question, or another company, when such information is sought for boycott enforcement purposes. Nor will we accept boycott-imposed restraints on the freedom of Canadian firms or individuals to trade with other Canadian firms or individuals, or other countries.

There has been some question about the way we have dealt with "statements of fact" as compared to "statements of intent". Where there is some doubt as to interpretation of any clause, we require a written declaration which basically states that no statement of fact will have the effect of restricting any Canadian firm or individual in its commercial dealings with the boycotted country or with other Canadian citizens or companies. We expect Canadian companies to abide by the letter and spirit of such declarations.

I would like to clarify our policy on letters of credit. The provision by a Canadian exporter of an unacceptable boycott clause in a letter of credit contravenes the policy. Some letters of credit require the provision of unacceptable tertiary boycott undertakings (e.g. black-listed insurance certificates). Guidelines tabled as part of our first semi-annual report confirm that these clauses are unacceptable. Banks, chambers of commerce, freight forwarders and similar organizations do not partake in discriminatory or trade limiting actions since they only provide ancillary services to the Canadian exporter, and act under his direct instructions. In these circumstances, the policy is only directed at the Canadian exporter since it is only he who can enter into contracts requiring supporting documentation which may contain unacceptable boycott features.

With regard to shipping documents, as explained in the first semi-annual report, there were implicit tertiary boycott implications, but in practice these had no effect, as no Canadian shipping was involved. Thus in these cases a "unilateral declaration" is considered sufficient.

Our boycott policy is aimed at that trade which may be conducted under unacceptable boycott provisions. We are not seeking to interfere with normal trade in peaceful goods. Indeed, we are endeavouring to promote such trade at every opportunity. Our regular trade with boycotting countries of the Middle East increased from \$78 million in 1970 to \$387 million in 1977. Exports of consulting services are also substantial and amounted to \$60-\$90 million in 1977. In the last six months Canadian firms have signed contracts worth \$1.25 billion, and a large number of Canadian companies are currently pursuing or bidding on projects valued at \$5.5 billion. There is no question that these markets are important to Canada particularly when one considers that each \$100 million of exports equates to 6,300 man-years of employment in Canada.

The United Nations Conference on Science and Technology for Development — Vienna 1979

The United Nations Conference on Science and Technology for Development (UNCSTD) will be held in Vienna, Austria, in August 1979, more than likely from the 20th to the 31st of August, if the General Assembly accepts the Preparatory Committee's recommendations.

Despite the impressive achievements of science and technology, the traditional institutional and economic mechanisms for their application are now under scrutiny in many developed and developing countries.

There is widespread recognition that the lives of some two-thirds of humanity have barely been affected by the benefits that wise application of science and technology could bring about. Indeed, in many developing countries, the current mechanisms for applying science and technology are perceived as introducing or reinforcing what has been termed a "dual society" — that is, a condition in which only a privileged minority benefits from science and technology. Furthermore, it is often claimed that transfer of technology from developed nations may sometimes check development of indigenous technologies in formerly inventive and innovative cultures; and some societies question the beneficial effect of science and technology on human development, while others manifest outright hostility towards them.

At present, the technical application of science is dominated by the developed world. This is evident from a comparison of the research, technological

and institutional capacities of developed and developing countries. Furthermore, it is estimated that in nine cases out of ten current scientific research is being carried out in the developed world — quite often for defence purposes or to maintain market positions.

All nations are greatly concerned by the resulting disparity in living standards since, if not counteracted, it is estimated that by the year 2050 some four per cent of the world's population — and not 20 per cent as is the case now — will live in developed countries. Barely tolerable now, such a situation could easily become totally unacceptable. Both developed and developing countries are reassessing their economic and social priorities and goals with a view to establishing a new international scientific and technological order. This reassessment cannot be made without full knowledge of the causes and the interactions that could bring about inadequate application of science and technology at the national and regional levels, nor can it be made without effective co-operation among the political, industrial and scientific communities in all countries.

Some countries may fear that reducing scientific and technological disparities will not be in their economic interest. Clearly, however, it is in the long term interest of developed countries to expand their trading with a larger number of economically sound partners.

This summarizes the basic issues to be discussed

at the United Nations Conference on Science and Technology for Development in Vienna, in 1979.

Objectives

In a broad sense, the Conference will assess how science and technology could best be applied in order to improve the well-being and quality of life of all peoples, but especially those in developing countries. The Conference will take place at a time when great concern is being expressed internationally about ways and means of correcting inequalities between developed and developing countries and the United Nations Declaration on the Establishment of a New International Economic Order will have direct bearing on the objectives of the Conference. The Declaration has added a new dimension to development concepts by recommending a revision of the existing system of global rules and practices. Science and technology have a most essential part to play towards that goal.

In its resolution 31/184 the General Assembly endorsed the decision of the Economic and Social Council that the Conference should attempt to define the conditions under which science and technology can be effectively applied to help bring about economic and social development, one of the basic elements of the new international economic order.

UNCSTD 1979 will take a very different approach from that of the Conference on the Application of Science and Technology for the Benefit of the Less Developed Areas, held in Geneva in 1963. Although essentially a scientific conference, the latter resulted in a useful exchange of scientific and technological information but did not establish a direct link between science and the development process.

UNCSTD 1979 on the other hand will deal mainly with the identification and removal of obstacles opposing the application of science and technology to development, be they social, political, economic, institutional or cultural.

The following are among the main issues to be discussed at length at the Conference: the ability of developing countries to establish the infrastructure and managerial capacity best suited to the type of development they have chosen; the correlation between the application of science and technology and the developing countries autonomy; conditions favourable to the transfer of science and technology from developed countries to developing countries; and how developed countries, the United Nations and other organizations may co-operate effectively in bringing about the application of science and technology for development.

Preparations for the Conference

The Conference is not intended to be as a "top-down" exercise. It will take up matters successively examined at the national, sub-regional, regional and interregional levels. It is expected that a very large

number of countries and organizations will be actively involved at all levels of the preparations and will attend the Conference. Although the Conference is intended to be intergovernmental, certain organizations and representatives of liberation movements having standing invitations from the General Assembly to send observers to conferences held under its auspices will also be invited to attend. Interested intergovernmental agencies and non-governmental organizations in a position to contribute constructively to the Conference may also be represented.

In addition, two critically important rounds of meetings have been scheduled to take place in each of the five United Nations regions. The main purpose of the first-round meetings held in late 1977 was to review and expedite national preparations and to recommend five subject areas for consideration by the Preparatory Committee for the Conference. The second-round meetings to be held in mid 1978 will review the various action recommendations prescribed in the national and regional projects being prepared as preliminary documentation for the Conference.

During the second session of the Preparatory Committee, held in Geneva from January 23rd to February 3rd, 1978, it was agreed that the five subject areas to be used to highlight the social, economic and methodologic of obstacles to the use of science and technology for development would be:

Food and Agriculture

- Agriculture technology and techniques and their improvement
- Nutrition
- Fisheries
- Food storage and processing

Natural Resources including Energy

- Renewable and non-renewable
- Conventional and non-conventional sources of energy
- Development and conservation
- Rational management and utilization

Health, Human Settlement and Environment

- Medical plants and pharmaceuticals
- Health services
- Housing
- Social services and environment

Transport and Communications

Industrialization including

- Production and Capital Goods

Many other seminars and meetings have taken place in preparation for the Conference. A seminar on Technical Information Contained in Patent Documents was held from the 26th to the 28th of October, 1977. Organized jointly by the World Intellectual Property Organization, the UN Economic Com-

mission for Latin America (ECLA), and the secretariat of UNCSTD, the seminar was open to all ECLA member states.

Third world participation was actively encouraged at the seminar held in Oslo in November 1977, and sponsored by the Norwegian preparatory committee. Representatives from developed and developing countries gathered to discuss the best ways developed countries can be of assistance to developing countries and meet their specific needs.

In the United States, the Stanley Foundation — a private organization set up to encourage study, research and education in foreign relations — held a Strategy for Peace Conference, and one of the issues was "Science and Technology: International Development". Among the initiatives proposed at the Conference was the creation of an American Institute for Technological Development to look after specific technological requests from developing countries and to function as both a clearing-house and a source for supporting further research and development where needed.

The forthcoming publication on the outcome of a symposium held in Tanzania from the 30th of January to the 4th of February, 1978, examines such development problems as infrastructural weaknesses and the brain drain, assesses the usefulness of international and regional co-operation and reviews national policy-making in science and technology.

Experts from 10 countries of South and Central Asia gathered in New Delhi, during February, for a sub-regional seminar. The major task of the meeting was to draw a simplified procedure to help countries organize their national analyses on how science and technology can be harnessed to solve economic and social problems. The seminar also proposed a standardized format for national papers which several countries found to be useful and concise.

The Scientific Community and the Conference

An important aim of the Conference is to ensure the widest possible participation of representatives of the world's scientific community in preparatory activities and in the Conference itself. This point was stressed by the Secretary-General, at the twenty-third session of the Advisory Committee on Science and Technology for Development.

The International Council of Scientific Unions (ICSU) expects to hold a seminar, six months before the Conference, to discuss how scientific and technological activities could be reinforced to become more useful and relevant to developmental needs.

The Secretary-General of the Conference

Mr. João da Costa was appointed Secretary-General of the Conference in January 1977, having served twice as Chairman of the United Nations Committee on Science and Technology for Development (CSTD). He holds the rank of Ambassador in the Brazilian Diplomatic Service and has served in a number of posts, including the United Nations, Paris, Algiers, Lima and Rotterdam. Mr. da Costa is known also as writer of scientific and technological treaties and articles.

On February 21st, 1978, Secretary-General Kurt Waldheim announced the appointment of Mr. Guy B. Gresford of Australia as Deputy Secretary-General of the United Nations Conference on Science and Technology for Development. Mr. Gresford has had a long experience of science administration.

Canadian preparations for the Conference are the responsibility of two interdepartmental committees (a Policy Committee and a Steering Committee) established by the Department of External Affairs. The Department of Industry, Trade and Commerce participates in the work of both committees and would be pleased to submit to them information and advice received from the business community concerning the general approach to be adopted by Canada concerning the issues to be faced at the Conference. Contributions should be addressed to:

Director General

Technology Branch

Department of Industry, Trade and Commerce
235 Queen Street
Ottawa, Ontario
K1A 0H5

Textile and Clothing Import Restraint Measures

Industry, Trade and Commerce Minister Jack Horner and Finance Minister Jean Chrétien recently announced measures respecting imports of textile and clothing products to the Canadian market.

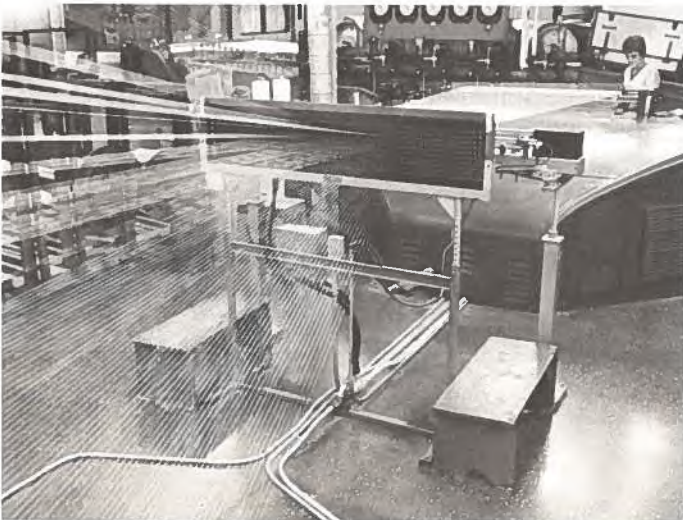
Next January 1, a series of bilateral export restraint arrangements which have been concluded with Canada's major low-cost foreign suppliers of clothing will be implemented. The global import monitoring program also will be strengthened to ensure that the terms of the arrangements are carried out and provide up-to-date information on imports from all sources, both restrained and unrestrained. These new measures will replace the global quota on clothing which will end on December 31, 1978.

The bilateral arrangements will limit the volume of imports from these major suppliers in 1979 to slightly above 1975 levels. The arrangements were concluded with Hong Kong, the Republic of Korea, the People's Republic of China, Poland, Romania and the Philippines for up to three years. Imports from Taiwan also will be restrained. These seven sources accounted for more than 80 per cent of total imports of clothing in 1977.

In the past, sudden sharp increases in imports have seriously disrupted production and employment in Canada's domestic industry. The new measures will provide continuing stability in the market, allowing manufacturers, importers and retailers to plan with greater confidence to meet consumer needs.

At the same time, the arrangements provide for annual growth in import levels, as well as special liberal provisions for infants' and children's wear. These provisions will guard against shortages of certain product lines and undue price increases and take into account the concerns expressed by consumer, importer and retailer groups. In addition the availability of imports from non-restrained sources will ensure that the Canadian market has access to a broad range of goods from these sources, providing an additional measure of price competition.

The import monitoring system will be comprehensive, timely and tight. Every shipment from any foreign source will require an import permit. The computerization of the system will provide up-to-date information on imported goods and avoid delays in identifying potential problem areas. It will also signal any significant shifts in prices should they occur.



It is the government's intention to act promptly to stop sharp increases in imports from any unrestrained source or any attempt to exploit the system.

The Ministers cautioned importers that any potentially disruptive shifts in the pattern of trade could lead to further restraint measures.

Background

Global Quota on Clothing Imports

- Introduced on November 29, 1976, under Article XIX of the GATT as an emergency measure to stabilize the Canadian clothing market.
- The market had been disrupted in 1976 by a sudden 46 per cent increase in imports over 1975 levels (from approximately 185 million units in 1975 to 271 million units in 1976).
- Percentage share of the market held by domestic clothing manufacturers dropped from 64.3 per cent in 1975 to 55.6 per cent in 1976. Market share held by imports showed a corresponding increase from 35.7 per cent in 1975 to 44.4 per cent in 1976.
- the domestic industry experienced declining production and employment in 1976.

Effect of the Global Quota

- Total clothing imports in 1977 declined to approximately 184 million units, slightly below 1975 levels.
- This resulted in a significant improvement in the outlook and confidence of the clothing industry and the textile industry, 50 per cent of whose production is used by clothing manufacturers.
- In 1977, domestic clothing producers increased their market share to 64.6 per cent while imports dropped back to a 35.4 per cent share.
- Some domestic manufacturers report that their bookings, sales, investment and employment are now increasing.
- Employment in the clothing sector is expected to regain the 1975 level of 115,000 in 1978.
- Increases in consumer clothing prices during 1977 have been less than the price increases for other consumer products. In 1977 the CPI for clothing increased 7.3 per cent against an increase of 9.8 per cent for consumer items in general.

The government considers that bilateral arrangements are preferable to the global quota as a longer term measure to maintain the required stability in the market.

The bilateral arrangements which have been concluded with the 7 major suppliers account for 80 per cent of total imports.

In addition, other suppliers named by the Textile and Clothing Board as being potentially disruptive are being advised that any sudden sharp increases in their exports to Canada could lead to a request for consultations with the aim of concluding further bilateral restraint arrangements.

The following are basic details of the existing arrangements:

At least 3 years commencing January 1, 1979, except in the case of the arrangement with China which is for two years. This shorter duration reflects the fact that this is the first time China has entered into such a restraint arrangement, making agreement to a longer term not possible at this time.

Most arrangements contain provisions for consultations on extensions of their term.

For certain textiles and textile products (e.g. acrylic yarn, cotton terry towels, bedsheets, worsted fabrics) restraint levels are also in effect with some of the suppliers in 1978.

Coverage varies among the arrangements but includes overall those garments identified by the Textile and Clothing Board (TCB) as requiring restraint and currently subject to the global quota, plus certain primary textiles and textile products.

The clothing items included fall into the following 15 categories:

Outerwear, men's and boys' structured suits and blazers; men's and boys' shirts, including T-shirts and sweatshirts; women's and girls' shirts, including T-shirts and sweatshirts; sweaters; pants, jeans and shorts; sportswear, including dresses and co-ordinates; top coats, overcoats and jackets; sleepwear; underwear; foundation garments; swimwear; unstructured suits; raincoats; leather coats.

Under the level of restraints, imports from the seven suppliers will be held to 138 million units in 1979.

This first year import level in the arrangements reflects an average annual increase from these suppliers of two per cent from 1975.

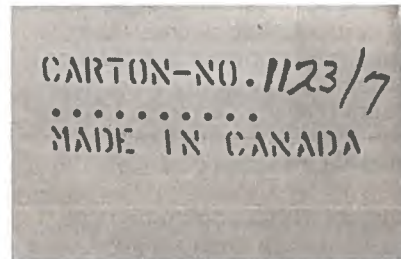
Imports of outerwear in 1979 will be at the 1975 level.

For other sensitive items such as shirts, structured suits, and sweaters, 1979 imports will be three per cent or less over 1975 levels.

Growth rates for import levels in subsequent years of the arrangements will average three per cent per annum (compared to growth rates of 12 to 18 per cent in any consecutive four-year period since 1969).

For the most sensitive items such as outerwear, structured suits, and shirts annual growth will be one per cent.

These restraint levels will allow the domestic industry to steadily improve their competitive efficiency.



Canada's accession to the arrangement regarding International Trade in Textiles (ITA)

The Secretary of State for External Affairs, Don Jamieson, and Industry, Trade and Commerce Minister Jack Horner, have announced that Canada will accede to the recently renewed Arrangement Regarding International Trade in Textiles (ITA).

The ITA is an international agreement whose main objective is to encourage the progressive liberalization of international trade in textiles while, at the same time, ensuring the orderly conduct of such trade by avoiding disruption of markets and production in both importing and exporting countries. To prevent such disruption, the ITA provides importing countries with the means to apply selective restraint measures either through the negotiation of bilateral arrangements or the unilateral imposition of selective import restrictions.

The bilateral restraint arrangements which have been concluded with Canada's major low-cost clothing suppliers are in keeping with the provisions of the renewed ITA, thus clearing the way for Canada to accede to the ITA.

Accession to the Arrangement will provide Canada with continued access to internationally accepted mechanisms for dealing with textile trade problems. It also will be welcomed by our major trading partners as evidence of Canada's interest in seeking bilateral solutions to international trade problems.

How a Retailer Can Profit From Facts

Do you want to

- estimate the size of your market and calculate your share?
- find out more about your customers — where they live, what they buy, how much money they have to spend, what sort of homes they live in?
- compare your costs with those of similar firms?
- forecast consumer demand for your products?
- reach the appropriate market when advertising your business?

If you do, but you don't know how to, this booklet can help you.

Statistics Canada has just released an interesting new booklet "How a Retailer Can Profit From Facts". This is aimed at owners and managers of medium-sized and smaller businesses and contains sections on understanding statistical jargon and advice on how to use statistics.

The five stories, or case studies, in this booklet give a good idea of some of the types of information available and how it can be used, say, to help someone get started in a business, someone thinking of expanding a business, a manager considering opening a new store in the suburbs, a retailer assessing his financial situation, and a retailer to advertise in the right market.

If you cannot find the figures you want, or you need help in using statistics, contact User Advisory Services at the nearest Statistics Canada office. User Advisory Services has reference centres in nine cities across Canada from St. John's to Vancouver and these are listed in the book.

Knowing how to use the more than 1,000 Statistics Canada publications is really quite straightforward when one knows how but there are a number of pitfalls for the unwary and, while many of them can be avoided by common sense, some might not be readily apparent to the inexperienced user, and this also is explained, with words of warning and caution.

Single copies of this booklet are free, but there is a nominal charge for multiple copies.

How A Retailer Can Profit from Facts is the second in a series for smaller businesses. The first was for manufacturers. The next one will be for construction firms.

There is a free "Statistics Canada Catalogue" which lists and describes all their publications, as well as unpublished information. For people who want to be completely up-to-date there is "Infomat", a weekly publication which is also available free and which lists the publications issued the previous week and features some of the highlights. They also publish a daily bulletin called Statistics Canada Daily which is available at \$25.00 a year. The Daily provides advance information, usually in compact form, from forthcoming publications and also lists the publications released that day.

Statistics Canada does not normally publish forecasts, but there are a few exceptions to this rule. Chief among them are the population projections for Canada and the provinces.

It is impossible to describe here all the publications and unpublished data which are obtainable but these are relatively inexpensive and available to everyone.

To subscribe to publications please write to:

Publications Distribution
Statistics Canada
 Room 1405, Statistics Canada Bldg.
 Tunney's Pasture
 Ottawa, Ontario K1A 0T6

Are you an Equipment Supplier or a Consultant? if so, we have something of interest for you. . .

The booklet entitled "International Financing Data", published by Industry, Trade and Commerce, contains a wealth of information on the services of the International Divisions of Canada's chartered banks, a description of the assistance offered by the Export Development Corporation, the functions of the Canadian International Development Agency, and details on the major international development banks of which Canada is a member.

This booklet may be obtained from
The Office of Overseas Projects
 Department of Industry, Trade and Commerce
 235 Queen Street
 Ottawa, Ontario K1A 0H5

Notice:

E.E.C. REGULATIONS No. 965/78, May 8, 1978

Canadian exporters to the European Economic Community who are interested in obtaining E.E.C. Regulations published recently may address their requests to:

Western Europe I Division

European Bureau

Department of Industry, Trade and Commerce
 235 Queen Street
 Ottawa, Ontario K1A 0H5

Telephone Hotline set up to cut Red Tape and Paperburden

Any small business in Canada can now telephone Ottawa collect for ombudsman service to cut red tape and eliminate paperwork problems.

The hotline, (613) 995-9197, operates Monday through Friday, 8:30 a.m. to 5:00 p.m., Eastern Time. Ombudsmen will accept collect calls from any business in Canada.

The agency providing this help is the Paperburden Office, a small and temporary trouble-shooting arm of the Federal Government. The Paperburden Office has established the telephone hotline to provide information and quick action on problems involving red tape or confusing, duplicative or excessive paperwork.

After callers describe their problems, an ombudsman will go to work on their behalf to seek solutions immediately. If a problem is not solved within five days, the ombudsman will provide the caller with a progress report and follow up until the case is resolved. If the complaint does not concern paperburden, the ombudsman will refer the case to the responsible federal department and provide the caller with the name of an official in that department for further contact, the address and the telephone number.

The excessive paperwork can be eliminated without harming government programs. The Paperburden Office has been established as a two-year project to take quick action on individual cases and recommend long-term solutions for basic problems. The Office is committed to reducing the cost of the Federal paperburden by at least \$100 million.

Simplifying Government — Facts about the Paperburden Office

Purpose. Over the next 24 months, to alleviate the paperburden problems of business in Canada, especially small business. Paperburden is defined as unnecessary or excessive paperwork which can be eliminated without harming government programs.

The burden. The costs of paperburden include delay, confusion, and irritation, as well as direct dollars. The cost to Canadians of Federal paperwork has been estimated at more than \$10 billion a year.

The approach. Basically manned by a small and very active temporary staff who will identify immediate problems and individual hardships, then seek quick action from Federal departments and agencies. For more basic problems, fundamental reforms will be developed.

Ombudsman service. Business firms with paperburden problems can obtain help by telephoning the Paperburden Office collect at (613) 995-9197.

Ombudsmen also work on cases referred to them by Members of Parliament, trade associations, and others.

Hearings. To obtain first-hand information on problems, and to achieve solutions not limited to an Ottawa perspective, the Paperburden Office will conduct public hearings across Canada. The schedule for these will be announced.

Streamlining programs. Major government programs, such as taxation, manpower, and corporate reporting, will be analyzed by the Paperburden Office, which will then recommend steps to eliminate burdensome paperwork and improve information-handling practices.

Improving governmental processes. To eliminate problems that are common to many departments and programs, the Paperburden Office will seek reforms in the basic workings of government — action areas will include the reduction of duplication among agencies, and increased sharing of information while safeguarding confidentiality and privacy.

Preventing future problems. To help prevent the growth of paperburden, the Office works in close liaison with a unit of Statistics Canada responsible for instituting controls on the amount and types of new paperwork that can be imposed by government.

Inter-governmental cooperation. The Office will work in close cooperation with other levels of government (provincial, regional, local) which have similar efforts underway in their respective jurisdictions.

Paperburden Office. The Office is headed by Jim Howe, who reports to the Hon. Anthony C. Abbott, Minister of State for Small Business. It will be in operation for two years, and will have a full-time staff of approximately 15 persons. It is located at:

365 Laurier Avenue West
15th Floor
Ottawa, Ontario
K1A 0H5
Tel: (613) 995-6877



The Development of:

Industrial Research Institutes

Centres of Advanced Technology

Industrial Research Associations

Over a Decade 1967-1977

Canada
Commerce

July issue 1978
Quarterly Review

Published by the Department
of Industry, Trade and Commerce

Established in 1904

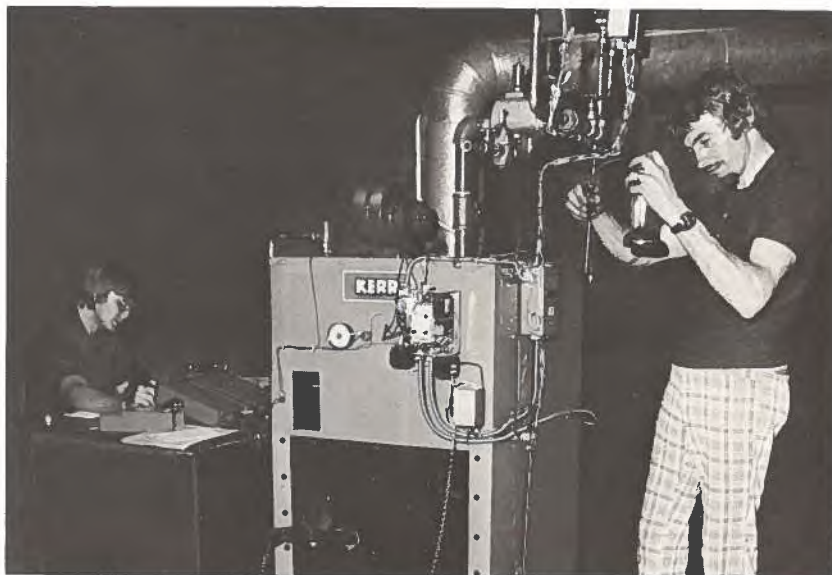
Minister
Jack H. Horner

Minister of State for Small Business
Anthony C. Abbott

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Technology Branch
Department of Industry, Trade and Commerce
Ottawa, 1978



Determination of the combustion efficiency of a new woodburning stove being carried out on behalf of an industrial client by staff of the Atlantic Industrial Research Institute at the Nova Scotia Technical College.



The Catalasimetre — an instrument for the rapid estimation of the amount of the enzyme "catalase" present in aqueous solutions — developed by the Centre des recherches en sciences appliquées à l'alimentation (CRESALA) and now manufactured by Allca Instruments Cie Ltée.

Preface

As competition from foreign manufacturers steadily increases, research and development are becoming more and more necessary for the sustained growth of Canadian manufacturing firms both large and small.

To ensure that the appropriate research and development facilities are available to these firms, the Department of Industry, Trade and Commerce has been providing grants to universities, provincial research organizations and industrial associations to encourage the establishment of Industrial Research Institutes, Centres of Advanced Technology and Industrial Research Associations.

These organizations are meant to provide technical advice, undertake research and development projects and generally improve the transfer of technology from the research laboratory to the production floor. Such services are provided on the basis of specific contracts, annual membership fees, or a combination of the two. Since the various research organizations are meant to become financially self-supporting from these activities, grants are provided by the Department only during the first few years of operation.

Starting in 1967, grants have been made to certain universities under the Industrial Research Institute Program to assist with the establishment of institutes capable of stimulating the use of the technical expertise and laboratory facilities of the universities by industrial companies. Assistance is now available from these university institutes with respect to small or large problems covering a wide range of technical areas.

Subsequently, grants have been made to certain universities and provincial research organizations under the Centres of Advanced Technology Program to encourage the establishment of research and development facilities in specific technologies of importance to the expansion of Canada's industrial capability.

Finally, under the Industrial Research Association Program assistance has been provided for the establishment of research and development facilities to meet the needs of companies in specific industrial sectors.

During the past ten years, 22 new organizations have been created as a result of the assistance provided by these programs. Eleven of them are now financially independent of the programs and the remainder are developing satisfactorily. This report briefly describes the types of organizations that have been created and the work they are doing.

Industrial Research Institutes

Over the past decade, nine universities have established Industrial Research Institutes. Seven of these institutes are now financially independent and, in some cases, administer contract research activities exceeding \$1 million per annum. Only the last two institutes to be established are still receiving grants and it is anticipated that they will be financially independent by 1980.

The grants for the support of these institutes have ranged from \$30,000 to \$60,000 per annum for periods of 4 to 7 years, according to individual circumstances. The grants were used to help pay the cost of salaries and specified administrative expenses during the initial period when revenue from contract research activity was small. Grants were terminated as soon as revenue from contract research permitted.

The establishment of these institutes has encouraged and assisted the nine universities to serve industry by carrying out contract research and development projects and providing technical information and advice. At the same time, staff and students in the universities have gained a better appreciation of day-to-day industrial problems:

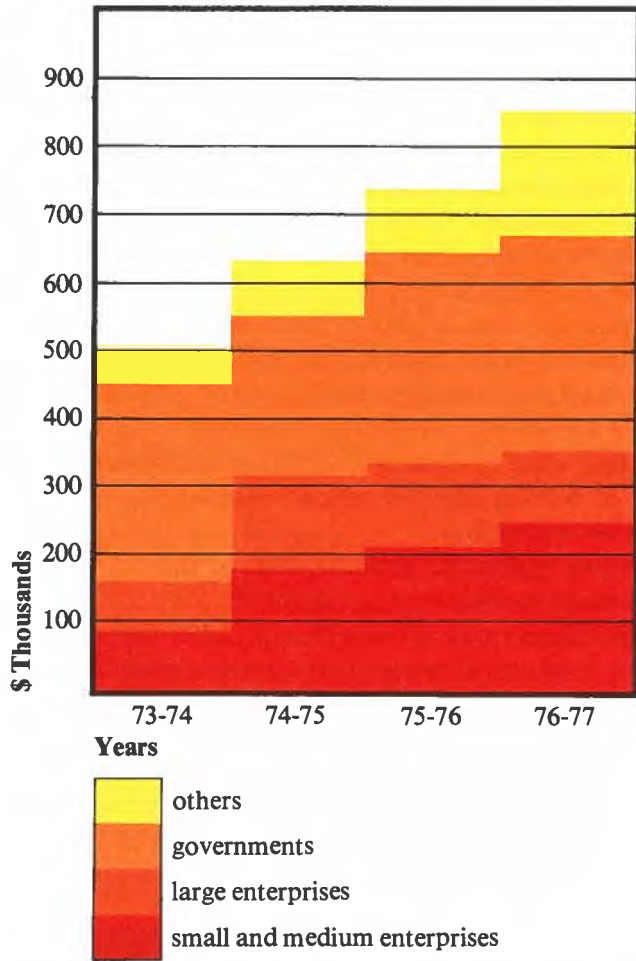
The amount of contract work undertaken varies from one institute to another, depending on the size of the university and the amount and type of industry in the immediate geographical area. As might be expected, the institutes with the largest incomes are associated with McGill, McMaster, Waterloo and École Polytechnique de Montréal. The overall success achieved by the institutes in carrying out technical work under contract is shown in the accompanying chart, at the bottom of page 3.

The Industrial Research Institutes can offer specialized research facilities needed by the larger companies. More importantly, they can provide small companies with extensive research and development capabilities that the companies could not possibly maintain themselves.

University	Grant & Term	Termination
Nova Scotia Tech	\$270,000 • 7 yrs	Mar 31-74
Windsor	236,895 • 7 yrs	June 30-74
McMaster	358,000 • 7 yrs	Sept 30-74
Waterloo	244,557 • 6 yrs	Nov 30-73
Ryerson	150,000 • 5 yrs	July 31-77
Manitoba	285,000 • 5 yrs	Sept 30-78
McGill	204,000 • 4 yrs	Aug 15-75
Ecole polytechnique	260,000 • 5 yrs	Sept 30-76
U du Québec à Montréal	300,000 • 5 yrs	May 31-78

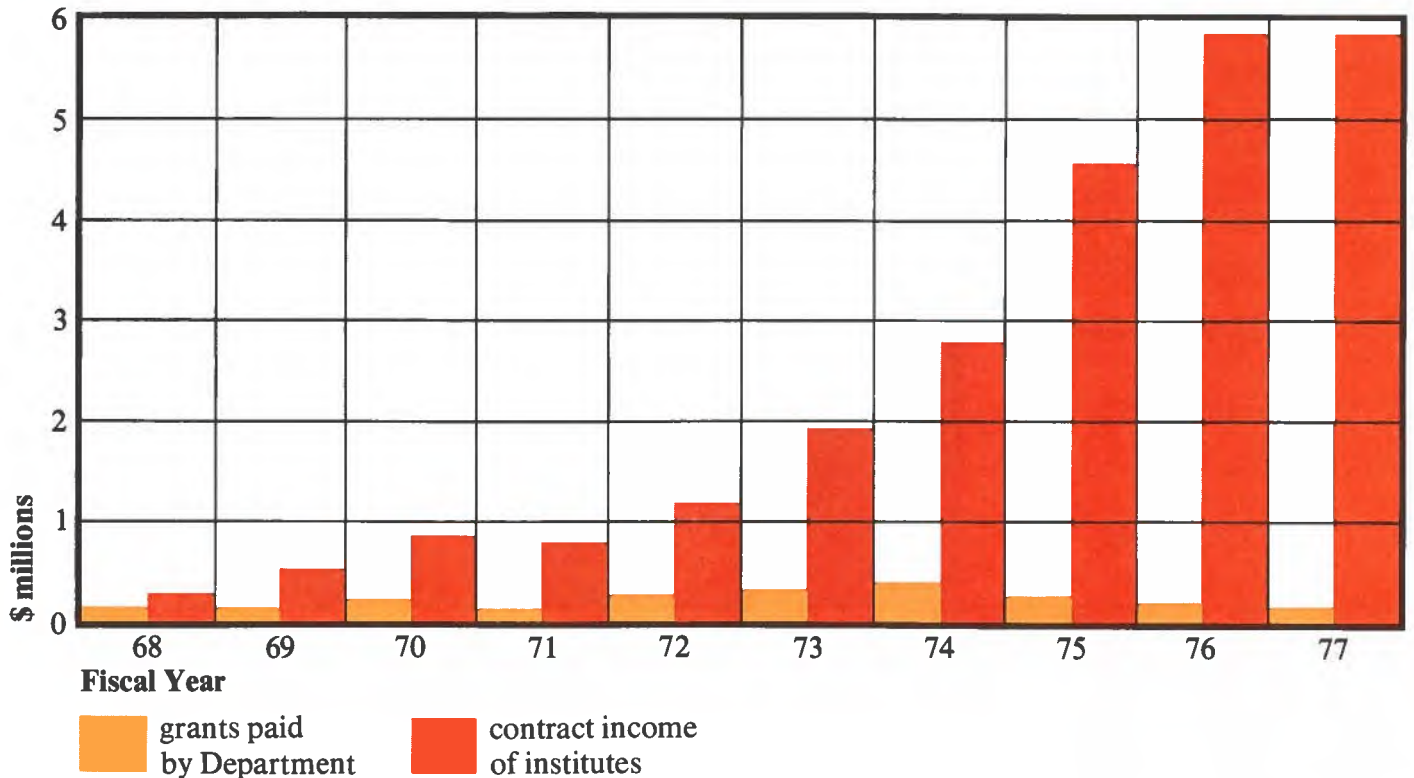
Grants Authorized to Date March 31/78 = \$2,308,452

**Centre of
Advanced Technology
Sources of Research Projects**



Small and large companies, federal and provincial governments, and public utilities are now using the services offered by the institutes. By way of example, the chart at left shows to what extent each of these groups has sought the services of the Centre de développement technologique at École Polytechnique de Montréal. However, the chart shows only part of the story. Large companies and government usually contract for large projects, whereas small companies invariably contract for modest projects. The net result: many small projects carried out for small firms and relatively few large projects carried out for other organizations.

Each Industrial Research Institute has a management or advisory board composed of members of the university staff and representatives of industry and the Technology Branch. The boards have guided the development of the individual institutes and helped foster greater contact between industry, government and the academic community.



Centres of Advanced Technology

The first Centre of Advanced Technology, devoted to the utilization of numerically-controlled machine tools, was established at McMaster University in 1970. Additional centres concerned with other technologies have since been established in four other universities and five provincial research organizations.

In general, the centres are based on an existing technical capability of the parent organization which has been upgraded and expanded with the help of grants of up to \$175,000 per annum for periods of three to seven years. The centres are expected to become financially independent by the provision of advice, assistance and research services to industry. Of the ten centres established, only five are currently receiving grants in support of their operations — see the chart on page 5.

The role of a Centre of Advanced Technology is to develop and maintain an outstanding technical competence in a specific technological field and, under contract to individual firms, to provide training in the evaluation and operation of new manufacturing techniques, and assistance with development projects.

The services provided by a Centre of Advanced Technology are of interest primarily to industrial companies and are based on the physical and human resources of the centre itself rather than the total resources of the parent organization. Consequently, a Centre of Advanced Technology is usually unable to pursue large government contracts and can only develop a contract income commensurate with its limited resources. Success, therefore, is measured not in terms of large dollar values of contract income but rather in terms of the centre's capacity to attain a state of financial independence through the sale of sophisticated technical services in a restricted area of technology.

In two instances, establishment of the Centre of Advanced Technology has involved the construction of an entirely new physical facility, i.e. the Canadian Food Products Development Centre at the Manitoba Research Council and the Centre for Ocean Engineering at B.C. Research. In all the other cases, the centres have utilized the existing facilities and equipment of the parent organization, with additional staff and equipment being added to meet the centres' needs.



Practical instruction in the operation of N.C. machine tools in progress at the Canadian Institute of Metalworking. Short courses for supervisory and engineering staff of companies about to acquire or already using N.C. machine tools are regularly arranged by the Institute.

Centres & Parent Institutes

Self-supporting

Grant & Terms

Termination

Centre for Powder Metallurgy Ontario Research Foundation	\$450,000 • 3 yrs	June 30-74
Systems Building Centre University of Toronto	300,000 • 3 yrs	Sept 30-74
Canadian Institute of Metalworking McMaster University	830,000 • 6 yrs	Sept 30-76
Centre for Ocean Engineering B.C. Research	1,225,000 • 3 yrs	Mar 14-76
Centre de Technologie de l'Environnement Université de Sherbrooke	300,000 • 3 yrs	Oct 31-77

Still Under Development

Grant & Term

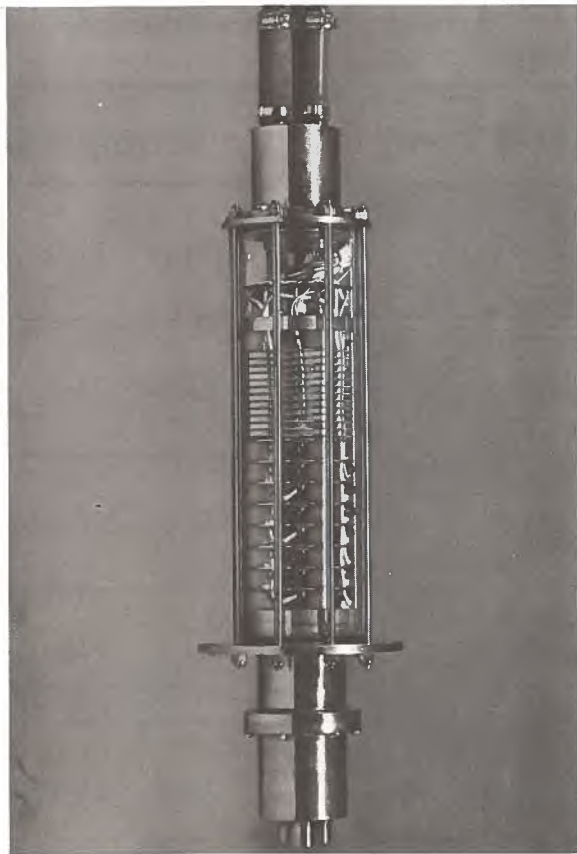
Termination

Centre for Ocean Technology Nova Scotia Research Foundation	\$875,000 • 5 yrs	May 31-79
Systems Analysis, Control & Design Activity University of Western Ontario	875,000 • 5 yrs	Oct 31-78
Biomedical Instrumentation Development Unit University of Toronto	875,000 • 5 yrs	Feb 28-81
Canadian Food Products Development Centre Manitoba Research Council	550,000 • 5 yrs	Mar 31-79
Health Industry Development Centre Manitoba Research Council	225,000 • 3 yrs	Dec 31-79

Grants Authorized to Date March 31/78 = \$6,505,000

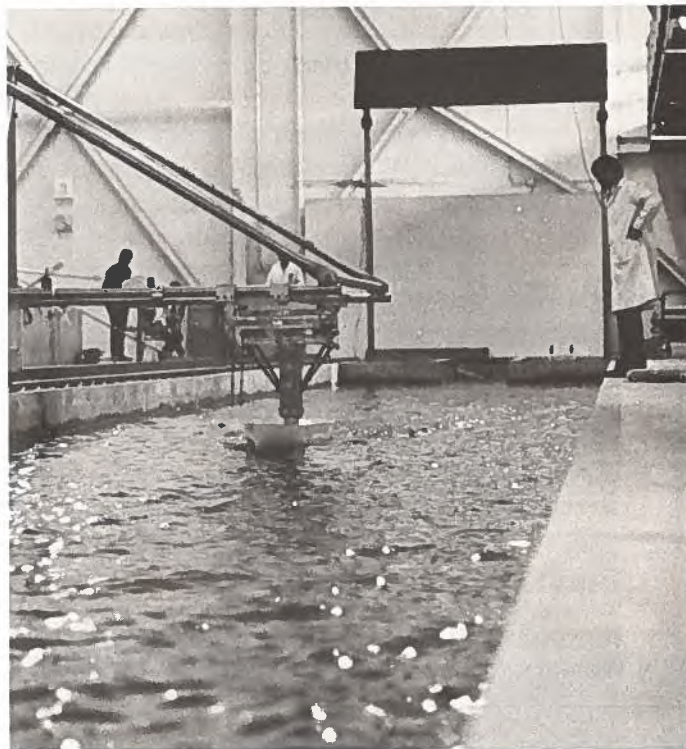
Since each centre was established as a result of the initiative of the parent organization, it is not surprising that the technological concerns of the centres should reflect the manufacturing interests of the regions in which they are situated. Thus, the engineering work necessary for effective exploitation of the oceans is concentrated in Nova Scotia and British Columbia, whereas the production and use of metal is pursued in Southern Ontario.

However, some centres have been established with a view to promote the expansion of certain types of manufacturing activity in Canada through the provision of technical expertise. Thus, the development of instrumentation and equipment for use by the various health services and its manufacture to an increasing extent in Canada underlies the establishment of the Biomedical Instrumentation Development Unit and the Health Industry Development Centre.



An improved, electrical, slip-ring assembly for incorporation in winches serving diving bells and towed sensors. This is only one of a number of devices developed by the Centre for Ocean Technology at the Nova Scotia Research Foundation Corporation.

Whatever the technological specialty, each centre is working to increase the sophistication of the processes used and the products made by Canadian companies and, thereby, improve the general international competitiveness of Canadian manufacturers.



Preliminary trials in progress during the commissioning of the towing tank in the Centre for Ocean Engineering at B.C. Research.

Industrial Research Associations

Industrial Research Associations, i.e. organizations carrying out research and development work related to the problem of a specific industrial sector and supported jointly by companies in the sector, represent an attractive way of meeting industrial needs in certain specific cases. This is demonstrated by the establishment of the Canadian Welding Development Institute and the Sulphur Development Institute of Canada in 1973 and the Canadian Gas Research Institute in 1974.

Grants provided to assist with the establishment and initial operation of industrial research associations amount generally to \$175,000 per annum for periods of five to seven years, although these limits have been exceeded when substantial interest and financial involvement were evinced by a provincial government in the activities of the research association. The grants awarded for the support of industrial research associations are shown on the chart below. In due course, these organizations are expected to become financially independent of government funding and be able to sustain future operations through contributions from supporting companies and fees for services provided under contract.

Since its inception, the Canadian Welding Development Institute has encouraged and facilitated the training of welding supervisors through correspondence courses and special short courses. It has also organized seminars for professional engineers dealing with Welding Design and Practice. The technical activities of the Institute are currently undertaken by engineers located temporarily in the laboratories of Ontario Hydro and Atomic Energy of Canada Limited. In due course, the Institute plans to have its own central experimental facilities.

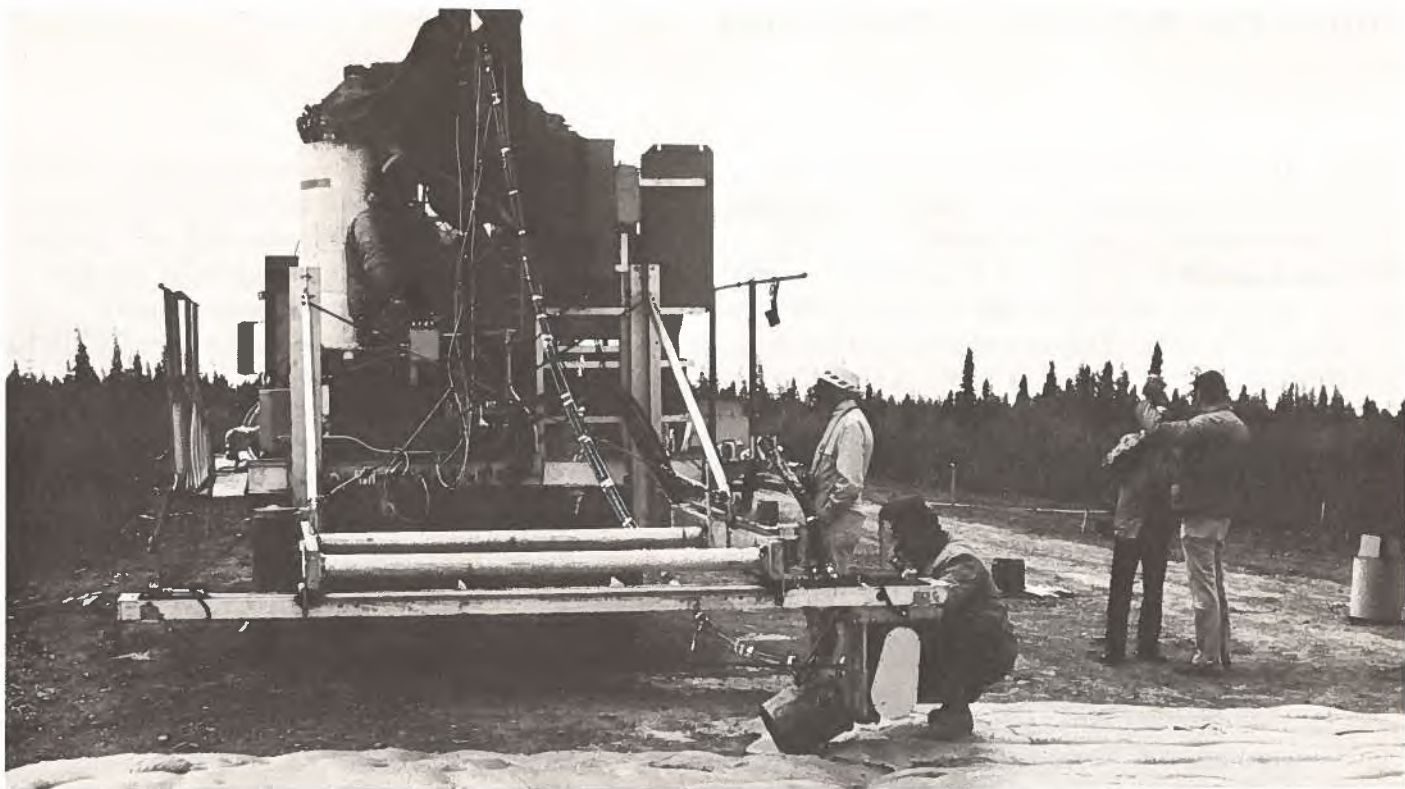
Planning for the construction and funding of these is underway. The major thrust of the Institute's research activities will embrace the welding requirements of nuclear power stations and natural gas pipelines — two major components of Canada's energy complex that demand reliable welding.



Professional engineers hard at work during a seminar organized by the Canadian Welding Development Institute. Development of improved welding processes and weld inspection techniques and the transfer of welding technology to engineers, supervisory staff and practical welders are prime concerns of the Institute.

Association	Grant & Term	Termination
Sulphur Development Institute of Canada	\$1,799,000 • 5 yrs	June 30-78
Canadian Welding Development Institute	875,000 • 5 yrs	July 31-78
Canadian Gas Research Institute	875,000 • 5 yrs	Dec 31-79

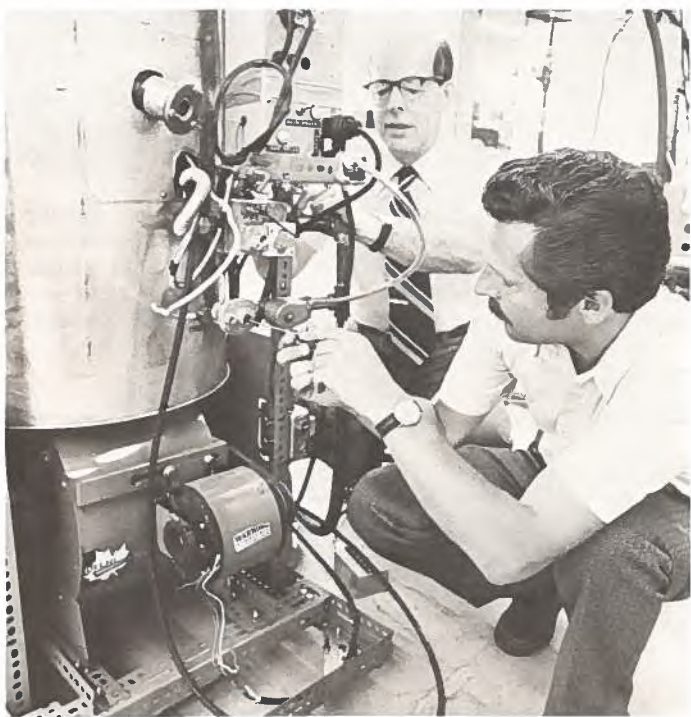
Grants Authorized to Date March 31/78 = \$3,549,000



Experimental application of a foamed-sulphur composition to a roadbed. The material is heated to the molten state and spread on the roadbed, where it quickly expands and sets. The road can be completed by topping with asphalt or gravel and then shows improved resistance to heaving during freeze and thaw cycles. This work was carried out by the Chevron Chemical Company with the support and assistance of the Sulphur Development Institute of Canada.

The Sulphur Development Institute of Canada has been supported jointly by the Department of Industry, Trade and Commerce, the Alberta Government and sulphur producing companies in Western Canada. Its basic purpose is to develop new uses for sulphur in order that the large stock piles of sulphur and the ongoing production of sulphur associated with the production of natural gas may be consumed in profitable ways. Development work in progress is concerned chiefly with the use of foamed sulphur as an insulating material and the incorporation of sulphur in asphaltic mixes and concretes.

The Canadian Gas Research Institute was established by the Canadian Gas Association in recognition of the growing interest in research and development by the members of the Association. Considerable work has been done to improve the reliability and performance of existing gas appliances. The accompanying illustration depicts one of several gas appliances under development which promises much more efficient consumption of natural gas. The Canadian Gas Research Institute has its own laboratory facilities and, like the Canadian Welding Development Institute, is prepared to carry out research and development contracts for companies that are members of the Institute and others. However, the latter can expect to pay a higher rate than members for contracted services.



A prototype, high-efficiency, chimneyless gas furnace under development at the Canadian Gas Research Institute — one of several devices intended to permit better utilization of our natural gas resources.

Universities, provincial organizations and industrial associations wishing to establish organizations similar to those described in this report are invited to communicate with:

**Director General,
Technology Branch,
Department of Industry, Trade & Commerce,
235 Queen Street,
Ottawa, Ontario. K1A 0H5**

A complete listing of the 21 Industrial Research Institutes, Centres of Advanced Technology, and Industrial Research Associations appears on the following pages.

Industrial Research Institutes

**Industrial Research Institute
of the University of Windsor**
Windsor, Ontario
N9B 3P4
Tel: (519) 253-8862

**Atlantic Industrial Research
Institute**
Nova Scotia Technical College
Halifax, Nova Scotia
B3J 2X4
Tel: (902) 429-8300

**Centre for Applied Research and
Engineering Design Incorporated**
McMaster University
Hamilton, Ontario
L8S 4K1
Tel: (416) 522-9140

Waterloo Research Institute
Office of Research Administration
University of Waterloo
Waterloo, Ontario
N2L 3G1
Tel: (519) 885-1211

Ryerson Applied Research Limited
380 Victoria Street
Toronto, Ontario
M5B 1W7
Tel: (416) 595-5033

Office of Industrial Research
University of Manitoba
Winnipeg, Manitoba
R3T 2N2
Tel: (204) 474-9463

**Le Centre de développement
Technologique de l'École Polytechnique
de Montréal**
2500, av. Marie-Guyard
Montréal (Québec)
H3C 3A7
Tél. (514) 344-4720

Office of Industrial Research
McGill University
853 ouest, rue Sherbrooke
Montréal (Québec)
H3A 2T6
Tél. (514) 392-4963

**Centre de recherches en sciences
appliquées à l'alimentation**
Université du Québec à Montréal
Montréal (Québec)
H3C 3P8
Tél. (514) 282-6954

Centres of Advanced Technology

**Canadian Institute of Metalworking
McMaster University**
Hamilton, Ontario
L8S 4K1
Tel: (416) 525-9140

**Systems Building Centre
University of Toronto**
35 St. George Street
Toronto, Ontario
M5S 1A4
Tel: (416) 928-8653

**Centre for Powder Metallurgy
Ontario Research Foundation**
Sheridan Park
Mississauga, Ontario
L5K 1B3
Tel: (416) 822-4111

**Centre for Ocean Engineering
B.C. Research**
3650 Westbrook Mall
Vancouver, British Columbia
V6S 2L2
Tel: (604) 224-4331

**Systems Analysis, Control and
Design Activity (SACDA)
University of Western Ontario**
London, Ontario
N6A 5B9
Tel: (519) 679-6570

**Canadian Food Products Development
Centre
Manitoba Research Council**
210 — No. 1 Lakeview Square
155 Carlton Street
Winnipeg, Manitoba
R3C 3J1
Tel: (204) 944-2040

**Centre for Ocean Technology
Nova Scotia Research Foundation**
100 Fenwick Street
Box 790
Dartmouth, Nova Scotia
B2Y 3Z7
Tel: (902) 424-8670

**Biomedical Instrumentation
Development Unit
Rosebrugh Building
University of Toronto**
Toronto, Ontario
M5S 1A4
Tel: (416) 978-6666

**Centre de technologie de
l'environnement
Université de Sherbrooke**
Sherbrooke (Québec)
J1K 2R1
Tel: (819) 565-4423

Industrial Research Associations

Canadian Gas Research Institute
55 Scarsdale Road
Don Mills, Ontario
M3B 2R3
Tel: (416) 447-6465

**Canadian Welding Development
Institute**
254 Merton Street
Toronto, Ontario
M4S 1A9
Tel: (416) 487-5415

**Sulphur Development Institute
of Canada**
Suite 830
Bow Valley Square
202 - 6th Avenue North West
Calgary, Alberta
T2P 2R9
Tel: (403) 265-4220





Government
of Canada

Gouvernement
du Canada

Industry, Trade
and Commerce

Industrie
et Commerce

Selling to the World at German Trade Fairs



Are you interested in finding out what your customers want, what your competitors are doing, what new technologies are being developed in your industry — in short, do you want to increase your sales and with them your profits? If not, you need not read this article. But if you are on the lookout for new sales possibilities, why not consider visiting a German trade fair tailored to your interest. They are, indeed, eye-openers in many respects. These professionally run fairs, which are usually open to trade visitors only, are shop windows for the world. Practically all those that are listed in the appendix to this article are international in scope, with exhibitors from many countries and with trade visitors from virtually every country although, as you might expect, the majority are from Europe.

We have often heard comments from Canadian visitors about the effectiveness and professionalism of German trade fairs. In a few days they provide you with fresh insights which would otherwise demand far more extensive travel and individual visits. They represent a first-class cross-section of your industry, show you the latest developments, bring you into contact with all the important firms you want to meet and give you more than sufficient contacts for follow-up work for weeks. Most of these fairs have long waiting lists for new exhibitors — but we might be able to help you to get in if you are interested. On the other hand you might find it worthwhile just to attend one of these fairs as a trade visitor, an experience we are convinced will be worth your time and money. The long list of international fairs staged in Germany may at first confuse you. However, we visit many of these fairs on a regular basis and can supply you with detailed information. Do not be afraid of language problems — you will always get along very well with English or French.

Visiting a fair

A word of caution: to make your visit worthwhile; come prepared. You will be asked all kinds of technical and price questions, so bring along a plentiful supply of detailed literature on your product and be prepared to supply both C.I.F. and F.O.B. prices, preferably in U.S. dollars. Be ready to work hard: fairs are always open on weekends and many conferences and discussions are carried on until late in the night. Accommodation is always a problem.

Exhibiting at a fair

Maybe you will decide to exhibit at one or several German fairs. If so, plan ahead carefully to get the most out of your participation. It is seldom possible to obtain space at the last moment and we recommend you apply at least one year ahead of time. Advance information can be obtained from the fair organizers. Here again the Canadian Trade Commissioners in Germany can help and advise you, so drop us a line and let us know of your plans.

You may not be aware that this Department assists Canadian firms to participate in foreign trade fairs, often under a national stand. You may find it worthwhile to contact the ITC Regional Office nearest you for further details.



How to exhibit

To be effective, an exhibit must get its message across clearly and concisely. Exhibitors should have a clear idea of the theme they wish to project. The layout must be professional and in line with the customary top standard of German trade fair booths. It may be cheaper to enlist the services of German stand constructors in view of the rather high costs of shipping from and to Canada. It is also advisable to enlist the services of local merchandisers who will arrange an attractive display of your goods. It is important to make proper use of the available space: your booth should not be crammed with merchandise, nor should it have a large empty space. Visitors should be immediately aware of the strong points in your offer.

As we mentioned, German trade fairs are hardworking affairs. You would be well advised not to come alone. There should always be at least one person at your stand who can answer questions in detail. You should be able to leave your stand for some lengthy period to see your competitors and to visit the offices of some of the trade associations (who can line you up with potential agents and/or customers) without being afraid that some important visitors at your stand will be left unattended during your absence. Although local stand assistants can be very helpful in providing translation and other technical services, they cannot be expected to have the detailed knowledge of your product nor will they have the authority to deal with customers. So if possible, bring along a colleague to assist.

Your local agent, if you have one, should also participate in the fair with you to take any orders that develop. Trade fairs also offer excellent opportunities to meet prospective agents and widen your distribution network.

Advance fair publicity is advisable, but is often only available in Germany in connection with paid advertisements. However, it is often possible to buy lists of commercial addresses to which you could send invitations to visit your stand. Strangely enough it seems that invitations sent from Canada with special issue stamps on the envelope attract more attention than those sent from Germany — there are about two million philatelists in Germany and a good future customer may be one of them.

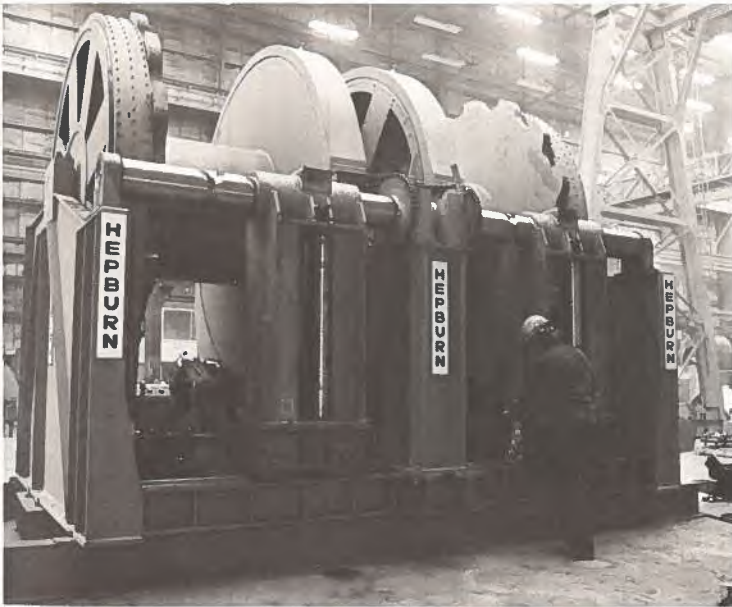
The importance of follow-up cannot be overemphasized. It may not be the best policy to leave the fair on the last day and rush back to Canada on the first available flight — they crowded and overbooked — but it often pays to visit firms after the rush of the fair for a more thorough discussion of possibilities.

There is not the slightest doubt that, once you have seen or exhibited at a German trade fair, you will be enthusiastic about this experience. We have usually found Canadian exhibitors at German Trade Fairs to be the most enthusiastic supporters of such events, which are admittedly extremely exhausting, but even more worthwhile. Have a try!

Here now is the list of those major German Trade Fairs which we commend to Canadian businessmen, whether just for a visit to see what is going on, or for full-fledged participation. We have tried to be complete but there could be some instances in very specialized sectors where we have overlooked an event.

Therefore, if you are interested in a show that may not be on this list do not assume it is of no importance; in such a case please contact the Commercial Division, Canadian Embassy, Bonn, and we will obtain more details.

**O. Schröder,
Commercial Officer, Bonn**



Selected List of Important Trade Fairs in W. Germany, September '78 — December '79

Dates	Location	Name	Fair Organizers
1978			
Sep 10-Sep 13	Duesseldorf	118th IGEDO (International Fashion Trade Fair) with 5th IGEDO-DESSOUS (Trade Fair for Lingerie, Foundations, Swimwear)	IGEDO-Internationale Modemesse GmbH Freiligrathstr. 28 4000 Duesseldorf
Sep 11-Sep 15	Essen	SECURITY 78 (3rd International Security Exhibition with Congress)	AMGE-Ausstellungs- und Messe-GmbH Norbertstr. 56 4300 Essen
Sep 15-Sep 20	Muenchen	IKOFA 78 (12th International Trade Fair of the Food Industry)	Muenchener Messe- und Ausstellungs-GmbH Postfach 121009 8000 Muenchen 12
Sep 15-Sep 21	Koeln	Photokina (World's Fair of Photography — Photo-Cine-Audiovision)	Messe- und Ausstellungs-GmbH Postfach 210760 5000 Koeln 21
Sep 23-Sep 25	Duesseldorf	46th GDS (International Footwear Fair)	Duesseldorfer Messe-GmbH -NOWEA- Postfach 320203 4000 Duesseldorf 30
Sep 23-Sep 26	Koeln	IFMA (International Bicycle and Motor Cycle Exhibition)	Messe- und Ausstellungs-GmbH Postfach 210760 5000 Koeln 21
Sep 23-Sep 27	Frankfurt	Automechanika (International Trade Fair for Equipment for Motor Car Workshops and Service Stations. Motor Car Spare Parts and Accessories)	Messe- und Ausstellungs-GmbH Postfach 970126 6000 Frankfurt 97
Sep 26-Sep 30	Hamburg	Ausstellung und Kongress Schiff, Maschine, Meerestechnik International (Exhibition and Congress Ship, Machinery and Marine Technology International)	Hamburg Messe und Congress GmbH Jungiusstr. 18 2000 Hamburg 36
Sep 30-Oct 8	Essen	Internationaler Caravan-Salon (International Caravan Exhibition)	AMGE - Ausstellungs- und Messe-GmbH Norbertstr. 56 4300 Essen
Sep 30-Oct 8	Friedrichshafen	17th interboot (International Boat Show)	Internationale Bodensee-Messe GmbH Meistershofenerstr. 25 7990 Friedrichshafen
Oct 1-Oct 3	Koeln	SPOGA (International Trade Fair of Sporting Goods, Camping Equipment and Garden Furniture)	Messe- und Ausstellungs-GmbH Postfach 210760 5000 Koeln 21
Oct 1-Oct 3	Koeln	Internationale Gartenfachmesse (International Garden Trade Fair)	Messe- und Ausstellungs-GmbH Postfach 210760 5000 Koeln 21

Oct 1-Oct 5	Muenchen	Mode-Woche Muenchen (International Fashion Fair)	Mode-Woche-Muenchen GmbH Postfach 120927 8000 Muenchen 12
Oct 14-Oct 16	Wiesbaden	Internationaler Salon "Souvenir und Geschenk" (International Souvenir and Gift Fair)	Mauritius-Verlags-, Messe- und Werbe-GmbH Wittelsbacher Str. 10 6200 Wiesbaden
Oct 17-Oct 21	Muenchen	Transport 78 (Goods and Passenger Transport Systems — International Trade Fair)	Muenchener Messe- und Ausstellungs-GmbH Postfach 121009 8000 Muenchen 12
Oct 18-Oct 23	Frankfurt	Frankfurter Buchmesse (Frankfurt Book Fair)	Ausstellungs- und Messe-GmbH de Boersenvereins des Deutschen Buchhandels Postfach 2404 6000 Frankfurt 1
Oct 19-Oct 29	Hamburg	19. Deutsche Boots-Ausstellung International mit EMTEC Trade Days (19th German International Boat Show with EMTEC Trade Days)	Hamburg Messe und Congress GmbH Jungiusstr. 18 2000 Hamburg 36
Oct 22-Oct 26	Duesseldorf	119th IGEDO (International Fashion Trade Fair)	IGEDO-Internationale Modemesse GmbH Freiligrathstr. 28 4000 Duesseldorf
Nov 9-Nov 15	Muenchen	Electronica 78 (International Trade Fair for Components and Assemblies in Electronics)	Muenchener Messe- und Ausstellungs-GmbH Postfach 121009 8000 Muenchen 12
Nov 21-Nov 24	Frankfurt	40th Interstoff (Trade Fair for Clothing Textiles)	Messe- und Ausstellungs-GmbH Postfach 970126 6000 Frankfurt 97
Nov 22-Nov 25	Duesseldorf	MEDICA (International Congress and Trade Fair: Diagnostics-Therapeutics-Techniques)	Duesseldorfer Messe-GmbH -NOWEA- Postfach 320203 4000 Duesseldorf 30
1979			
Jan 17-Jan 21	Frankfurt	HEIMTEXTIL 79 (International Trade Fair for Home Textiles and Household Textiles)	Messe- und Ausstellungs-GmbH Postfach 970126 6000 Frankfurt 97
Jan 20-Jan 28	Duesseldorf	Boat (International Boat Show)	Duesseldorfer Messe-GmbH -NOWEA- Postfach 320203 4000 Duesseldorf 30
Jan 26-Feb 4	Berlin	Internationale Gruene Woche Berlin (International Green Week Berlin)	AMK Berlin Ausstellungs-Messe-Kongress-GmbH Messedamm 12 1000 Berlin 19

Dates	Location	Name	Fair Organizers
1979			
Jan 27-Feb 4	Essen	DEUBAU 79 (9th Building Exhibition and International Building Congress)	AMGE - Ausstellungs- und Messe-GmbH Norberrstr. 56 4300 Essen
Feb 3-Feb 9	Nuernberg	Internationale Spielwarenmesse mit Fachmesse Modellbau, Hobby und Basteln (International Toy Fair with a Special Show of Model Construction Kits and Hobby Crafts)	Spielwarenmesse eG Messezentrum 8500 Nuernberg
Feb 7-Feb 10	Koeln	DOMOTECHNICA (International Fair for Household Appliances, Fittings and Components)	Messe- und Ausstellungs-GmbH Postfach 210760 5000 Koeln 21
Feb 8-Feb 11	Koeln	Internationale Hausratsmesse (International Houseware Fair)	Messe- und Ausstellungs-GmbH Postfach 210760 5000 Koeln 21
Feb 10-Feb 13	Muenchen	INHORGENTA (6th International Trade Fair for Watches, Clocks, Jewellery, Precious Stones and Silverware with their manufacturing equipment)	Muenchener Messe- und Ausstellungs-GmbH Postfach 121009 8000 Muenchen 12
Feb 11-Feb 13	Koeln	Internationale Eisenwarenmesse (International Hardware Fair — Tools, Locks, Fittings, D-I-Y Supplies)	Messe- und Ausstellungs-GmbH Postfach 210760 5000 Koeln 21
Feb 22-Feb 25	Muenchen	ISPO (International Sports Equipment Fair)	Muenchener Messe- und Ausstellungs-GmbH Postfach 121009 8000 Muenchen 12
Feb 23-Feb 25	Koeln	Internationale Herren-Mode-Woche (International Men's Fashion Week)	Messe- und Ausstellungs-GmbH Postfach 210760 5000 Koeln 21
Mar 3-Mar 7	Offenbach	Internationale Lederwarenmesse (International Leather Goods Fair)	Offenbacher Messe-GmbH Postfach 32 6050 Offenbach 1
Mar 4-Mar 8	Frankfurt	Internationale Frankfurter Messe (Frankfurt International Fair)	Messe- und Ausstellungs-GmbH Postfach 970126 6000 Frankfurt 97
Mar 4-Mar 8	Frankfurt	Internationale Fachmesse fuer Musikinstrumente (International Trade Fair for Musical Instruments)	Messe- und Ausstellungs-GmbH Postfach 970126 6000 Frankfurt 97
Mar 9-Mar 14	Hamburg	InternorGa (International Fair for the Hotel, Catering and Bakery Trades)	Hamburg Messe und Congress GmbH Jungiusstr. 18 2000 Hamburg 36
Mar 11-Mar 14	Duesseldorf	120th IGEDO (International Fashion Trade Fair)	IGEDO-Internationale Modemesse GmbH Freiligrathstr. 28 4000 Duesseldorf

Mar 17-Mar 25	Muenchen	IHM — 31. Internationale Handwerksmesse (International Light Industries and Handicrafts Fair — The Fair for Small and Medium-Sized Enterprises)	GHM-Gesellschaft fuer Handwerksausstellungen und -messen mbH Postfach 120528 8000 Muenchen 12
Mar 24-Mar 26	Duesseldorf	47th GDS (International Footwear Fair)	Duesseldorfer Messe-GmbH ·NOWEA- Postfach 320203 4000 Duesseldorf 30
Mar 27-Mar 31	Duesseldorf	Didacta 1979 (17th European Educational Materials Fair)	Deutscher Lehrmittelverband e.V. Zeppelinallee 33 6000 Frankfurt and Duesseldorfer Messe-GmbH ·NOWEA- Postfach 320203 4000 Duesseldorf 30
Mar 28-Apr 1	Frankfurt	Ish (International Trade Fair Sanitation-Heating-Air Conditioning)	Messe- und Ausstellungs-GmbH Postfach 970126 6000 Frankfurt 97
Apr 1-Apr 5	Muenchen	Mode-Woche-Muenchen (International Fashion Fair)	Mode-Woche-Muenchen GmbH Postfach 120927 8000 Muenchen 12
Apr 18-Apr 26	Hannover	Hannover-Messe '79 (Hanover Fair '79)	Deutsche Messe- und Ausstellungs-AG Messegelaende 3000 Hannover 82
Apr 22-Apr 26	Duesseldorf	121st IGEDO (International Fashion Trade Fair)	IGEDO-Internationale Modemesse GmbH Freiligrathstr. 28 4000 Duesseldorf
Apr 25-Apr 29	Frankfurt	Internationale Pelz-Messe (International Fur Fair)	Frankfurter Rauchwaren-Messe GmbH Bettinaplatz 1 6000 Frankfurt 1
May 5-May 8	Pirmasens	IMS (International Footwear Manufacturing Fair)	Pirmasenser Messe GmbH Wasgauhalle 6780 Pirmasens
May 15-May 18	Duesseldorf	INTERHOSPITAL (International Hospital Exhibition)	Arbeitsgemeinschaft Deutsches Krankenhaus (ADK) Tersteegenstr. 9 4000 Duesseldorf and Duesseldorfer Messe-GmbH ·NOWEA- Postfach 320203 4000 Duesseldorf 30
May 15-May 18	Frankfurt	41st Interstoff (Trade Fair for Clothing Textiles)	Messe- und Ausstellungs-GmbH Postfach 970126 6000 Frankfurt 97

Dates	Location	Name	Fair Organizers
1979			
May 19-May 22	Koeln	INTERZUM (International Fair for Accessories, Equipment and Materials for Furniture Production, Interior Work and Furnishings — Machines for the Upholstery Industry)	Messe- und Ausstellungs-GmbH Postfach 210760 5000 Koeln 21
May 21-May 23	Muenchen	LASER — OPTO-ELEKTRONIK (International Congress and Trade Fair)	Muenchener Messe- und Ausstellungs-GmbH Postfach 121009 8000 Muenchen 12
May 23-May 29	Hannover	LIGNA HANNOVER '79 (International Trade Fair for Machinery and Equipment for the Wood Industries)	Fachgemeinschaft Holzbearbeitungsmaschinen im VDMA e.V. Lyoner Str. 18 6000 Frankfurt 71 <i>and</i> Deutsche Messe- und Ausstellungs-AG Messegelaende 3000 Hannover 82
May 24-May 27	Bremen	Fachausstellung DACH + WAND (Specialized Exhibition for Roofing and Wallfacing)	Zentralverband des Deutschen Dachdeckerhandwerks -Fachverband Dach-, Wand- und Abdichtungstechnik- e.V. Hohenzollernring 52 5000 Koeln 1 <i>and</i> Dachdecker-Innung Bremen Wachmannstr. 27 2800 Bremen
Jun 9-Jun 15	Duesseldorf	GIFA 1979 (5th International Foundry Trade Fair)	Duesseldorfer Messe-GmbH ·NOWEA· Postfach 320203 4000 Duesseldorf 30
Jun 9-Jun 22	Duesseldorf	Thermprocess (International Trade Fair and Congress for Industrial Furnaces and Thermic Production Processes)	Duesseldorfer Messe-GmbH ·NOWEA· Postfach 320203 4000 Duesseldorf 30
Jun 17-Jun 23	Frankfurt	ACHEMA 79 (19th Chemical Engineering Exhibition-Congress)	DECHEMA Postfach 970146 6000 Frankfurt 97
Jun 20-Jun 23	Hannover	Huhn & Schwein '79 (International Exhibition for Pig and Poultry Production)	Deutsche Landwirtschafts-Gesellschaft e.V. ·DLG· Zimmerweg 16 6000 Frankfurt 1
Aug 24-Aug 26	Koeln	Internationale Herren-Mode-Woche (International Men's Fashion Week)	Messe- und Ausstellungs-GmbH Postfach 210760 5000 Koeln 21

Aug 24-Sep 2	Berlin	Internationale Funkausstellung 1979 Berlin (International Radio and TV Exhibition Berlin)	Gesellschaft zur Forderung derv Unterhaltungselektronik - GFU Strasemannallee 19 6000 Frankfurt 70 and AMK Berlin Ausstellungs-Messe- Kongress-GmbH Messedamm 22 1000 Berlin 19
Aug 25-Aug 29	Offenbach	Internationale Lederwarenmesse (International Leather Goods Fair)	Offenbacher Messe-GmbH Postfach 32 6050 Offenbach 1
Aug 26-Aug 29	Frankfurt	Internationale Frankfurter Messe (Frankfurt International Fair)	Messe- und Ausstellungs-GmbH Postfach 970126 6000 Frankfurt 97
Sep 8-Sep 13	Koeln	ANUGA (ANUGA — World Food Market with consuma: International Centre Food/Nonfood; systema: International technical sector for catering systems and the restaurant trade; technica: International technical sector for the grocery trade, retail grocery industry and food industry)	Messe- und Ausstellungs-GmbH Postfach 210760 5000 Koeln 21
Sep 9-Sep 12	Duesseldorf	122nd IGEDO — Internationale Modemesse mit 6th IGEDO-DESSOUS (International Fashion Trade Fair with Trade Fair for Lingerie, Foundations, Swimwear)	IGEDO-Internationale Modemesse GmbH Freiligrathstr. 28 4000 Duesseldorf
Sep 13-Sep 23	Frankfurt	IAA (48th International Motor Show)	Verband der Automobilindustrie e.V. (VDA) Postfach 174249 6000 Frankfurt 17
Sep 17-Sep 21	Muenchen	SYSTEMS (Computer Systems and their Application — International Seminars and Exhibition)	Muenchener Messe- und Ausstellungs- GmbH Postfach 121009 8000 Muenchen 12
Sep 22-Sep 24	Duesseldorf	48th GDS (International Footwear Fair)	Duesseldorf Messe-GmbH -NOWEA- Postfach 320203 4000 Duesseldorf 30
Sep 23-Sep 25	Koeln	SPOGA (International Trade Fair of Sports Goods, Camping Equipment and Garden Furniture)	Messe- und Ausstellungs-GmbH Postfach 210760 5000 Koeln 21
Sep 23-Sep 25	Koeln	Internationale Gartenfachmesse (International Garden Trade Fair)	Messe- und Ausstellungs-GmbH Postfach 210760 5000 Koeln 21
Sep 26-Sep 30	Koeln	IMB (International Fair for Clothing Manufacturing Machines)	Messe- und Ausstellungs-GmbH Postfach 210760 5000 Koeln 21

Dates	Location	Name	Fair Organizers
1979			
Sep 29-Oct 7	Essen	Internationaler Caravan-Salon (International Caravan Exhibition)	AMGE - Ausstellungs- und Messe-GmbH Norbertstr. 56 4300 Essen
Sep 29-Oct 7	Friedrichshafen	18th Interboot (International Boat Show)	Internationale Bodensee-Messe GmbH Meisterhofenerstr. 25 7990 Friedrichshafen
Oct 2-Oct 11	Hannover	ITMA 79 (8th International Exhibition of Textile Machinery)	Comité Européen des Constructeurs de Matériel Textile (CEMATEX) and Fachgemeinschaft Textilmaschinen im VDMA e.V. Corneliusstr. 4 6000 Frankfurt
Oct 7-Oct 11	Muenchen	Mode-Woche-Muenchen (International Fashion Fair)	Mode-Woche-Muenchen GmbH Postfach 120927 8000 Muenchen 12
Oct 10-Oct 15	Frankfurt	Frankfurter Buchmesse (Frankfurt Book Fair)	Ausstellungs- und Messe-GmbH des Boersenvereins des Deutschen Buchhandels Postfach 2404 6000 Frankfurt 1
Oct 10-Oct 17	Duesseldorf	K (International Plastic and Rubber Trade Fair)	Duesseldorfer Messe-GmbH -NOWEA- Postfach 320203 4000 Duesseldorf 30
Oct 13-Oct 15	Wiesbaden	Internationaler Salon "Souvenir und Geschenk" (International Souvenir and Gift Fair)	Mauritius-Verlags-, Messe- und Werbe-GmbH Wittelsbacher Str. 10 6200 Wiesbaden
Oct 17-Oct 20	Koeln	6. Internationale Ausstellung Sportstaettenbau und Baederanlagen mit Internationalem Kongress (International Exhibition of Sports Facilities and Swimming Pools with International Congress)	Messe- und Ausstellungs-GmbH Postfach 210760 5000 Koeln 21
Oct 18-Oct 28	Hamburg	Deutsche Boots-Ausstellung International mit EMTEC Trade Days (German International Boat Show with EMTEC Trade Days)	Hamburg Messe und Congress GmbH Jungiusstr. 18 2000 Hamburg 36
Oct 27-Oct 31	Duesseldorf	123rd IGEDO (International Fashion Trade Fair)	IGEDO-Internationale Modemesse GmbH Freiligrathstr. 28 4000 Duesseldorf
Nov 6-Nov 10	Muenchen	PRODUCTRONICA (Processes and Equipment for the Manufacture of Semiconductors, Components and Assemblies in the Electronics Field — International Trade Fair with Demonstrations and Conferences)	Muenchener Messe- und Ausstellungs-GmbH Postfach 121009 8000 Muenchen 12

Nov 13-Nov 17 Duesseldorf

Arbeitsschutz + Arbeitsmedizin (Industrial Safety —
Factory Hygiene — Congress and Trade Fair)

Duesseldorfer Messe-GmbH -NOWEA-
Postfach 320203
4000 Duesseldorf 30

Nov 20-Nov 23 Frankfurt

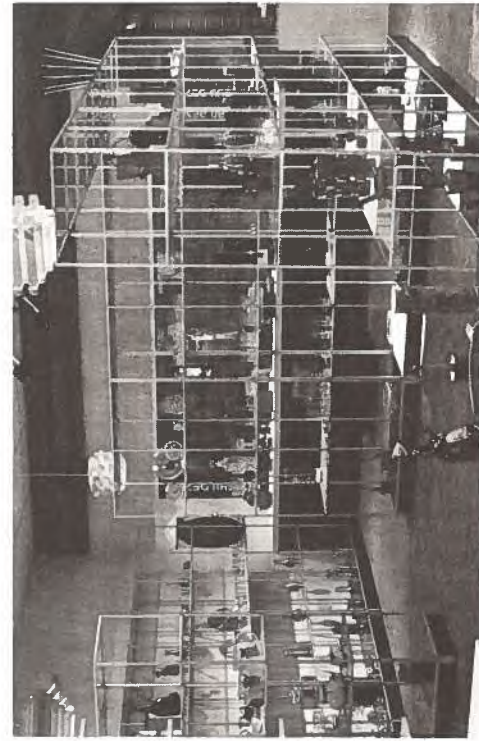
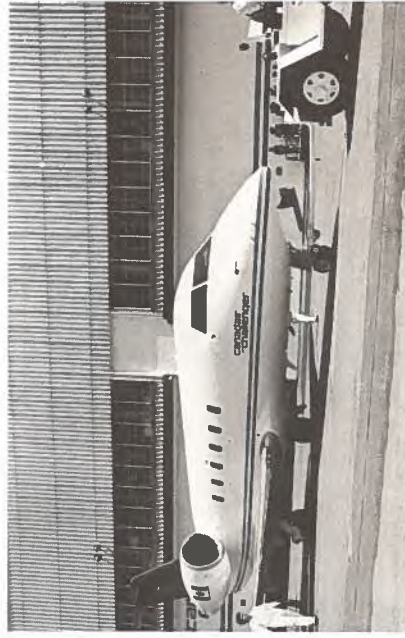
42nd Interstoff (Trade Fair for Clothing Textiles)

Messe- und Ausstellungs-GmbH
Postfach 970126
6000 Frankfurt 97

Nov 21-Nov 24 Duesseldorf

MEDICA (International Congress and Trade Fair:
Diagnostics-Therapeutics-Techniques)

Duesseldorfer Messe-GmbH -NOWEA-
Postfach 320203
4000 Duesseldorf 30



**1978/79 Trade Missions Program
Department of Industry, Trade and Commerce
(Subject to Revisions During Program Year)**

Project No.	Event	Post
European Division Fairs and Missions (613) 995-7334		
May 1978		
78/40605	Lumber Mission from Italy	Rome/Milan
August 1978		
78/41601	Seed Potato Mission from Greece	Athens
Sept/Oct 1978		
78/40612	Electrical Appliance Buyers from the U.K.	London
78/42603	Power Systems and Pipeline Automation Mission to Eastern Europe	Various posts
78/40604	Softwood Lumber Mission to the Federal Republic of Germany, France, Belgium & The Netherlands	Bonn/The Hague
Unscheduled		
78/42601	Defence Products Mission from Yugoslavia — Spring '78	Belgrade
78/42604	Engineering Projects Mission to Eastern Europe — Fall '78	Various posts
78/41604	Defence Industry Mission from Norway	Oslo
Pacific, Asia and Africa Division Fairs and Missions (613) 992-5047		
Project No. Event Post		
April 1978		
78/43603	Thermal Coal Mission to Japan and Korea	Tokyo/Seoul
78/43602	Non-ferrous Metals Mission to Japan	Tokyo
April/May 1978		
78/44606	Oil & Gas Mission from Malaysia	Kuala Lumpur
May 1978		
78/44609	Marine Components Mission to South East Asia	Singapore/Seoul/ New Delhi
78/45609	Railway Equipment Mission from Algeria	Algiers

Project No.	Event	Post
Jan/Feb 1979		
78/45615	Construction Mission to Nigeria	Lagos
Unscheduled		
78/44601	Non-ferrous Metals Mission to People's Republic of China	Peking
78/43609	Grocery Products Mission from Japan	Tokyo
Western Hemisphere Division Fairs and Missions (613) 995-8303		
Project No. Event Post		
April 1978		
78/47605	Milk Powder Mission to the Caribbean and Latin America	Kingston/Guatemala/ San José/Caracas/ Bogota/Lima/Santiago/ Brasilia/Rio de Janeiro/ Sao Paulo
78/46610	Defence Electronics Mission from New York and New Jersey	New York
78/47606	Processed Fish Products Promotion in the Caribbean	Kingston/Port of Spain/San Juan/Havana
78/47604	Railway Equipment Mission to Central America	San José/Guatemala City
78/48609	Mining and Mineral Processing Seminar to Chile and Bolivia	Santiago/Lima
78/46602	Automotive Parts Buyers Mission to the A.I.A. Show, Toronto	Various
78/48613	General Contractor's Mission to Costa Rica, Ecuador and Trinidad	Various posts
May 1978		
78/47602	Railway Seminar in Mexico	Mexico
Aug/Sept 1978		
78/48606	Steel Mill Plants & Equipment Mission from Venezuela	Caracas
October 1978		
78/46608	Lumber Seminar in Boston	Boston
78/46605	Lumber Seminar in Philadelphia	Philadelphia

78/45610	Petrochemical Equipment Mission from Algeria	Algiers
Spring 1978		
78/45605	Defence Equipment Mission from Kenya	Nairobi
78/45602	Railway Equipment Mission from Syria and Jordan	Beirut
78/45601	Railway Equipment Mission from Saudi Arabia	Jeddah
June 1978		
78/45604	Tobacco Mission to the Middle East and North Africa	Cairo/Beirut/Algiers/Rabat
78/44614	Industrial Cooperation Mission to Korea	Tokyo/Seoul
July 1978		
78/43601	Ocean Technology Mission from Japan	Tokyo
Summer 1978		
78/45613	Forestry Equipment Mission from W. Africa	Kinshasa/Abidjan
August 1978		
78/43610	Automotive Parts Manufacturers Mission to Japan	Tokyo
Sept. 1978		
78/43604	Manufactured Wood Products Mission to Japan	Tokyo
78/44604	Ministry of Defence Mission from Thailand	Bangkok
78/44607	Cattle Mission and Seminar to South Korea	Seoul
78/44611	Construction Equipment Mission to South-East Asia	
Fall 1978		
78/43607	Processed Fish Products Promotion to Japan	Tokyo
Sept./Oct 1978		
78/43606	Seed Mission to Japan, South Korea, and People's Republic of China (Forage Seeds & Seed Potatoes)	Tokyo/Seoul/Peking
November 1978		
78/45606	Agricultural Equipment Mission to Nigeria	Lagos
Jan/ Feb 1979		
78/44603	Swine & Semen Mission to Thailand, Singapore, Malaysia and Philippines	Bangkok/Singapore/Kuala Lumpur/Manila

78/46607	Lumber Seminar in Kalamazoo, Michigan	Detroit
78/48604	Mining Equipment Mission from Chile	Santiago
78/48608	Pulp and Paper Industry Mission to South America	
November 1978		
78/47607	Livestock Mission from Costa Rica	San José
78/46609	Furniture Buyers Mission to the Interior Design Show	New York
78/47608	Senior Level Mission to Central America	Guatemala City/ San José
January 1979		
78/46606	Lumber Seminar in Minneapolis	Minneapolis
78/46601	U.S. Marine Dealers Mission to Toronto Boat Show	Various posts
78/46612	Buyers Mission from the U.S. to the Footwear Canada Winter '79 Show, Montreal.	New York
February/March 1979		
78/46604	Mobile Airport Equipment Mission from Pacific, Asia and Africa, and Latin America	Various posts
March 1979		
78/46611	Buyers Mission to the Leather Canada Show, Montreal	New York

1978/79 Promotional Projects

Report on Trade Fairs and Missions Abroad

22nd Tokyo Motor Show, Tokyo, October 28-November 7, 1977:

Champion Spark Plug Company of Canada, Limited was a participant in the Canadian Government's Trade Exhibit at this show in November. It was during this event that Fuji Heavy Industries of Tokyo and Champion officials met to work out final details for their new purchasing agreement. Under this agreement, spark plugs manufactured by Champion of Canada are now being installed as original equipment in all Subaru automobiles shipped to Canada this year. Automobiles built by Fuji are presently marketed in Western Canada by Subaru Auto Canada Limited.

HORECAVA '78, Amsterdam, January 8-12, 1978:

This is one of the most important exhibitions for the hotel, restaurant and catering industries. All aspects of the industry were represented including foodstuffs, cooking and dispensing equipment, institutional furniture and beverages. Seven equipment manufacturers and one foodstuffs company from Canada promoted their expertise and exhibited their wares. Sales were made on-site and further sales are forecast in the next 12 months. In addition, many valuable contacts were made and agencies were established.

HEIMTEXTIL, Frankfurt, January 11-15, 1978:

The Department's fourth and final participation in the international trade fair for home furnishings proved to be an unqualified success for six Canadian carpet manufacturers. Buyers from the Middle East, Europe and Pacific Rim countries were attracted to the high-quality products, placing orders on-site for \$2,457,000. Forecast future sales for 1978 of \$10.6 million are substantially higher than the \$6.9 million projected for 1977. Twelve agents or distributorships were established and an additional twenty are pending. All exhibitors were extremely pleased with the results and five of them are planning to participate independently next time.

Marché International du Disque et de l'Édition Musicale (MIDEM), Cannes, January 20-26, 1978:

Fifteen Canadian music producers and publishers, together with sixteen of their subsidiaries, were again represented at MIDEM under the Department's sponsorship. Contracts placed on-site totalled \$160,000 and potential income over the next year is estimated at \$245,000 plus. The market attracted 1,238 companies from 51 countries and 5,042 participants.

Pacific Automotive Show, San Francisco, January 24-26, 1978:

Participating in the Canadian exhibit were eight leading manufacturers of automotive parts who displayed a broad range of diversified products. On-site sales totalled \$125,000 while anticipated sales over the next 12 months were estimated at \$2,750,000. In addition, numerous valuable new business contacts were made, including 21 representation agreements.

Ocean Industries Mission to South East Asia, February 10-25, 1978:

An eight-member mission of Canadian firms in the oil and gas industries visited three key markets in South East Asia. First step on the tour was in Jakarta, Indonesia, where members had the opportunity of meeting with officials of the Indonesian state-owned oil company, Pertamina, as well as most of the locally based major oil companies. Following these meetings, the group visited the Navy diving organizations and hydrographic office as well as the newly opened Oceanographic Institute. It is hoped the frank discussions with Pertamina officials will lead to Indonesian oil industry representatives visiting Canadian offshore industry facilities in the near future.

The mission next travelled to Kuala Lumpur, Malaysia, where meetings were held with Petronas, the national petroleum organization, and other oil companies in the area. As a result of these discussions, the Chairman of Petronas has agreed to lead a mission of officials from that organization to visit Canada in June when visits will be made to suppliers of oil and gas equipment.

The Canadian Ocean Industries Mission finished its three market tour in Singapore where members had an opportunity to attend the Southeast Asia Offshore Show and Conference where several firms from the Province of Alberta are participating under provincial sponsorship.

ISPO '78, Munich, February 23-26, 1978:

The Department's third participation in this fair for sports equipment, clothing and footwear proved to be a great success for 35 Canadian manufacturers. Buyers, mainly from Europe, placed orders on-site for \$3,500,000 (compared with \$954,000 in 1977). Forecast future sales for this year of \$13,114,000 are also substantially higher than the \$10.2 million projected in 1977. Fifty-seven agents or distributorships were established and more are under consideration. With an attractive and functional stand, conscientious company personnel and a good venue, this participation must be considered as one of the most successful promotions the Department has sponsored over the years and one of the highlights in its promotional efforts in assisting Canadian industry.

Oceanology International 1978, Brighton, England, March 5-10, 1978:

The competence of ten Canadian companies in these marine sciences, and associated fields, was well presented at this exhibition, which was associated with a series of high-level international conferences at the same place and time.

They displayed a wide range of products including satellite navigation systems to determine a vessel's position with pinpoint accuracy, ingenious aeration devices which can retard ice formation in harbours and greatly reduce deposition of silts, underwater towed instrumentation carrying devices, a system of constructing artificial islands for drilling bases, and various other advanced techniques and products.

The Canadian exhibitors not only made on-site sales but also recorded some 300 serious enquiries which could result in about \$4,000,000 worth of business within the next two years.

Mobile Airport Equipment Missions, March 5-10 and March 19-24, 1978:

The Department of Industry, Trade and Commerce, with the co-operation of the Ministry of Transport, hosted 24 senior officials from Civil Aviation, Transportation, State and Government organizations from around the globe on 5-day visits to Canada.

Two missions comprising delegates from Iran, Egypt, Algeria, Turkey, Yugoslavia, Peru, Venezuela and Singapore visited Toronto and Dorval Airports where they witnessed live demonstrations of fire fighting and crash rescue vehicles as well as snowclearing, runway sweeping and refuelling equipment. Four host companies provided plant tours to show their manufacturing capabilities. Potential export orders directly resulting from the mission are estimated at \$18.4 million.

Fisheries Promotions Europe, March 6-17, 1978:

The Department, in co-operation with Air Canada, jointly organized a series of fish promotions in six European cities during March 1978. This outgoing mission consisted of twenty-eight fishery companies represented by 35 businessmen and federal and provincial government specialists from British Columbia and the Atlantic provinces, dietitians from the Department of Fisheries and Environment, and Air Canada's cargo management personnel. Air Canada provided each company with **one free return** transatlantic fare and undertook to ship directly from Canada 800 lbs. of fresh and frozen fish, including live shellfish, to each of the promotion cities.

The series of seminars, workshop sessions and fish tasting presentations were held in first class hotels in London, Paris, Antwerp, Hamburg, Frankfurt and Zurich. This was the first fisheries product promotion of this magnitude in Europe represented by Canadian firms from the east and west coasts and the Freshwater Fish Marketing Corporation in Manitoba. Several Canadian companies reestablished their client contacts during the tour, with a potential of several million export sales over the next year.

Electric Power Seminar, San José, Costa Rica, March 8-10, 1978:

Nine Canadian companies presented technical papers on various aspects of power generation and transmission at this ITC-sponsored seminar. A large audience of officials from the Costa Rican Electrical Utility, as well as from other Central American utilities, attended and, in turn, gave short presentations on the development of the electric power sector in their countries.

The participating Canadian companies included B.C. Hydro, Shawinigan Engineering, Wajax International, Westinghouse, Dominion Engineering Works, Hydro Quebec and C.G.E. In addition, the Royal Bank representative for the area spoke to the seminar on financing and the former General Manager of the New Brunswick Electric Power Commission, currently a consultant under contract to CIDA in the area, gave a presentation on some of the legal and financial aspects of interconnection of electrical systems.

Excellent contacts were made and many future and immediate opportunities were identified in Costa Rica and indeed in all Central America.

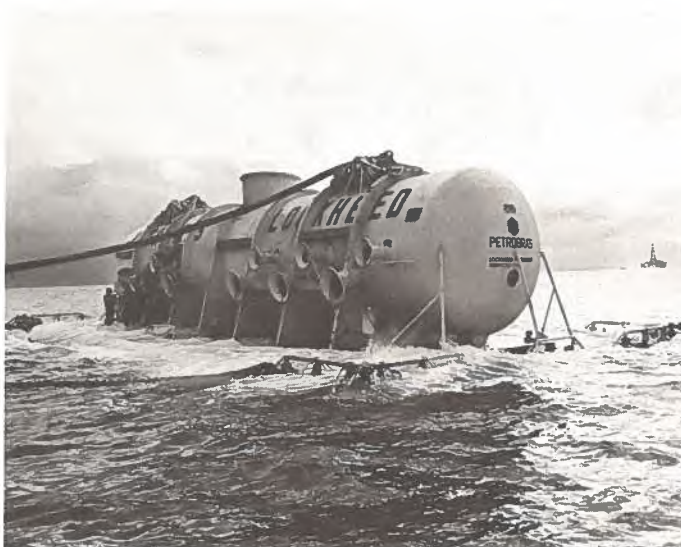
Automotive Services Industry Association Show (ASIA), Chicago, March 15-17, 1978:

This was the second year that ITC assisted Canadian companies in displaying automotive parts from Canada at this show. For the ten Canadian manufacturers the results were on-site sales reported at \$253,000 and \$3,040,000 projected for the next year, with over 150 serious enquiries and 16 agents appointed.

Energy '78, Sao Paulo, April 10-16, 1978:

Some of Canada's capabilities in the energy field, from high technology to the hardware side, were shown to the hundreds of visiting managers and engineers by the 24 participating Canadian companies.

Dominion Engineering Works Limited of Montreal can build hydro turbines weighing up to 500 tons. Bristol Aerospace of Winnipeg demonstrated its expertise in wind turbines. Representatives from Canadian Overseas Engineering and Development Ltd., of Calgary, spoke about their engineering services, material, equipment fabrication and construction for all phases of oil and gas development.



Euroshop 78, Dusseldorf, April, 1978:

Ten Canadian exhibitors showed their wares in the field of merchandising displays for stores. On-site purchases were over \$150,000 and sales this year are anticipated to exceed \$2 million.

Wings Success Limited of Grimsby, Ontario, displayed its shop-within-a-shop modulars which can be changed at will. The units combine wood, plastic and metal tube components which are as flexible as a child's Tinker Toy.

Dominion Lock Company Ltd. of Montreal displayed its Big Smoothie, an advanced automatic key-cutting machine which has been a proven money maker in Canada and abroad.

The Canadian presence was also felt at the **Southern Furniture Mart in High Point, North Carolina**, where a group of eight manufacturers sell the Canadian look in home furnishings.

Bologna Book Fair, Bologna, Italy, April 1-4, 1978:

The Canadian stand covered a total area of 123 square metres accommodating five publishing firms who exhibited 172 titles with a total of 316 books. Topics ranged from history, geography, literature, poetry, classics, Canadian activities such as hockey and camping, plus adventure to mystery books. Particular emphasis was placed on educational texts. Because of the nature of this show, being a translation rights and copyrights show, on-site sales are almost impossible since options could range from one to three months. However, despite this handicap, on-site sales resulted in \$6,000, with a 12-month projected sales of \$284,750.

Information booths about Canada and Canadian manufacturers were a feature at the **Milan International Trade Fair** and the **3-I Farm Equipment Show** in Garden City, Kansas.

In **Washington, D.C.**, a **Canadian Office and Contract Furniture Show** was held with further shows being scheduled in **Minneapolis** in September and **Dallas** in January.

A Canadian Première

A Government of Canada contract for the supply of the world's first operational fiber optic cable television super-trunk system using digital transmission technology has been awarded to Canstar Communications for BCN Fibre Optic Inc. The link is to be installed in London, Ontario, later this year.

Valued at \$825,000, the contract awarded by the Department of Communications, Ottawa, is consistent with the government's commitment to support Canada's world leadership position in CATV and fiber optic communication technology. The total cost of the project will be \$1.65 million.

The London project is being undertaken by Canstar in association with Canadian Cablesystems Limited and Rogers Cable TV Limited of Toronto, Cable TV Limited and National Cablevision Limited of Montreal, and Premier Cablevision Limited of Vancouver. This consortium, called BCN Fibre Optic Inc., began studying the impact of fiber optic technology on broadband communications more than three years ago. Western Cablevision Limited of New Westminster, B.C., is expected to join BCN. The electro-optic equipment for the project is being designed and supplied by the Fiber Optics Group of Harris Corporation's Electronic Systems Division of Melbourne, Florida.

The system will comprise an 8.5 km aerial transmission link having the capacity to carry 15 TV channels and 12 stereo FM channels. The installation, to be completed in 1978, will be followed by a one-year program of operational testing. In a subsequent phase of the project, it is proposed that the link be extended a further 35 km to distribute cable television and FM signals to rural communities in the London area beyond the range of existing analog systems.

An 8-fiber supertrunk cable has been specially designed to withstand the severe winter conditions experienced in the London area. The cable will utilize low-loss graded index glass fiber waveguides manufactured by Corning Glass Works. Installed cable attenuation will be less than 8 decibels/km with signal dispersion greater than 600 megahertz/km. The electro-optic equipment has been designed to operate under service conditions at data rates in excess of 300 megabits/second.

London's fiber optic link will be installed in parallel with a current state-of-the-art coaxial system; this system has eight signal amplifiers; the proposed fiber optic link will require only two.

Conventional CATV systems using analog transmission are limited to a range of 40 km from the transmission hub for quality picture reception. The BCN fiber optic system will transmit sound and studio-quality pictures by digital means, which enables the signal to be completely regenerated at each repeater. There is, therefore, virtually no distance limitation. In CATV transmission, fiber optics with its high quality signal capability extends the range of service to satellite communities and into rural areas at a potentially competitive system cost.

Blueprint for Progress

Regional transportation planning in the Delaware Valley began early in 1959. At that time, eleven governments—state, county, and local drew up a formal agreement among themselves legally establishing the Penn Jersey Transportation Study. The study's purpose was to find the best possible solution to the basic transportation problems of the Delaware Valley. Representatives from each of the participating agencies—the Commonwealth of Pennsylvania, the state of New Jersey, the bureau of Public Roads, the City of Philadelphia, the Pennsylvania counties of Bucks, Chester, Delaware, and Montgomery, and the New Jersey counties of Camden, Burlington, Gloucester and Mercer made up the Penn Jersey Policy Committee, the governing body of the study. A full-time staff of technicians representing a wide variety of skills was assembled and headed by an Executive Director.

The Penn Jersey Transportation Study went out of existence in June 1965 when it was succeeded by the Delaware Valley Regional Planning Commission; however, its responsibilities and objectives did not suffer as a result of the change.

Existing Mass Transportation Facilities

The region's subway-elevated facilities all give direct service to Philadelphia center city, and total approximately 44 km in length.

Feeding into the subway-elevated lines west of city limits are 50 km of fast suburban rail facilities mostly on private rights-of-way. Supplementing the rapid transit facilities are more than 2,485 km one-way of other transit routes in the region composed of street cars, trackless trolleys, local and express bus lines.

Conrail under contract to the Southeastern Pennsylvania Transportation Authority operates the region's commuter railroads. The service includes 13 routes operating over 425 km one-way of commuter routes on over 321 km of right-of-way.

The Delaware River Port Authority and its wholly-owned subsidiary, the Port Authority Transit Corp. of Pennsylvania and New Jersey (PATCO), operates a 24 km commuter line from center city Philadelphia and Lindenwold, New Jersey. (It would do well to mention here that Canadian-Vickers, Montreal, was recently awarded a \$33.5 million order to supply 46 commuter cars to PATCO. Delivery should be completed within the next two years.)



Getting On The Right Track

The future holds bright promise for the beleaguered Philadelphia transit rider. The Southeastern Pennsylvania Transportation Authority (SEPTA) is planning to buy approximately 140 Light Rail Vehicles to replace many of its downtrodden streetcars. The city of Philadelphia hopes to relieve some of the pressure off the much maligned Broad Street Subway by replacing 125 cars that have performed yeomanlike for over 50 years.

Rail service is to be extended from Center City Philadelphia to the International Airport using, in part, the freight rights-of-way of the former Penn Central and Reading R.R. The extension connecting with the DRPA line for 9.5 km will cost \$20 million in 1970 dollars.

The jewel in the crown of the Philadelphia mass transit system will be the Center City Commuter Connection (CCCC).

The CCCC is the missing link that will join the city's two excellent commuter systems. It will also link the PATCO high-speed line and the proposed rail line to the Philadelphia International Airport.

The project will create a comprehensive rail network capable of dealing with the city's mass transit needs for the next 50 years. Studies show that the connection will treble the rail capacity serving Philadelphia's central business district at peak periods.

The tunnel will reduce center city congestion because some 9,000 former automobile riders will be able to become train passengers every day. This will reduce by 30 per cent the city's energy needs for transportation.

When the link is completed in 1981, the system will save Delaware Valley commuters \$2.4 million, with savings increasing progressively thereafter.

Mass Transportation Plan — 1985

DVRPC has tested three plans of transit extensions which range in cost between \$263 million and \$972 million for new facilities. The three plans are:

- 1) the previously mentioned CCCC;
- 2) and 3) to open up two new corridors for rapid transit. One would extend 15.5 km from center city to Northeast Philadelphia and would serve over 110,000 riders. The other will extend into southeastern New Jersey to a point 26 km from Philadelphia center city, serving 70,000 passengers.

Philadelphia has one of the finest mass transit systems in North America. The system has indeed fallen upon hard times but with careful planning and an infusion of local, state and federal funds, the city will recapture its position of offering its rider the best in mass transit.

Business Opportunities For Canadians

With hundreds of millions of dollars being spent to improve and modernize the Philadelphia transit system, endless opportunities are opening up to supply railcars, LRV's, sub-stations, track, etc.

The consulate maintains a close liaison with the Southeastern Pennsylvania Transportation Authority, city, state, and federal officials and is prepared to arrange appointments for you the Canadian businessman with any of the aforementioned. Ideally, we would prefer a lead time of two weeks to set up an appointment; however, you can be assured of our complete cooperation even if this rather flexible criteria cannot be met.

By Stanley A. Cohan
Commercial Officer, Philadelphia.

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