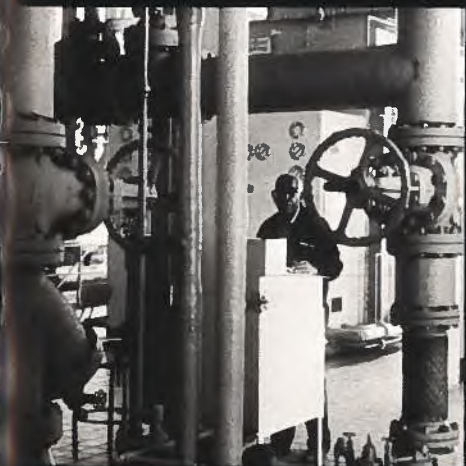


canada 1979 commerce

OPEC

Winter 1979



**Canada
Commerce**

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Quarterly Review

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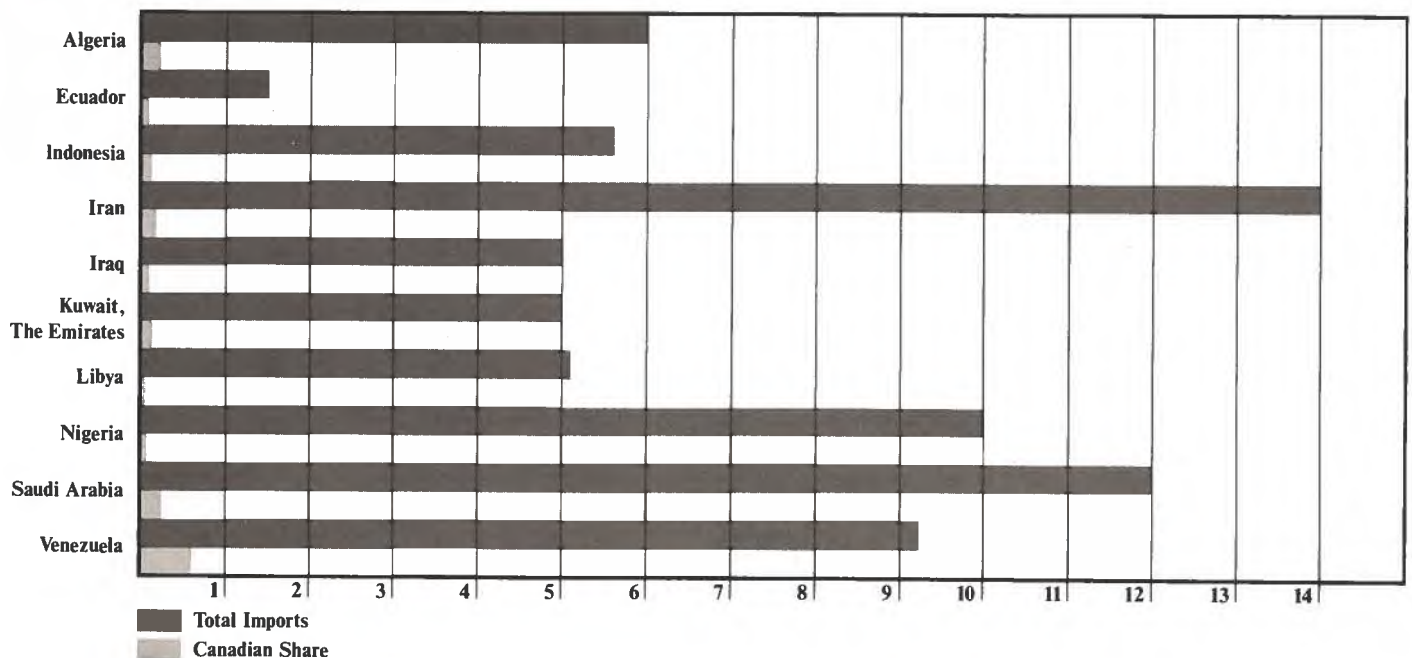
In Canada Commerce Fourth Quarterly 1978, on Page 28, under Port of Montreal, the total tonnage for cargo traffic should read 2.7 million tons.

Selling OPEC

OPEC — the Organization of Petroleum Exporting Countries — is probably the wealthiest cartel the world has ever known. Oil revenue of the 13 member nations is running at a level that staggers the imagination. As oil prices increase, the income grows, further expanding OPEC's huge buying power.

Exciting markets are being created as these countries use their wealth to industrialize and improve social services, transportation, communications, etc. Industry, Trade and Commerce has been helping Canadian firms to take advantage of this opportunity. There have been trade fairs in Iran, Algeria, Iraq and Bahrain; trade missions in both directions and many government-to-government meetings. In late 1978 Canadian trade commissioners posted to OPEC nations came back to meet business people in a series of cross-Canada seminars and to discuss the competitive situation and market opportunities.

Imports by OPEC Nations (in billions of dollars)



OPEC countries belong to the same club but are very different one from the other—they differ geographically, have differing forms of government, and are in different stages of industrial development. However, there are a number of common factors.

First, OPEC is a difficult market. Competition is fierce. The successful businessmen have done their homework and have kept their pencils sharp. Personal visits must be made to the markets and the visitor must have on-the-spot decision-making authority. Business can't be conducted through the mail or by telephone as some of these countries are still having difficulties with their communication systems.

Market development costs are high. Work time familiar to marketers in Europe or the United States are not present in OPEC nations. Many societies there have not developed the work habits Canadians expect. Missed appointments are not unusual.

Special payment techniques and guarantees must be recognized and well-placed local representatives are a must in most OPEC countries.

The Arab boycott of Israel is a factor that businessmen must deal with in some OPEC countries. Canadian policy on this matter was expressed by the Secretary of State for External Affairs in October, 1976 and modified on October 1, 1978.

Briefly, Canada finds unacceptable any situation where Canadian companies are required to discriminate on the basis of race, religion or ethnic origin. We also find unacceptable situations where Canadians are precluded from dealing with any friendly third country or any other Canadian firm. While the Arabs maintain a central boycott office in Damascus, they do not have a consistent policy of their own. The Department of Industry, Trade and Commerce has established a system whereby it offers case-by-case advice to Canadian firms when they receive requests for boycotting (contact: Mr. C. Valle, Middle East Division, Pacific, Asia and Africa Bureau, 235 Queen Street, Ottawa K1A 0H5—telephone (613) 995-2218).

While some orders may have been lost because of unacceptable boycott clauses, over the past few years Canada has done, and will continue to do, a large amount of business in all of the Arab world.

The Canadian business community has responded well to trade challenges in the past. An increasing number of companies are seeking out the opportunities of OPEC—nations that represent future long-term trading partners for Canada. These nations are in the market for goods and services that Canadian business can provide.

Canada's trade commissioners in Dallas, Texas, believe that Canadian business people should be aware of what is popularly known as "the Texas Connection." When OPEC wanted to industrialize rapidly in 1973-74, it turned to the United States for knowledge and technology. Many of them turned to Texas first and because of this, American firms put branch offices in the Dallas and Houston areas. These American firms now have enormous contracts with certain OPEC countries and provide growing opportunities for subcontract work. Canada has an office there and is in contact with these companies to keep them aware of Canadian goods and services.

The Trade Commissioner Service of the Department of Industry, Trade and Commerce will continue to play a key role in the general drive to win OPEC markets. It has opened three new posts in the area since 1973 and now has people in close contact with all of the OPEC markets. The trade commissioners in London, England should not be overlooked, as many connections there are longstanding ones from the English firms who have been traders in the Gulf, the Northern African states, and in the Arab world for a long time. The Department has also set up the Office of Overseas Projects, partly in response to the OPEC phenomenon. This office is the information centre to help mobilize Canadian resources for the markets abroad.

The business opportunities that the OPEC cartel nations provide are outlined in some detail, country-by-country, in the following reports. By and large, this information does not change rapidly but businessmen are encouraged to keep in contact with the Trade Commissioner Service so that changes that do occur can be provided and marketing opportunities outlined.

Algeria

Capital	Algiers
Population	17.4 million
Language	French, Arabic
Currency	Dinar
Weights and Measures	Metric
Oil Reserves	6.6 billion bbls.
Oil Production	1.2 million b/d
Exports	All countries: \$6 billion Canada: \$46 million
Imports	All countries: \$6.6 billion Canada: \$186 million
Major Suppliers	France, West Germany, U.S., Italy

Conditions exist for very rapid expansion of trade with Algeria—Canada's biggest Middle East and African market.

- Relations between Algeria and Canada are good;
- North American technology can be delivered in French;
- Canada can provide most Algerian import requirements;
- The Export Development Corporation's \$1.2 billion line of credit ensures that Canadian firms, big and small, can finance projects and products competitively in Algeria.

In the past few years, Canada has enjoyed considerable success in the Algerian market. Our exports in 1977 were \$186 million. However, this represented only 2.5 per cent of Algeria's \$6 billion import bill that year.

Ecuador

Capital	Quito
Population	7.3 million
Language	Spanish
Currency	Sucre
Weights and Measures	Metric
Oil Reserves	1.6 billion bbls.
Oil Production	200,000 b/d
Exports	All countries: \$1.2 billion Canada: \$94 million
Imports:	All countries: \$1.5 billion Canada: \$52 million
Major Suppliers	West Germany, Japan

Ecuador is the smallest producer in OPEC but "small" is a relative term. Oil shipments last year were 47 million barrels—accounting for 55 per cent of Ecuador's export earnings.

Ecuador's external trade in 1978 is expected to total \$2.8 billion, evenly split between imports and exports. Canadian sales should reach \$25 million during 1978—up from less than \$7 million only five years ago.

The two main areas of economic growth in the public sector are energy and rural development. Naturally, expansion in the petroleum field is preeminent in Ecuador's thinking but considerable development has been undertaken in hydro projects and more is planned.

France, West Germany, Italy and the United States were the major suppliers. Hard wheat and prefabricated buildings comprised more than 75 per cent of the sales to Algeria but a much broader base is developing.

Algeria has an economic program geared to import substitution and 50 per cent of the gross national product is being plowed back into industrialization. As a result, half of the projects to be contracted out in the future will be for manufacturing industries or plants, 38 per cent for oil and gas field equipment (Algeria's gas reserves are the world's fourth largest) and 12 per cent for professional training centres.

The next four-year plan will undoubtedly place a high priority on housing, and improved productivity in existing manufacturing plants, agriculture, education and hydro carbons.

In the past year, Canadian companies have bid on projects worth more than \$800 million. The Canadian government office in Algiers is pursuing some 70 projects valued at \$5 billion.

Canadian manufacturers interested in pursuing markets in Algeria would do well to contact the five major Canadian companies doing business there now. They are Bechtel, Kellogg, Lomax, Lavaline and SNC.

Algeria prohibits private citizen involvement in international trade and several visits will be necessary to meet officials of the national corporations, who want to deal with the manufacturers and not agents or trading houses.

Rural development includes water, sewerage, irrigation, roads, communications, health care centres, storage facilities, ports, schools and so forth. Canadian firms are already participating in this development.

In the private sector, there has been a slowdown in economic activity and even a reported flight of capital from the country, due to political problems. These problems should be rectified in 1979. The following are areas of concentration: automotive; chemicals; pharmaceuticals, food processing; paper products; and particularly linerboard.

Because Ecuador has been an oil exporter for only a little over five years, it does not have the funds available that the other OPEC nations do. Its infrastructure is development years behind the others and Ecuadorians are still relatively inexperienced in foreign trade.

Most foreign firms operating in Ecuador use an agent—preferably one who covers both Quito and Guayaquil, or one in each city. Few agents are specialists as they deal in a diverse range of products. Normally, agency agreements can be freely made and freely terminated.

In most cases, it is necessary to offer reasonable credit terms and financing. There are no Canadian banks but well-known institutions such as Bank of America, First National City and Bank of London and South America have branches in Ecuador.

Indonesia

Capital	Jakarta
Population	140 million
Language	English for business
Currency	Rupiah
Weights and Measures	Metric
Oil Reserves	14 billion bbls.
Oil Production	1.2 million b/d
Exports	All countries: \$8.5 billion Canada: \$29 million
Imports	All countries: \$5.6 billion Canada: \$70 million
Major Suppliers	Japan, U.S., West Germany

Don't try to sell consumer goods to Indonesia.

While the population is 140 million, the per capita GNP is only \$240 a year. As well, Indonesia excludes almost all consumer products through tariff and non-tariff barriers. However, the country is industrializing at a rapid pace and the range and quantity of equipment and services required is astounding.

Indonesia, the fifth largest country in the world, is oil rich with 14 billion barrels in reserve and a daily production rate of 1.7 million barrels. In fact, the country earns \$4.5 billion a year from oil exports and another \$4 to \$5 billion from other commodities. All of this money is spent, and all of it is available for imports from countries such as Canada.

It is essential to make many visits to develop a market in Indonesia. This is expensive but Indonesians will deal only with those whom they know. It is necessary to have an agent and he must be an Indonesian. It is a drastic mistake to try to cover this market from other countries such as Singapore or Hong Kong. It just cannot be done. Businessmen prepared to take part in joint ventures will find a welcome.

There are many offshore multilateral investments in Indonesia and huge amounts of capital are pouring into the country. Examples are the World Bank (\$500 million a year); the Asian Development Bank (\$150 million a year); and the Canadian International Development Agency (CIDA), which has a projected target of \$250 million in expenditures in Indonesia over the next five years.

To summarize, Indonesia is an important market: It has a large population; it is an excellent credit risk, demonstrated by the colossal loans being granted to the country; it is industrializing rapidly; and the country's large size and island makeup creates a demand for services and expertise which Canada is well-suited to provide.



Iran

Capital	Tehran
Population	35 million
Language	Farsi and English
Currency	Rial
Weights and Measures	Metric
Oil Reserves	62 billion bbls.
Oil Production	5.6 million b/d
Exports	All countries: \$24 billion Canada: \$548 million
Imports	All countries: \$14 billion Canada: \$150 million
Major Suppliers	West Germany, U.S., Japan, U.K., France

When the serious political situation stabilizes in Iran, the country may once again provide lucrative marketing opportunities for industrialized countries.

Iraq

Capital	Baghdad
Population	12 million
Language	Arabic (business normally English)
Currency	Dinar
Weights and Measures	Metric
Oil Reserves	34 billion bbls.
Oil Production	2.2 million b/d
Exports	All countries: \$8.4 billion Canada: \$135 million
Imports	All countries: \$5 billion Canada: \$59 million
Major Suppliers	West Germany, France, U.K., Japan

Iraq, politically stable and with the third largest oil reserves in OPEC, spent about \$6 billion on imports in 1978.

Canadian expertise matches the import requirements of many Iraqi projects, including those for reclamation, irrigation, animal husbandry, power generation, rural electrification, road and bridge construction and rail and subway development. In fact, Canadian business may miss major opportunities by focussing attention elsewhere in the Middle East.



Canada's penetration of this market showed marked improvement with exports of \$150 million in 1978, up from \$15 million five years previously.

Iran has the world's second-largest oil reserves and, under normal conditions, pumps 20 per cent of the total OPEC oil production. It has a population of 35 million and the expanding middle class is consuming more and more imported industrial and luxury items.

Competition has been tough in this vast market from countries such as West Germany, Japan, the United States and the United Kingdom. But few countries in the world offered more attractive market opportunities over the past several years.

Businessmen are advised to contact the **Middle East Division, Pacific, Asia and Africa Bureau**, 235 Queen Street, Ottawa K1A 0H5 (telephone: (613) 996-9195).

Canada's sales to Iraq amounted to less than \$60 million in 1977 and 75 per cent of that was for wheat. In comparison, West Germany exported \$780 million, Japan \$750 million, France \$530 million, and the United Kingdom \$335 million. The United States, without an embassy in Iraq, is used as a source of supply only when no other choice exists. The USSR and other communist bloc countries are not major suppliers either.

Canada's trade office in Baghdad has advised Canadian manufacturers of many tender calls for items such as x-ray devices, trucks, semi-trailer tankers, dwellings, drilling rigs and equipment for water treatment and power plants. Major tender calls to be issued within the next few years are being drafted right now, representing additional opportunities.

It must be understood that to win this business, connections must be established during personal trips into the market. Several visits will be required to solidify essential connections.

The Government undertakes 95 per cent of foreign trade and Iraq's formidable oil wealth means everything is on an irrevocable letter of credit basis with no financing ever required.

Even though Canadian penetration of this market is small, several companies of various sizes are marketing there successfully.

Kuwait, Qatar, The Emirates

Capital Cities	Kuwait — Kuwait
	The United Arab Emirates is a republic composed of seven sheikdoms (Abu Dhabi — the capital, Ajman, Dubai, Fujaira, Ras al Khaima, Sharja and Umm al Qaiwan)
Population	2.3 million
Language	Arabic
Currency	In Kuwait — Dinar In the Emirates — Dirham
Weights and Measures	Metric
Oil Reserves	98 billion bbls.
Oil Production	3.7 million b/d
Exports	All countries: \$18 billion Canada: \$130 million
Imports	All countries: \$5 billion Canada: \$72 million
Major Suppliers	Kuwait — Japan, U.S., West Germany, U.K., France, Italy The Emirates — Japan, U.K., U.S., West Germany, India, France

Kuwait, Qatar and the United Arab Emirates are all small, extremely hot states, subject to wind and dust storms. The combined population is about 2.3 million, but the market is nevertheless large, especially in infrastructure.

The three have collective annual revenues of between \$15 and \$17 billion. The economy is based on free enterprise with a large government component. These countries are price conscious and increasingly sophisticated traders.

Tariffs are nominal but this will probably change in coming years as these states build up their own productive capacity. Only Kuwait has income taxes although they are not usually enforced. There is some probability that corporate and personal income taxes will be introduced to give governments some control over the economy at the government level.

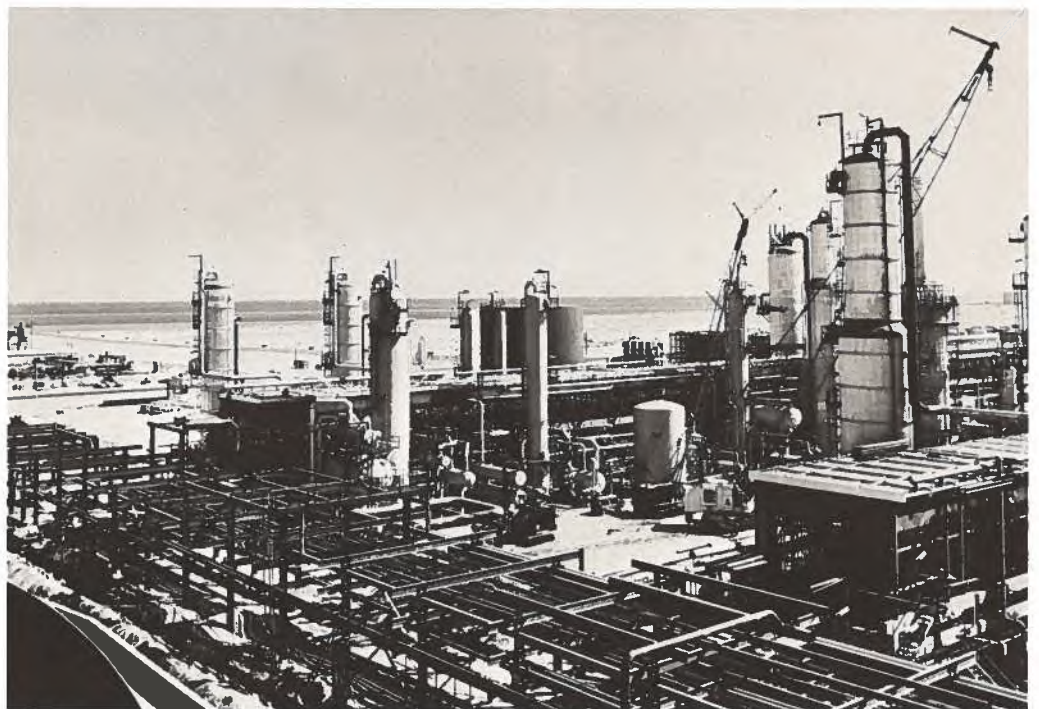
Most of the opportunities come from the government sector in the form of tender calls for turnkey operations. This is changing slowly as the governments are breaking down large projects to contracts ranging from \$30 to \$50 million up to several hundred million.

An agent is needed in these jurisdictions—by law in Kuwait and by practice elsewhere. An irrevocable letter of credit is also required. If someone presents a first deal, first-time basis, and is looking for terms, that is a red light to consider the deal and the customer very carefully.

Kuwait is the major market, followed by Abu Dhabi, which has come a long way in the past 10 or 12 years. Next in line is Dubai, one of the Emirates. The Emirates are quite separate jurisdictions, although integration is moving ahead and in 10 years they will be as united as is Canada today. Qatar is the most unlikely market. The population is small—about 300,000 people—and the Japanese and Koreans have a very strong hold on the market.

A wide range of products and services can be sold in the Gulf, but there are some clear priorities. The oil and gas processing industry is an obvious one as these states are committed to downstream processing of oil. Telecommunications, including computers, presents a big market but there is heavy competition. Power generation and transmission is another area of tremendous opportunity.

Development costs of about \$200 a day are normal throughout this area, exclusive of air fare. These are significant costs since, as a rule of thumb, it will take perhaps two years to develop initial contracts.



Libya

Capital	Tripoli
Population	2.5 million
Language	Arabic and English
Currency	Dinar
Weights and Measures	Metric
Oil Reserves	25 billion bbls.
Oil Production	1.9 million b/d
Exports	All countries: \$10.1 billion Canada: nil
Imports	All countries: \$5.1 billion Canada: \$17 million
Major Suppliers	Italy, West Germany, France

Libya's substantial shopping list is providing exciting sales opportunities for advanced North American technology. There are major opportunities for Canadian firms and Libya's wealth of oil revenues provides the income to pay cash for its requirements.

A total of \$6 billion was earmarked for development in 1978, part of the \$31 billion package making up the five-year plan to be completed in 1980. Most of this money will be spent among foreign suppliers for the development of agriculture, industry, and economic infrastructure.

Nigeria

Capital	Lagos
Population	80 million
Language	English for business
Currency	Naira
Weights and Measures	Metric
Oil Reserves	18.7 billion bbls.
Oil Production	2.1 million b/d
Exports	All countries: \$11.6 billion Canada: \$10 million
Imports	All countries: \$10 billion Canada: \$36 million
Major Suppliers	U.K., West Germany, U.S.

There is a tremendous potential for business in Nigeria. Despite a coming period of relative austerity, this nation has been described, accurately, as the "gold rush country" of black Africa.

The Nigerian economy, like the economies of all OPEC countries, has grown at a great rate since 1973. The country is producing in the neighborhood of 2 million barrels of oil per day and oil revenues account for 30 per cent of GNP. Oil also accounts for 90 per cent of export earnings and about 80 per cent of government revenues.

The oil boom has created great wealth and great problems for this nation of about 80 million people. The influx of goods and services purchased with oil revenues overwhelmed Nigeria's ports, transportation facilities and communications systems. Inflation spiraled to unacceptable rates of 30 per cent and more per year.

These projects beckon Canadian experience in areas such as power generation and transmission, roads, air transport, communications, and port facilities. Libya also must purchase a wide variety of consumer, industrial and commercial products.

Canadian penetration of this vast potential is small to date, but there are indications of significant improvement. Recently, contracts to supply millions of dollars worth of oil field equipment, aircraft and wood products were won by Canadian companies.

Libya is prepared to buy from Canada, but that does not mean marketing will be easy. It will be necessary to make many personal visits to establish and maintain contact. Initial meetings may seem cold and unfriendly because Libyans, in their short experience as international customers, have had some difficulties with foreign suppliers and are on their guard.

Their trust can be won through persistence, kept promises and service.

Responsibility for importing is the monopoly of state-owned agencies, like the National Company for Road Building Equipment or the National Company for Flour Mills and Fodder. Generally, companies must convince one of these types of agencies to handle their products.

Because of a recent slowdown in oil income, Nigeria has been forced to take a deep breath and plan more carefully for the 1980s. Nevertheless, the potential for growth remains strong. The country has embarked on a \$65 billion development program for the 1975-80 period, with particular emphasis on transportation, manufacturing, communications and education. Canada's share of this activity is disappointing. In 1977, Canadian shipments of goods dropped slightly from the previous year to \$30 million while the value of services increased to about \$15 million.

Canada's best opportunities to increase business in Nigeria are in consulting engineering, machinery and capital equipment for the transportation, construction, agricultural, forestry and forestry product processing industries. Other noteworthy opportunities exist in equipment for electrical generating and distributing systems, airports, schools and hospitals.

Recently, the Canadian Government has actively promoted expansion of trade between the two countries and these efforts have begun to bear fruit. Of particular interest to Canadian businessmen is the exchange of a draft text with Nigeria which brings the two countries closer to a final discussion on a double-taxation agreement.

Nigeria is ruled by the military. Civilian elections have been promised for 1979, following which the army will return to the barracks after 14 years in power. Despite the current economic "breathing spell," Nigeria has enormous prospects for Canadian businessmen. Without question, this country will be Canada's most important political and economic partner in black Africa.

Saudi Arabia

Capital	Riyadh
Population	4.5 million
Language	Arabic
Currency	Ryal
Weights and Measures	Metric
Oil Reserves	150 billion bbls.
Oil Production	7.9 million b/d
Exports	All countries: \$36 billion Canada: \$680 million
Imports	All countries: \$12 billion Canada: \$200 million
Major Suppliers	West Germany, U.S., Japan, France

Saudi Arabia is spending money at a rate that boggles the mind—\$142 billion in its current five-year plan. There are signs that the economy may tighten a bit as expenditures exceed revenues and use is made of some of the country's healthy monetary reserves. Yet there can be little doubt that the market for specialized, and even consumer, goods will remain strong for as far ahead as can logically be seen.

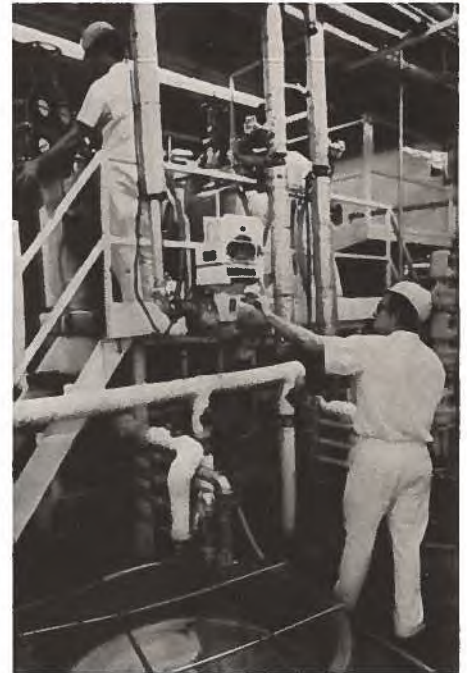
Creation of two new cities in Saudi Arabia—one in the Persian Gulf and the other on the Red Sea—illustrates sharply just how big opportunities are in the Kingdom. These cities will provide further refineries, petrochemical plants, processing of all kinds, including facilities to produce and process Saudi Arabia's not inconsiderable mineral reserves. These new industrial and port facilities will cost \$50 billion and huge contracts will become available for such things as railways, roads, telephone networks and pipelines. There will be literally dozens of smaller projects and contracts and the number of other items—the bits and pieces required—will be in the tens of thousands.

The market is, however, becoming more competitive; unprecedented opportunities bring with them unprecedented competition.

This competition is reflected in the government's thorough evaluation of contracts and the traditional Arab trader is now much more cost conscious. Well-connected agents can still make the difference between success and failure, but competitive pricing and personal attention to detail are frequently more important now.

Let there be no mistake about the cost of penetrating the market—it's high. One firm spent \$200,000 and did not win the contract. Establishment of a business development manager can run as much as \$200,000 a year.

There are about 20 resident Canadian companies in Saudi Arabia now, which is quintuple three years ago. Canada's export performance has improved also—to about \$200 million in 1978, double the year before, but still only 0.9 per cent of the Kingdom's total foreign purchases.





**1979/80 Promotional Projects
Trade Fairs/Information Booths**

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Promotional Projects Program

From April 1, 1979, until March 31, 1980, the Department of Industry, Trade and Commerce will sponsor national group participation in at least 40 international trade fairs around the world.

Some changes to the present system of government assistance for Canadian companies invited to participate in Departmental exhibits will be effective from April 1, 1979.

Participating companies are now being asked to pay a refundable deposit of \$50 per square metre of space required with a minimum of 10 square metres (or square foot equivalent) allowed. On completion of the show, the total deposit amount will be refunded to those companies which fulfill the requirements of the participation agreement.

Air fare assistance for company personnel is no longer provided; however, the Department will continue to pay the cost of shipping unsold products back to Canada. The following list comprises the trade fairs scheduled for participation by the Department during the 1979/80 program year. All projects except those marked with an asterisk will involve a full national exhibit with the active presence of Canadian industry. Those companies wishing to participate in this year's program should make their interest known to the appropriate Industry Sector Branch in Ottawa.

The list of shows and conditions of participation are subject to change. Further information is available from the Promotional Projects Branch, Office of International Marketing, 235 Queen Street, Ottawa, K1A 0H5, telephone (613) 995-6221.

1979/80 Promotional Projects

Trade Fairs/Information Booths

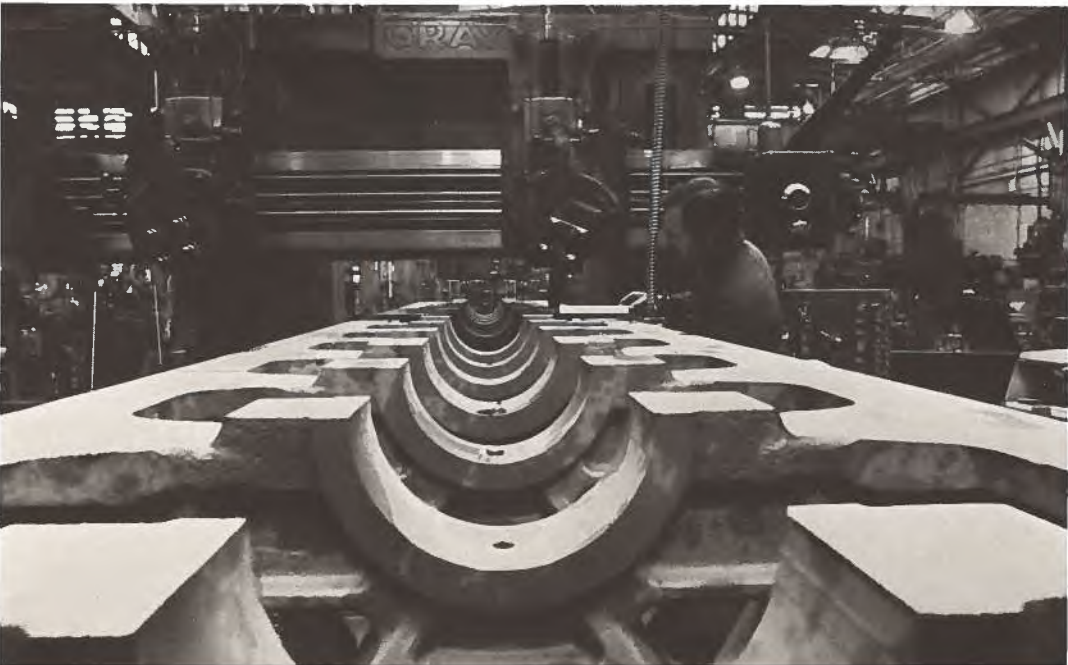
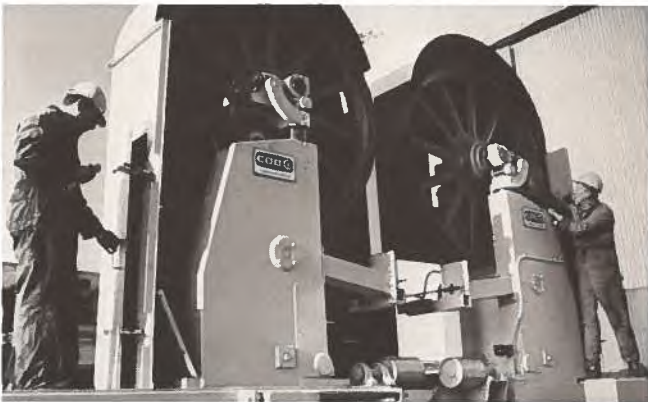
(Under consideration by Department)

European Division
 Promotional Projects Branch
 (613) 995-7334

Project No.	Event	Date
April 1979		
79/40031	16th Children's Bologna Book Fair Bologna, Italy	Mar. 31-Apr. 3, 79
* 79/40011	Internationaler Treffpunkt Hanover Fair '79 Hanover, West Germany (Information Booth)	Apr. 18-26, 79
* 79/40018	EUROFORESTA — International Forestry Fair Verona, Italy (Information Booth)	Apr. 21-25, 79
* 79/40020	International Fur Trade Fair Frankfurt, West Germany (Information Booth)	Apr. 25-29, 79
May 1979		
79/41002	Nor-Shipping '79 — The 7th International Shipping Exhibition Oslo, Norway	May 7-12, 79
79/42007	46th International Agricultural Fair Novi Sad, Yugoslavia	May 11-20, 79
79/40012	LIGNA HANOVER '79 — International Trade Fair for Machinery and Equipment for the Wood Industry Hanover, West Germany	May 23-29, 79
June 1979		
79/40014	33rd Paris Air Show Paris, France	June 9-17, 79
* 79/40009	IVA '79 — International Transport Exposition Hamburg, West Germany (Information Booth)	June 8-July 11, 79
* 79/42009	Poznan International Fair Poznan, Poland (Information Booth)	June 11-30, 79
* 79/40021	Royal Highland Agricultural Show Edinburgh, Scotland (Information Booth)	June 18-21, 79
August 1979		
79/42011	LES DREVMASH '79 — The 2nd International Exhibition of 'Machinery, Equipment and Instruments for the Timber and Woodworking Industry' Moscow, U.S.S.R.	Aug. 29-Sept. 12, 79
September 1979		
79/40007	Offshore Europe '79 — Exhibition and Conference Aberdeen, Scotland	Sept. 3-7, 79
* 79/42010	21st Brno International Engineering Fair Brno, Czechoslovakia (Information Booth)	Sept. 12-20, 79



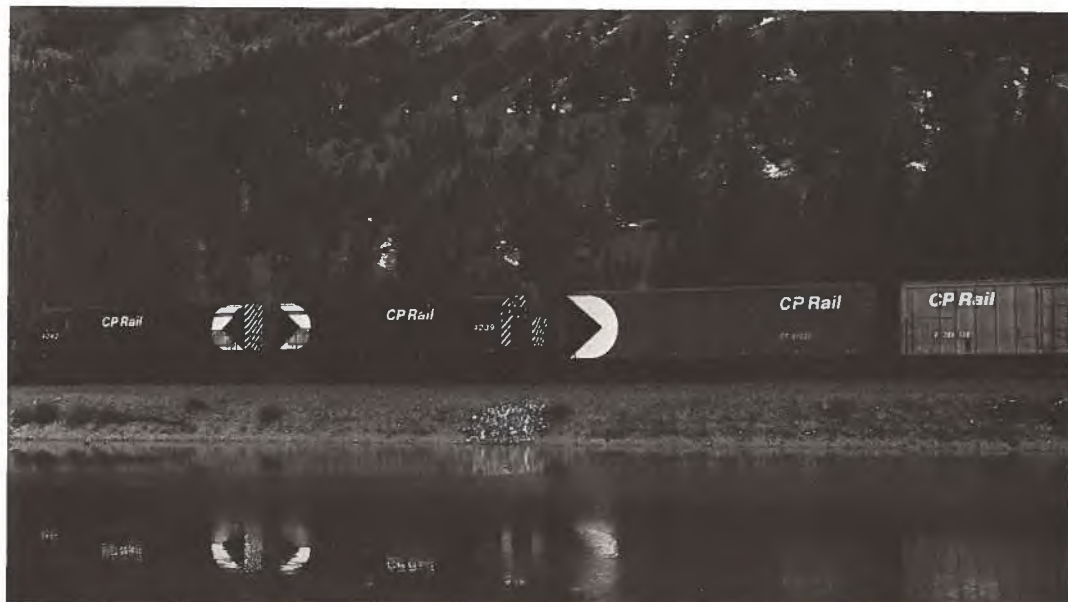


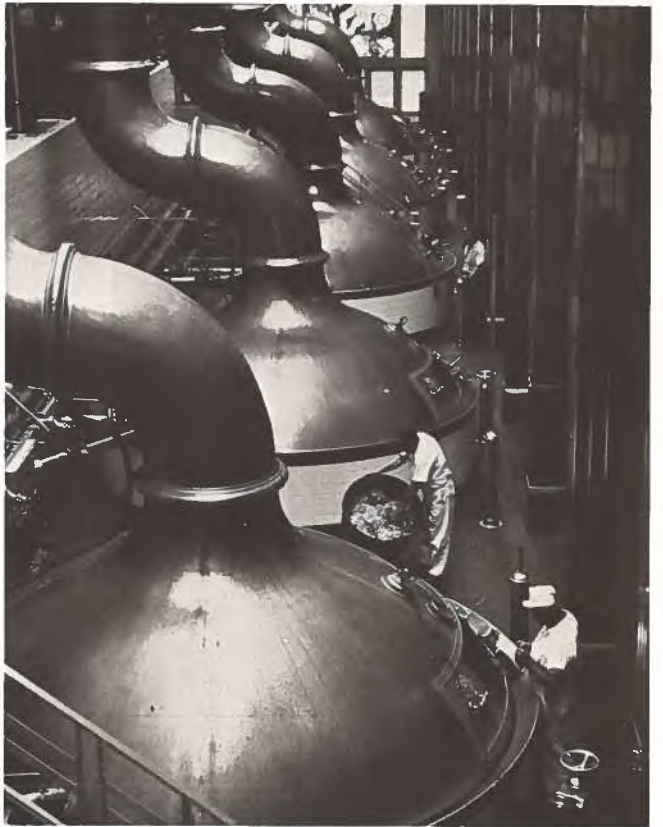




Project No.	Event	Date
September 1979		
79/40024	SYSTEMS '79 — International Seminar and Exhibition — Computer Systems and their Application Munich, West Germany	Sept. 17-21, 79
79/41001	TELECOM '79 — 3rd World Telecommunication Exhibition Geneva, Switzerland	Sept. 20-26, 79
79/40033	SPOGA '79 — International Trade Fair of Sports Goods, Camping Equipment and Garden Furniture Cologne, West Germany	Sept. 23-25, 79
October 1979		
79/40027	K'79 — International Trade Fair — Plastics & Rubber Duesseldorf, West Germany	Oct. 10-17, 79
79/40030	31st Frankfurt International Book Fair Frankfurt, West Germany	Oct. 10-15, 79
79/40038	AIRPORT '79 — 5th International Airport Construction and Equipment Exhibition and I.C.A.A. 19th World Congress Nice, France	Oct. 15-18, 79
November 1979		
79/40040	EUROPORT '79 — International Exhibition for Shipbuilding, Marine Engineering and Port Equipment Amsterdam, Holland	Nov. 14-18, 79
79/40019	BATIMAT '79 — International Building Exhibition Paris, France	Nov. 16-25, 79
January 1980		
79/40039	MIDEM '80 — International Record and Music Market Cannes, France	Jan. 18-24, 80
* 79/40016	BAU '80 — 6th International Trade Exhibition of Building Materials Building Systems, Building Renovations, Innovation Munich, West Germany (Information Booth)	Jan. 16-22, 80
79/40006	HOTELYMPIA — The International Hotel and Catering Exhibition London, England	Jan. 23-30, 80
February 1980		
79/40026	International Spring Fair Birmingham, England	Feb. 3-7, 80
79/40032	ISPO '80 — 11th International Sports Equipment Fair Munich, West Germany	Feb. 21-24, 80
79/40036	International Men's Fashion Week Cologne, West Germany	Feb. 22-24, 80
79/40015	BATIBOUW '80 — International Building and Decoration Show Brussels, Belgium	Feb. 29-Mar. 9, 80
79/40041	DOMOTECHNICA '80 — International Fair for Household Appliances, Fittings and Components Cologne, West Germany	February 1980

Project No.	Event	Date
March 1980		
* 79/40022	Salon international de l'Agriculture Paris, France (Information Booth)	Mar. 2-9, 80
79/40025	SIMA — 51e Salon international de la machine agricole Paris, France	Mar. 2-9, 80
79/40042	The 5th Oceanology International Exhibition Brighton, England	Mar. 3-7, 80
* 79/42008	Leipzig International Trade Fair Leipzig, East Germany (Information Booth)	Mar. 9-16, 80
79/40037	PAKEX '80 — International Packaging Exhibition Birmingham, England	Mar. 17-21, 80
79/40013	GDS — International Footwear Fair Duesseldorf, West Germany	Mar. 24-26, 80
Unscheduled		
* 79/40017	Institutional Forest Products Various Cities (Information Stands)	
Pacific, Asia and Africa Division Promotional Projects Branch (613) 992-5047		
Project No.	Event	Date
April 1979		
79/43019	5th International Australasian Floor Covering Mart Sydney, Australia	Apr. 22-24, 79
* 79/45050	28th Casablanca International Fair Casablanca, Morocco (Information Booth)	April/May 1979
May 1979		
79/43013	Tokyo Auto Services and Equipment Show Tokyo, Japan	May 25-28, 79
August 1979		
* 79/45055	48th Izmir International Trade Fair Izmir, Turkey	Aug. 20-Sept. 20, 79
September 1979		
79/45054	16th Algiers International Trade Fair Algiers, Algeria	Sept. 5-21, 79
79/45053	7th Tehran International Trade Fair Tehran, Iran	Sept. 19-Oct. 1, 79
October 1979		
79/45056	16th Baghdad International Trade Fair Baghdad, Iraq	Oct. 1-15, 79
79/43014	23rd Tokyo Motor Show Tokyo, Japan	October 1979
February 1980		
79/44011	Offshore South East Asia Conference and Exhibition Singapore, Singapore	Feb. 26-29, 80





Project No.	Event	Date
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March 1980

79/43023	International Toy and Sporting Goods Trade Fair Sydney, Australia	Mar. 9-12, 80
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All year

* 79/43016	In-Store Food Products Promotion Japan	
79/43025	MIPRO — World Import Mart Tokyo, Japan	

Unscheduled

* 79/43015	Solo Processed Food Display Sydney, Australia	
* 79/43017	Solo Electronics Display Sydney, Australia	

**Western Hemisphere Division
Promotional Projects Branch
(613) 995-8303**

Project No.	Event	Date
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April 1979

79/46006	Eastern ASIA — Automotive Service Industry Association Show Atlantic City, New Jersey, USA	Apr. 3-5, 79
* 79/46009	Business and Institutional Furniture Show — 'Design Atlanta Week' Atlanta, Georgia, USA	Apr. 15-19, 79
79/46008A	Southern Furniture Mart High Point, North Carolina, USA	Apr. 19-27, 79
79/46021	Offshore Technology Conference and Exhibition Houston, Texas, USA	Apr. 30-May 3, 79
79/46027	3i Farm Equipment Show Great Bend, Kansas, USA	April 1979

May 1979

79/46033	American Booksellers' Association Convention and Trade Exhibit Los Angeles, California, USA	May 26-29, 79
79/48002	Solo Canadian Medical, Hospital and Dental Products Show Caracas, Venezuela	May 1979

June 1979

79/46025	National Fancy Food and Confection Show Atlanta, Georgia, USA	June 3-6, 79
79/46007	NAMM '79 — International Music Expo Atlanta, Georgia, USA	June 9-12, 79

August 1979

* 79/46016	Business and Institutional Furniture Show — Society of Interior Designers Meeting Seattle, Washington, USA	Aug. 3-6, 79
79/46010	Canadian Solo Book Fair Seattle, Washington, USA	August 1979

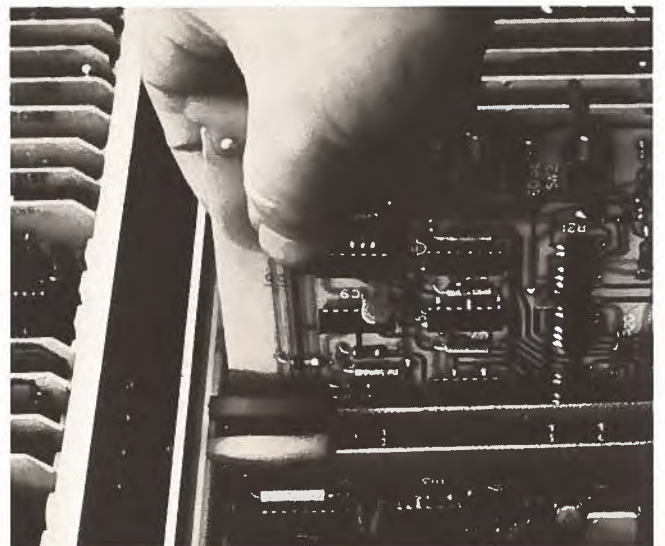
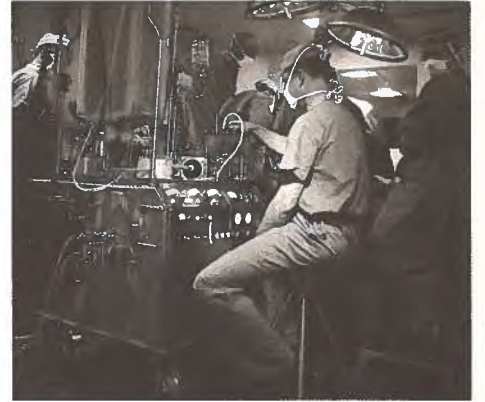
September 1979

79/46019	International Marine Trades Exhibit and Conference Chicago, Illinois, USA	Sept. 27-30, 79
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Project No.	Event	Date
October 1979		
79/46020	United States Sailboat Show Annapolis, Maryland, USA	Oct. 11-14, 79
79/48001	Mining, Geological and Metallurgical Engineering Exhibition Acapulco, Mexico	Oct. 14-18, 79
79/46008B	Southern Furniture Mart High Point, North Carolina, USA	Oct. 18-26, 79
79/46017	APAA — Automotive Parts and Accessories Association Show Chicago, Illinois, USA	Oct. 30-Nov. 1, 79
79/48004	Solo Oil and Gas Equipment and Technology Show Caracas, Venezuela	Fall 1979
November 1979		
79/46028	23rd National Swimming Pool Institute Convention/Exposition Rosemont, Illinois, USA	Nov. 15-18, 79
January 1980		
79/47001	Canadian Solo Textiles Show Port-of-Spain, Trinidad	January 1980
March 1980		
79/46011	MAN — Men's Apparel National Show San Diego, California, USA	Mar. 1-5, 80
79/46014	Snow Show Las Vegas, Nevada, USA	Mar. 14-19, 80
Unscheduled		
* 79/46015	Business and Institutional Furniture Show Philadelphia, Pennsylvania, USA	
* 79/46022	Food Products Sales Meeting and In-Store Promotion Cleveland, Ohio, USA	
* 79/46023	Food Products Sales Meeting and In-Store Promotion Minneapolis, Minnesota, USA	
* 79/46024	Food Products Sales Meeting and In-Store Promotion Seattle, Washington, USA	
* 79/46029	Food Products Sales Meeting Buffalo, New York, USA	
* 79/46030	Food Products Sales Meeting Detroit, Michigan, USA	
* 79/46031	Food Products Sales Meeting Chicago, Illinois, USA	
* 79/46032	Food Products Sales Meeting Philadelphia, Pennsylvania, USA	

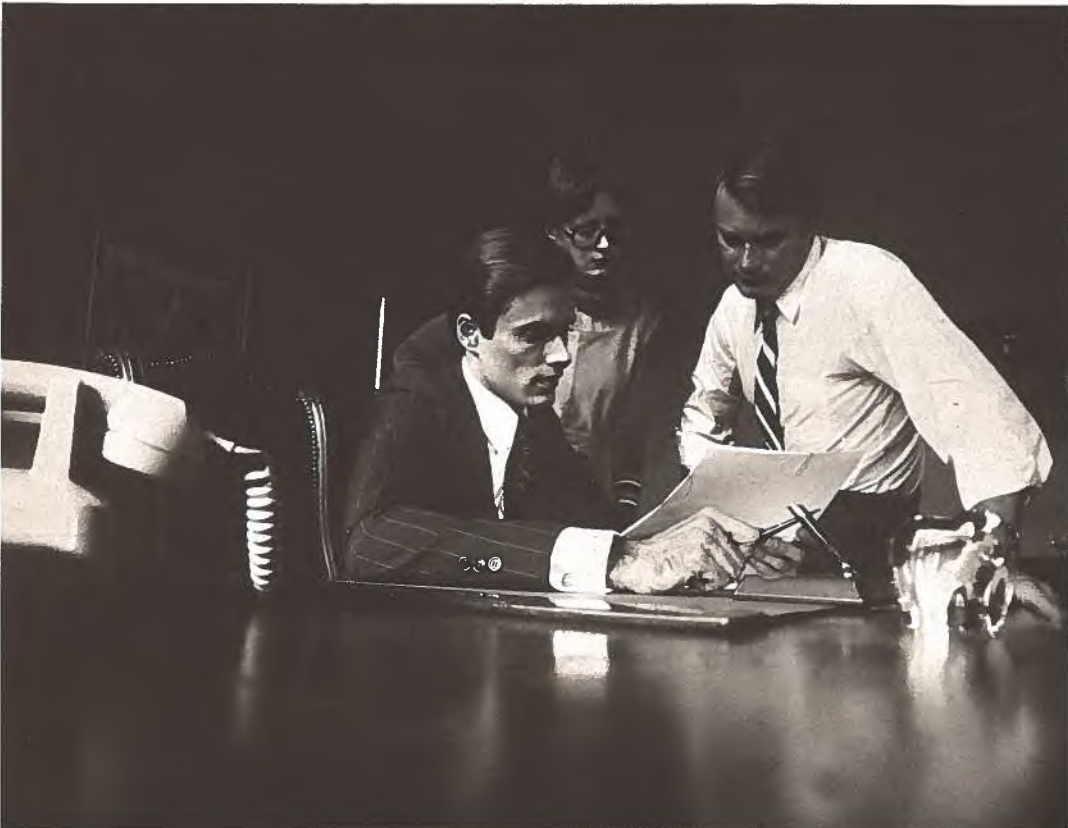
1979-1980





Profiles

Trade Fairs and Information Booths 1979-1980



European Division

Promotional Projects Branch

(613) 995-7334

16th Children's Bologna Book Fair **Bologna, Italy** **March 31-April 3, 1979**

The Children's Bologna Book Fair, an annual event, is an autonomous enterprise sponsored by the fair authorities, with no association involved. In 1978, the fair covered an area of 12,000 m². Forty-three countries participated with 405 stands and 581 publishing firms.

This event is the most important show in the literary field of education for the young. It is a meeting place for publishers and editors to transact business with foreign firms from all continents. The Department will be participating for the fourth time with the objective of promoting copyrights and translation rights.

Internationaler Treffpunkt-Hanover Fair '79 **Hanover, West Germany** **(Information Booth)** **April 18-26, 1979**

The Hanover Fair, with 4,900 exhibitors and 500,000 visitors, is the most prestigious industrial trade fair in West Germany. Its international significance is confirmed by more than 40 foreign countries participating.

While Canada does not have a national booth in the industrial sector of the fair, the Department continues to support a Post Information Stand in the Internationaler Treffpunkt (the Hall of Nations). The stand serves as a base of operation for generating trade opportunities among the business visitors to the fair. It provides marketing and administrative assistance to the over 300 Canadian businessmen who visit the fair. It also provides tourist and public affairs information. Provincial governments also contribute to Canada's presence at this event.

EUROFORESTA — International Forestry Fair **Verona, Italy** **(Information Booth)** **April 21-25, 1979**

The International Forestry Fair of Verona is a biennial event launched in June 1977 by the organizers of the Verona Fair to promote the role of the forest in terms of production, conservation, human and cultural aspects. The categories of exhibits include: forestry products, protective uses of forests, and environmental aspects of forests.

The Department participated in June 1977 with an information booth and a similar presentation is planned for June 1979 to promote the use of Canadian commercial species and grades of lumber to Italian trade buyers, distributors, builders, housing authorities and government decision makers.

Nor-Shipping '79 — The 7th International Shipping Exhibition **Oslo, Norway** **May 7-12, 1979**

Nor-Shipping is a specialized exhibition with the primary objective of creating and promoting contact between sellers and buyers in the international shipping world. Shipowners, shipbuilders, naval architects, ship-repairing companies, financial institutions from all over the world visit the exhibition to assess products and services offered by more than 300 exhibitors.

Under the sponsorship of the Department, Canadian companies are invited for the first time to study market opportunities in shipbuilding, ship-repairing and marine equipment.

46th International Agricultural Fair **Novi Sad, Yugoslavia** **May 11-20, 1979**

The Novi Sad Agricultural Fair is an important market for livestock, machinery and equipment for agriculture, forestry, the food industry, and the transport and marketing of goods. It is attended by some 1,600 companies from 55 countries. The fair is a centre for transacting business and for reviewing the latest developments to encourage modern methods of production.

Canada has participated twice previously winning a gold medal for the best foreign presentation in 1977.

The Department's participation in 1979 will concentrate on sales of Canadian livestock, semen and embryo transplant.

LIGNA HANOVER '79 — International Trade Fair for Machinery and Equipment for the Wood Industry, **Hanover, West Germany** **May 23-29, 1979**

Since its successful premiere in 1975, LIGNA HANOVER has developed as one of the world's largest trade fairs for wood-processing machinery. It is sponsored by the German Machinery Manufacturers Association and the Hanover Fair Authorities.

The Fair covers the complete spectrum of sawmill and woodworking machinery, and as well touches forest harvesting equipment. The most important and largest section of the Fair is the display of secondary wood-processing machinery for the furniture and allied industries.

The Department will participate for the third time.

33rd Paris Air Show
Paris, France
June 9-17, 1979

The Paris Air Show (Salon international de l'aéronautique et de l'espace) is the most prestigious marketplace where aerospace companies throughout the world present the latest in equipment, systems and technology — over 600 exhibitors. Executives from the industry, officials of government and defence services, and others attend this event to compare products and services, open negotiations and sign contracts.

The show is held every second year. Thirty (30) Canadian companies participated in June 1977. For the fifth time, the Department is inviting the Canadian aerospace industry to demonstrate and promote Canada's capabilities and products in June 1979.

IVA '79 — International Transport Exposition
Hamburg, West Germany
(Information Booth)
June 8-July 11, 1979

Transport experts from all over the world will meet at the Congress Centrum Hamburg (CCH) and the IVA exhibition grounds in order to promote the international exchange of ideas and experience at congresses, conferences, seminars and symposiums. Sponsored by the Government of the Federal Republic of Germany and organized by the Hamburg Fair authorities, IVA promises to be the major "first" for the International Transportation Industry.

The Department will participate with an Information Booth with the objective of creating awareness of Canadian capability and expertise in transportation equipment and services.

Poznan International Fair
Poznan, Poland
(Information Booth)
June 11-30, 1979

The Poznan Fair program includes a number of events of which the central multibranch presentation — the International Fair — held annually in June, is the most important. The 1979 International Fair will include industrial plants, metallurgical products, machinery, electrical and electronic equipment, mineral raw materials, furniture and wood products, and other consumer goods and services.

The Department has participated in the subject fair for the last five years. In 1979, it will continue to support the Canadian industry with an Information Booth and lounge area.

Royal Highland Agricultural Show
Inglston, Edinburgh, Scotland
(Information Booth)
June 18-21, 1979

The Royal Highland Show is the major agricultural exhibition in Scotland with an attendance in the 120,000 range, including visitors from several countries. The Department participated in 1978 with an Information Booth promoting Canadian exports of cattle, swine and semen.

The Department continues its support of that industry with an Information Booth at the 1979 event.

LES DREVMASH '79 — 2nd International Exhibition
Machinery, Equipment and Instruments for the
Timber and Woodworking Industry
Moscow, U.S.S.R.
August 29 - September 12, 1979

LES DREVMASH was held for the first time in 1973. It covered some 20 product categories in the machinery, equipment and instrument sectors of the timber and woodworking industry. Seven hundred exhibitors from 21 countries displayed their products. This event was open to the public and attracted 500,000 visitors. The Department participated with 13 Canadian firms exhibiting a wide range of forestry equipment.

A second participation by the Department will emphasize mobile equipment for wood complexes, sawmill machinery, and machinery for furniture plants.

Offshore Europe '79 — Offshore Europe
Exhibition and Conference
Aberdeen, Scotland
September 3-7, 1979

Offshore Europe is seen as the most important petroleum industry show in Europe. Covering an area in excess of 20,000 m², the event is held at the Scottish Oil and Gas Show Bridge of Don Showground in Aberdeen, Scotland. More than 800 exhibitors are expected in September 1979. It is restricted to manufacturers and suppliers of capital goods, equipment, and technical services.

The exhibition operates concurrently with a high level symposium/conference at the University of Aberdeen.

The Department participated in 1977 and is inviting once more the Canadian Industry to look at the lucrative market of the North Sea countries.

21st Brno International Engineering Fair
Brno, Czechoslovakia
(Information Booth)
September 12-20, 1979

This fair is known all over the world for its cross-section of modern technology and technical information. The fair highlights power engineering and encompasses machinery and equipment used in the production of goods and services.

As in 1977 and 1978, the Department will have an Information Booth to be used by the Post as a base of operation and a meeting centre for Canadian firms that might attend the fair. With an Information Booth, the Trade Commissioner can provide representation for specific firms whose names can appear in the fair catalogue, thus qualifying them for a portion of the special hard-currency allocations made to Czech Foreign Trade Organizations for purchases at the Brno Fair.

SYSTEMS '79 — International Seminars and
Exhibition — Computer Systems and their
Applications
Munich, West Germany
September 17-21, 1979

Conceived as a genuine, highly-specialized exhibition of computer systems and their applications, SYSTEMS sets out to establish an intensive basis of communication for computer users and the computer industry. The exhibition is closely related to a number of symposia, group seminars and associated events.

The event is held every two years. Some 400 companies from 12 countries participated in 1977. This will be a first participation by the Department and is an integral part of a program aimed at developing European markets through the Canada/EEC Framework Agreement.

**TELECOM '79 — 3rd World Telecommunications
Exhibition
Geneva, Switzerland
September 20-26, 1979**

Sponsored by the International Telecommunication Union and supported by the telecommunications administrations of the 153 ITU Member countries, TELECOM is held at the Palais des Expositions, Geneva.

Specialists visiting the exhibition are given the opportunity to compare the multitude of equipment and systems produced by the world telecommunications industry both in the national pavilions and at the stands of research and industrial organizations.

The Department sponsored a Canadian stand in 1975 and it is proposing to participate in September 1979 inviting some 20 firms to promote Canadian capabilities in the telecommunications field.

**SPOGA '79 — International Trade Fair of
Sports Goods, Camping Equipment and
Garden Furniture
Cologne, West Germany
September 23-25, 1979**

SPOGA held in Cologne every year must be counted as one of, if not the premier show of its kind in the world, for the exhibiting of summer and winter sports equipment, sports and leisure wear, camping and garden furniture, and related products. Covering almost one and three-quarter million square metres (including the Gardening Show) the fair offers the products of some 2,000 firms.

Canada has a long record of participation at SPOGA; the Department having sponsored a Canadian stand on six occasions, the last time in October 1978 with 20 firms. Again in 1979, with concentration on summer-leisure products, the Department is inviting Canadian manufacturers to penetrate new foreign markets.

**K'79 — International Trade Fair —
Plastics + Rubber
Duesseldorf, West Germany
October 10-17, 1979**

K'79 is held every four years and has grown to be the largest and most significant plastics and rubber exhibition in the world. Staged in Duesseldorf, occupying almost 92,903 m², this event attracts over 1,200 exhibitors from 30 countries. It covers raw materials, processing and machines.

The Department will participate for the first time with emphasis on plastics. Canadian companies will be looking at new markets for plastic products, moulds, extrusion mouldings and other related products.

**31st Frankfurt International Book Fair
Frankfurt, West Germany
October 10-15, 1979**

This annual event is the world's largest book fair and traditional venue for the industry to conduct international trading in the area of translation and other subsidiary rights.

The Department has been involved since 1972 and will participate again in 1979 with a view to promoting a broader acceptance of Canadian writings in foreign markets.

**AIRPORT '79 — 5th International Airport
Construction and Equipment Exhibition
and I.C.A.A. 19th World Congress
Nice, France
October 15-18, 1979**

The International Airport Construction and Equipment Exhibition is a biennial event promoting the innovations and developments in airport equipment, facilities, systems and services. Held in Vienna in 1977, the 5th exhibition will be located at the Palais des Expositions on the Esplanade Maréchal de Lattre de Tassigny, Nice, France. At the same time and same location, the Annual Congress of the International Civil Airports Association will bring together airport operators from a membership representing 250 airports from 73 countries.

Participation by the Department in 1979 will be the fourth time with concentration on airport equipment and consulting services.

**EUROPORT '79 — International Exhibition
for Shipbuilding, Marine Engineering and
Port Equipment
Amsterdam, Holland
November 14-18, 1979**

The EUROPORT exhibition has reached an unequalled reputation as the world's most important maritime show. Held at the RAI Centre, it is devoted to the world shipbuilding and related equipment industries. It offers a vast coverage of the international market and provides an unique meeting place for professional and maritime specialists from all over the world.

1979 will be the fourth time for an official Canadian participation.

**BATIMAT '79 — International Building
Exhibition
Paris, France,
November 16-25, 1979**

Instituted in 1959, BATIMAT was initially held three years in succession before becoming a biennial event in 1961. Since 1971 it has been held in November at the Parc des Expositions, Porte de Versailles, Paris, where 3,000 exhibitors display their most outstanding products to 300,000 visitors involved with the construction industry.

This exhibition is one of the largest of its kind in Europe and its international character has proven to be an excellent vehicle for the promotion of Canadian timber-frame construction and products complementary to this method of construction. The 1979 event will represent a sixth participation for the Department.

**MIDEM '80 — International Record and
Music Market
Cannes, France
January 18-24, 1980**

MIDEM is the only commercial trade fair of international importance in the music field. It is a major venue for the conduct of international trade for Canadian composers and publishers.

The 1980 event represents the eighth participation by the Department in its effort to sustain the promotion of Canadian music in foreign markets.

**BAU '80 — 6th International Trade
Exhibition of Building Materials
Building Systems, Building Innovation
Munich, West Germany
(Information Booth)
January 16-22, 1980**

Since 1964, BAU International Trade Exhibition at Munich has been the meeting place of the international building profession concerned with the latest problems and structural changes affecting the entire building trade. Held every four years, it attracts some 750 exhibitors from 15 countries seeking new markets and business partners.

The Department will participate in the 1980 event with an Information Booth as part of a continuing program for the promotion of Canadian expertise in the timber-frame building and wood components fields in Western Europe.

**HOTELYMPIA — The International Hotel & Catering
Exhibition
London, England
January 23-30, 1980**

HOTELYMPIA occurs every two years and is sponsored by two leading trade journals and the Catering Equipment Manufacturers Association of Great Britain. International in scope and character, products, equipment and services on display include everything related to hotels and catering establishments from food, beverages and wines to equipment for kitchen, cutlery and contract furnishings. Visitors come from around the world and consist of buyers from hotels and restaurants, proprietors of catering establishments, purchasing officers from hospitals, schools, airlines and similar institutions.

Participation by the Department in 1980 will be the sixth time since 1966.

**International Spring Fair
Birmingham, England
February 3-7, 1980**

The International Spring Fair is considered to be Europe's greatest exhibition of hardware, giftware and allied products. The fair is organized and co-sponsored by Trade Promotion Services Ltd. in co-operation with the British Hardware Promotion Council, and supported by the British hardware and giftware industries.

Held at the National Exhibition Centre, the fair is attended by some 2,500 exhibitors and is open to business visitors only. The hardware products on display included domestic hardware, builders' hardware, electrical appliances, tools, leisure and outdoor furniture, and others. Giftware displays covered the whole sector from jewellery, china, etc. to leather goods, smokers' accessories and stationery.

This will be a first participation by the Department with the objective of exploring export markets in depth on a sustained basis.

**International Men's Fashion Week
Cologne, West Germany
February 22-24, 1980**

More than 700 firms from 25 countries exhibit at the International Men's Fashion Week in Cologne, Germany. The fair is known as one of the most important events for the promotion of men's and boys' clothing and outfitting. It is held twice a year, in August and in February/March, for the presentation of the Spring/Summer and Fall/Winter collections respectively.

The Department is participating in the February 1979 presentation and is planning a national stand also in February 1980 with the objective of supporting Canadian firms interested in markets in West Germany and other European countries for winter outerwear.

**ISPO '80 — 11th International Sports
Equipment Fair
Munich, West Germany
February 21-24, 1980**

The most successful international show in the world for winter sports goods, offering unparalleled exposure to current technology, fashions, tastes and trends, ISPO attracted over 24,000 visitors in 1978. Only trade buyers are admitted to the fair which includes the products of 1,000 exhibitors from some 30 countries.

Together with SPOGA, this event represents the most important venue for Canadian sporting goods in the European market. Including participation in February 1979, the Department is sponsoring a national exhibit for the fifth time in 1980.

**BATIBOUW '80 — International Building and
Decoration Show
Brussels, Belgium
February 29-March 9, 1980**

A major activity in the timber-frame system of construction promotion program aimed at the Belgian and Luxembourg markets, has been Canada's participation in the BATIBOUW Construction Show for five years, with an Information Stand promoting forest products and allied building materials for residential homes.

The Department is participating in the February 1979 event with a full national exhibit and is proposing to do so again in February 1980. Canadian firms will be invited to display their products as part of a marketing strategy to move aggressively into the promotion of secondary building products such as hardware, kitchen cabinets, flooring, wood components and others.

**DOMOTECHNICA '80 — International Fair for
Household Appliances, Fittings and Components
Cologne, West Germany
February 1980**

This event is one of three co-ordinated international trade fairs held in Cologne, West Germany, in February each year. Together they promote the entire range of powered domestic appliances, housewares and hardware. DOMOTECHNICA covers household appliances such as electrical heating equipment, washing machines and dryers, refrigerators and freezers, and other powered equipment.

Some 30,000 dealers, buyers and others visit the fair to look at the products of more than 500 exhibitors from 30 countries. Participation by the Department will be the first time and is part of a continuous program to promote Canadian capabilities in that field.

**Salon International de l'Agriculture
Paris, France
(Information Booth)
March 2-9, 1980**

Held in March during the Semaine internationale de l'agriculture, this show is one of the specialized exhibitions offered to producers, breeders and agricultural suppliers from all over the world. Considered to be the largest of its kind, it attracts visitors from 80 countries.

While participating at SIMA with a full exhibit, the Department will have an Information Stand at the Salon international de l'Agriculture promoting sales of Canadian cattle, swine and semen.

**SIMA — 51e Salon international de la machine agricole
Paris, France
March 2-9, 1980**

Each year in March, the Semaine internationale de l'agriculture occupies the entire exhibition at the Porte de Versailles in Paris. It is a major public event, as well as a collection of specialized shows which attract more than one million visitors. Agriculture Week comprises:

SIMA — Salon international de la Machine agricole et Salon de la Motoculture de Plaisance/Jardinage (Agricultural Machinery Show and Leisure Power Cultivation Show); le Salon international de l'agriculture (Agricultural Show); le Salon international des Arts ménagers (Arts of Home-Making Show).

The Department is participating in the 1979 SIMA with concentration on power cultivation equipment. The March 1980 event will represent a second participation. With more than 1,700 exhibitors from 30 countries, SIMA should prove a useful vehicle to Canadian firms interested in the European markets as well as the adjacent markets in Africa and the Arab countries.

**The 5th Oceanology international '80 Exhibition
Brighton, England
March 3-7, 1980**

Oceanology International 1980 is the 5th in a series of exhibitions/conferences organized for the offshore industry. The exhibition is sponsored by the British Oceanology Development Council and attracts internationally more than 200 exhibitors covering all facets of offshore operation equipment and technology. It consists of an indoor and outdoor exhibition, and displays in nearby harbours and offshore at Brighton. Under the sponsorship of the Society for Underwater Technology, the conference brings together scientists, technologists, manufacturers and government organizations with the main objective of furthering the proper economic and sociological use of the oceans and the earth beneath the oceans for the benefit of man.

The Department sponsored a national stand at Oceanology International in March 1978 with 10 Canadian firms. Participation in 1980 will continue to demonstrate the competence of Canadian companies in the field of oceanology and oceanography.

**Leipzig International Trade Fair
Leipzig, East Germany
(Information Booth)
March 9-16, 1980**

The Leipzig Fair ranks with the most important trade meetings in the world. Representatives of trade and industry, science and technology from every continent assemble twice a year in March and September to gain useful information and valuable contacts. Its international character attracts about 60 countries in March and 50 in September.

The Fair comprises two exhibition complexes. In the South-East of Leipzig is the fair ground with approximately 50 halls, pavilions and an extensive open area where capital goods prevail. The 16 fair buildings in the city centre for the most part show consumer goods.

The Department will participate with an Information Stand in March 1980.

**PAKEX '80 — International Packaging Exhibition
Birmingham, England
March 17-21, 1980**

PAKEX is the major fair in Europe for the packaging industry. This event, Interpack in Duesseldorf, West Germany, and the Chicago Packaging Exhibition are the three top shows in the world for the industry from the processing of raw materials to the design and manufacture of machinery and equipment.

Held in the Birmingham National Exhibition Centre, PAKEX covers every facet of the packaging industry and will enable manufacturers, distributors and agents to show and demonstrate their wares and services to a broad range of international visitors.

Participation by the Department in 1980 will be the first time.

**GDS — International Footwear Fair
Duesseldorf, West Germany
March 1980**

Twice a year, in the Spring and in Autumn, footwear manufacturers from all over the world are invited to show their latest collections for the coming season at the Duesseldorf Trade Fair. The two GDS events attract an annual attendance of some 50,000 buyers from more than 30 countries.

This will be the second participation by the Department since a presentation is being planned for March 1979. It represents a concentrated effort to pursue the penetration of Canadian footwear in the European market.

Pacific, Asia and Africa Division

Promotional Projects Branch

(613) 992-5047

5th International Australasian Floor Covering Mart Sydney, Australia April 22-24, 1979

This Carpet Show is a privately-supported concern which has proven most successful in the past few years. Although primarily a promotional venue for Australasian carpet companies, it has, since 1977, incorporated a section for overseas manufacturers. The Department provided some financial assistance towards the cost of exhibits for a limited number of Canadians participating in 1977. In 1978, the Department sponsored a national exhibit.

Participation by Canadian companies at this event has been successful and once more in 1979, Canadian manufacturers are invited to promote their products in Australasia.

28th Casablanca International Fair Casablanca, Morocco (Information Booth) April/May 1979

Organized by the National Trade and Exhibitions Board under the aegis of the Ministry of Trade, Industry, Mines and Merchant Marine, the Casablanca International Fair is a "General Samples Fair" open to national producers, foreign countries and international organizations. Its objectives are to give an accurate picture of the economy of Morocco in every sphere; and to encourage, develop and strengthen economic links between Morocco and other countries.

Canada's Information Booth at the Casablanca International Fair in 1977 was the first official participation by the Department in this biennial event. Participation in 1979 is part of a continuing program to promote Canada's capabilities in selective fields.

Tokyo Auto Services and Equipment Show Tokyo, Japan May 25-28, 1979

The Tokyo Auto Services and Equipment Show is an annual event held each spring at the Harumi Fair Grounds. It is organized jointly by the "Automotive Machinery and Tool Manufacturers Association of Japan" and the "Japan Automotive Machinery and Service Equipment Association". It covers a broad range of products from simple hand tools to sophisticated electronic testing equipment.

The Department is participating for the sixth time looking at an annual potential of \$10 million in export sales for Canadian firms.

48th Izmir International Trade Fair Izmir, Turkey August 20 - September 20, 1979

The Izmir International Fair is the only trade fair in Turkey open to overseas participants. A unique aspect of this promotion is that Canadian manufacturers are not directly recruited. The "exhibitors" are in fact the Turkish agents of the Canadian companies currently trading in that market. By participating under the Canadian banner, the agents are able to benefit from a special import quota granted to foreign companies whose products are displayed in their national pavilion. This special import quota enables the agent to import additional volume above the normal restrictions.

Since our first participation in 1971, Canadian products in certain sectors have become well known. Our ninth participation in 1979 will assist Canadian manufacturers in obtaining additional exports and maintaining a reputation for high technology and quality.

16th Algiers International Trade Fair Algiers, Algeria September 5-21, 1979

Organized by the National Trade and Exhibitions Board under the aegis of the Minister of Trade, the Algiers International Fair is a General Samples Fair open to national producers, foreign countries and international organizations. Its objectives are: to give an accurate picture of the economy of the Democratic and Popular Republic of Algeria in every sphere; to encourage, develop and strengthen economic links between Algeria and other countries.

The Department will be participating for the eighth consecutive year with an institutional display, highlighting Canadian capability in several sectors of industry, i.e. oil and gas, air and sea transport, urban development, infrastructure and industrial engineering.

7th Tehran International Trade Fair Tehran, Iran September 19-October 1, 1979

The Tehran International Trade Fair is an annual event, the largest in Iran. Because of its prestige, it is attended by influential Iranian businessmen seeking to represent foreign firms in their country.

The Department sponsored a Canadian stand in 1978 with twenty-three companies. The products displayed included: furniture, refrigerators, carpets, lighting systems, lumber, airport equipment and many other products. Once more, in 1979, Canadian manufacturers will be invited to introduce new products or follow up on previous activities in that market.

16th Baghdad International Trade Fair
Baghdad, Iraq
October 1-15, 1979

The Baghdad Trade Fair occupies an important place among the Middle East international fairs. In addition to national organizations, more than 50 states and some 200 independent foreign companies participate.

Participation in this annual event is considered by the Iraqis as a positive indication of a foreign government's interest in their market. Canada has been present since 1974. In 1979, the Department will sponsor an institutional presentation with concentration on project management, design engineering and construction in the agro industry; power generation and distribution transportation; education and telecommunications.

23rd International Tokyo Motor Show
Tokyo, Japan
October 1979

The International Tokyo Motor Show is a biennial event held at Harumi Park in Tokyo. It is considered to be the premier automobile show in Japan and provides an opportunity for Japanese auto manufacturers to display their latest models and launch new styling and innovation. The event attracts over 1,000,000 visitors.

The show covers the complete spectrum of the automotive industry from automobiles, commercial vehicles, motorcycles, parts and accessories. This will be a fourth participation by the Department as part of a continuing program to create greater awareness in Japan of Canadian capabilities in the field of automotive parts.

Offshore South East Asia Conference and Exhibition,
Singapore, Singapore
February 26-29, 1980

The Offshore South East Asia Conference and Exhibition is sponsored by a number of South East Asian and international petroleum and consultants associations and is held every two years. The event is open to business visitors only.

Singapore, by virtue of its strategic geographic position, has been the focal point of many of the activities related to the offshore oil industry. It offers an excellent opportunity for Canadian firms to develop greater acceptance of Canadian oceanology equipment and services by the major international oil and gas companies operating in the offshore.

The Department will be sponsored nationally for the first time.

International Toy and Sporting Goods Trade Fair
Sydney, Australia
March 9-12, 1980

The Australian Toy and Sporting Goods Fair is recognized as an excellent vehicle for the promotion of toys and sporting goods in both Australia and New Zealand.

The Department is participating for the first time in March 1979. The 1980 presentation will represent the second year of a comprehensive marketing strategy with emphasis on toys. Noted for their quality and design, Canadian toys and games have sold well in the Australasian market.

In-Store Food Products Promotion
Japan
All year

Success in promoting Canadian-processed food products in Japan is largely dependent on having the products sampled by Japanese consumers. To achieve this objective, the Department has been promoting food products in Japan mainly through supermarkets, department stores and hotels since 1973.

Annually, selected Canadian food firms are introducing their products via numerous promotions and programs organized by several large Japanese food stores and hotels with the assistance of the Tokyo Post. The Department also provides displays, advertising material and publicity.

With an annual food consumption estimated at \$40 billion, Japan represents for Canada an export potential of \$150 million per year.

MIPRO — The World Import Mart
Tokyo, Japan
All year

Consistent with the Japanese Government's objective to expand imports of foreign products, major Japanese business and financial firms formed the Manufactured Imports Promotion Organization (MIPRO) in February 1978. The organization aims to introduce a wide variety of foreign-manufactured goods to the Japanese consumers, as well as help exporters make their products more attractive to the Japanese.

MIPRO's principal specific activity is the operation of the International Exhibition Centre on the seventh floor of the World Import Mart located in the new Sunshine City complex in Ikebukuro, Tokyo. The eleven-story Mart also provides selected areas or floors for the promotion of food products, for retail shopping, national events, selected exhibitions associated with the promotion of exports to Japan. Space in the MIPRO centre is offered free of charge to foreign governments together with a number of related services.

Starting in January 1979, the Department is taking space in the centre and will invite Canadian manufacturers to take advantage of this excellent opportunity to promote their products in the Japanese market.

Solo Processed Food Display
Sydney, Australia
(Unscheduled)

To acquaint Australian brokers, agents, distributors and other buyers with the broad range of Canadian food and beverage products available for export, the Department is proposing a solo presentation to be staged within the Consulate facilities in Sydney, Australia.

The event will be organized by our Trade Commissioner in Sydney and attendance will be by invitation to view, taste and discuss foods and beverages shipped by Canadian manufacturers.

Solo Electronics Display
Sydney, Australia
(Unscheduled)

The Department is proposing a display of electronic equipment within the Consulate facilities in Sydney, Australia to promote Canada's capabilities in that field.

The display will be manned by agents of Canadian companies.

Western Hemisphere Division

Promotional Projects Branch

(613) 995-8303

Eastern ASIA — Automotive Service Industry Association Show **Atlantic City, New Jersey, USA** **April 3-5, 1979**

ASIA is one of the two largest national shows in the United States for the promotion of aftermarket automotive parts and accessories. Buyers and agents from all over the U.S. attend this event which, together with the APAA Show, constitutes the most important meeting place for the industry sector.

Held on the East Coast, ASIA takes place both on the East Coast and the West Coast every third year with the latter presentation being held jointly with the Pacific Automotive Show — PAS in Las Vegas. (The Department is participating from February 27 to March 2, 1979).

The 1979 Eastern ASIA will be at Atlantic City, New Jersey from April 3-5, 1979. Canadian firms will be invited to introduce new products as well as to increase present exports in the U.S. market.

Southern Furniture Mart **High Point, North Carolina, USA** **April 19-27, 1979** **October 18-26, 1979**

The Southern Furniture Mart is a prestigious furniture exhibition with buildings containing over 92,903 m² of furniture displays. They are visited semi-annually, in April and in October, by some 15,000 key buyers from the U.S. — and a number of foreign buyers — who are given the opportunity to look at new styles and designs introduced by U.S. manufacturers principally.

As part of a program aimed at increasing exports of Canadian furniture in the U.S. market, Canadian manufacturers of household furniture participate, both in the spring and the fall, under the sponsorship of the Department. Located on the 11th floor, Main Street Building, the Canadian Furniture Centre has an area of nine showrooms designed to manufacturers' specifications by the Department.

Offshore Technology Conference and Exhibition **Houston, Texas, USA** **April 30 - May 3, 1979**

The Offshore Technology Conference and Exhibition, held annually in Houston, Texas, is the world's foremost meeting on offshore resources. The show brings together leading engineers and scientists, as well as managers and government officials, to discuss latest developments in technology and to view the hardware and services available to meet the offshore challenge.

In 1978, the attendance figures indicated that 1,800 companies from 17 countries displayed their products. Twenty-one (21) Canadian companies participated under the sponsorship of the Department. For the eighth time, the Department will be offering Canadian manufacturers the opportunity to display the innovation and high reliability of their products and services.

3i Farm Equipment Show **Great Bend, Kansas, USA** **April, 1979**

The 3i Show is sponsored by the Western Kansas Manufacturers Inc., an association of progressive manufacturers located in the western 51 counties in Kansas. The show is a gathering of cattlemen, growers, farmers, dealers, manufacturers and buyers. The event attracts over 475 exhibitors.

Participation in 1979 will be the sixth by the Department and is part of a continuing program to expand sales of shortline agricultural equipment in the USA.

American Booksellers' Association Convention and Trade Exhibit **Los Angeles, California, USA** **May 26-29, 1979**

The American Booksellers' Association Convention is held annually in a different city of the United States with an associated book exhibition. Between 15 to 20 countries participate with more than 700 booths.

The main objective of this event is to give booksellers, publishers, authors and librarians a broad outline of world publishing. Participation by the Department will provide a unique opportunity to establish contacts for the promotion of Canadian books in the United States.

Solo Canadian Medical, Hospital and Dental Products Show **Caracas, Venezuela** **May 1979**

A solo presentation of Canadian equipment for hospitals, medical and dental instruments, and other related products is proposed by the Department with the objective of expanding Canadian exports in Venezuela. A seminar would be organized for that occasion giving Canadian manufacturers the opportunity to demonstrate Canada's capabilities in that field.

The general improvement in health services in Venezuela accompanied by an extensive five-year program for the construction of hospitals and medical centres represents an excellent opportunity for Canada.

National Fancy Food and Confection Show **Atlanta, Georgia, USA** **June 3-6, 1979**

The National Fancy Food and Confection Show has been the major trade show in the United States for the introduction, promotion and sale of fine foods and confections, wines and liquors. Each year the products of more than one thousand manufacturers from the United States and foreign countries are on display to a trade audience of 10,000 or more. In addition to a June presentation, the show is also held on the West Coast in February as the "Winter" Show.

The Department participated in that show in 1975 and 1976.

NAMM '79 — International Music Expo
Atlanta, Georgia, USA
June 9-12, 1979

The International Music Expo is sponsored by the National Association of Music Merchants in cooperation with several musical instruments associations. It is acknowledged to be the principal showcase for the United States musical industry. Any line of merchandise normally sold through retail music stores can be displayed. Some 10,000 music store owners from the U.S. and foreign countries visit the show. The show location alternates between Atlanta and Chicago with the June 79 event being held in Atlanta.

It will be the first participation by the Department with the objective of exposing Canadian manufacturers of musical instruments, sound and recording equipment, printers and publishers of music material to the whole U.S. market, especially the very large eastern region.

Canadian Solo Book Fair
Seattle, Washington, USA
August 1979

With a view to promoting Canadian authors, publishers and books in the northwest area of the United States, the Department is proposing a solo presentation to be staged in Seattle, Washington.

The event will be organized by our Trade Commissioner at Seattle with invitations forwarded to Departments or Boards of Education, librarians and bookstores.

International Marine Trade Exhibit and Conference
Chicago, Illinois, USA
September 27-30, 1979

The Marine Trades Exhibit and Conference is held annually at the McCormick Place, Chicago. The exhibitors include some 800 marine manufacturers of sail and power boats, outboard motors, trailers, marine engines, marine hardware and products related to the pleasure-boating industry. It is a trade show open only to marine dealers, distributors, wholesalers and importers, about 30,000 over the four-day period.

The Department is participating for the eighth time in September 1979 with concentration on power craft, canoes and accessories.

United States Sailboat Show
Annapolis, Maryland, USA
October 11-14, 1979

This event is part of five boating product showcases known internationally as The In-the-water Boat Shows, each offering the boating industry its single most effective means of merchandising its products in the nation's prime boating markets.

At this event, boats are displayed to their best advantage in the water and each Canadian exhibitor endeavours to obtain the most suitable and prominent berth for his particular type of vessel. The Department assists the industry in providing publicity to Canadian firms participating.

Mining Equipment Exhibition
Acapulco, Mexico
October 14-18, 1979

The Acapulco Mining Equipment Exhibition, sponsored by the Mexican Association of Mining, Metallurgical and Geological Engineers, is a biennial event usually held in conjunction with the Association's convention in the Acapulco Convention Centre. The convention is attended by over 3,000 persons.

In October 1977, Canada was among the 107 exhibitors participating endeavouring to promote Canadian companies' expertise in the mining sector. Participation by the Department in 1979 will be the second time.

APAA — Automotive Parts and Accessories Association Show
Chicago, Illinois, USA
October 30 - November 1, 1979

The Automotive Parts and Accessories Association represents the interests of more than 1,300 members from all levels of the aftermarket, i.e. manufacturers, distributors, wholesalers and retailers. The APAA Show is one of the two largest national shows for aftermarket automotive parts and accessories in the United States. It is strictly a trade only show and, together with the ASIA Show, is considered to be the most prestigious and patronized event for the industry sector.

The Department has sponsored a national exhibit at this show since 1974, and participation in 1979 will be the sixth. In 1978, twenty Canadian manufacturers were among more than 700 exhibitors who displayed their products to 7,000 buyers from the United States and countries around the world.

Solo Oil and Gas Equipment Technology Show
Caracas, Venezuela
September 1979

The Department is proposing a Solo Oil and Gas Equipment — and Technology Show in Caracas, Venezuela to capitalize on the lucrative market for exploration, drilling and production equipment. Continued development of the energy sector is an important priority for Venezuela and is one in which Canada has considerable expertise and industrial capability.

The Department has already sponsored a technical seminar in Venezuela and the visits to Canada of Venezuelan petroleum companies. The Solo presentation would be the normal follow-up of a program aimed at establishing a Canadian presence in that market in the face of strong competition from U.S. and European companies as well as the Venezuelan domestic industry.

**23rd National Swimming Pool Institute
Convention/Exposition
Rosemont, Illinois, USA
November 15-18, 1979**

The 1979 NSPI Convention/Exposition will be held in the O'Hare International Trade Expositions Centre in Rosemont, Illinois. This annual event attracts more than 200 exhibitors from the U.S. and foreign countries who display all types of products related to the swimming pool industry, namely: supplies, equipment used in building, installing, repairing, servicing and maintaining pools. The exposition also includes several non-commercial feature areas and demonstrations of an industry educational character.

The Department will be participating for the first time as part of a program to assist the Canadian industry in penetrating the U.S. and other markets.

**Canadian Textile Show
Port-of-Spain, Trinidad
January 1980**

The Canadian Textile Show in Trinidad is a solo presentation organized by the Department under its annual promotional projects program to assist Canadian manufacturers in maintaining a presence in the Caribbean market against strong competition from other countries.

**MAN — Men's Apparel National Show
San Diego, California, USA
March 1-5, 1980**

The Men's Apparel National Show is a twice-yearly event held at Palm Springs, California in the fall and San Diego, California in the spring.

The Department is participating in the San Diego Show only, with the objective of developing the market in California and South-West U.S. for Canadian men's and boys' suits, sportswear slacks and knitwear, and accessories. The Department is sponsoring a Canadian presentation at the San Diego March 1979 event.

**Snow Show
Las Vegas, Nevada, USA
March 14-19, 1980**

The Snow Show is sponsored by the Ski Council of America and is normally held in March in the Las Vegas Hilton Hotel Exhibition Centre. It takes place at the same time as the Ski Industries of America "Ski Show" in the Las Vegas Convention Centre. The Ski Show, however, is only open to companies with a U.S. base.

Originally organized to accommodate companies not eligible to participate in the Ski Show, the Snow Show, to be held for the 17th year in 1980, attracts some 190 exhibitors which number is only limited by space. Buyers invariably visit both shows to look at the latest innovations offered by the United States and foreign countries in ski apparel, fashion accessories, footwear, ski and other related equipment, and some non-ski lines.

The Department will be participating for the first time with companies promoting winter recreational footwear and sportswear.

**Business and Institutional Furniture Shows
United States**

As part of its strategy to promote Canadian business and institutional furniture in the United States, the Department sponsors a number of solo presentations at strategically-important markets. These shows are organized by our U.S. Consulates and are designed to bring Canadian business and institutional furniture to the attention of architect specifiers, interior designers and principal end users.

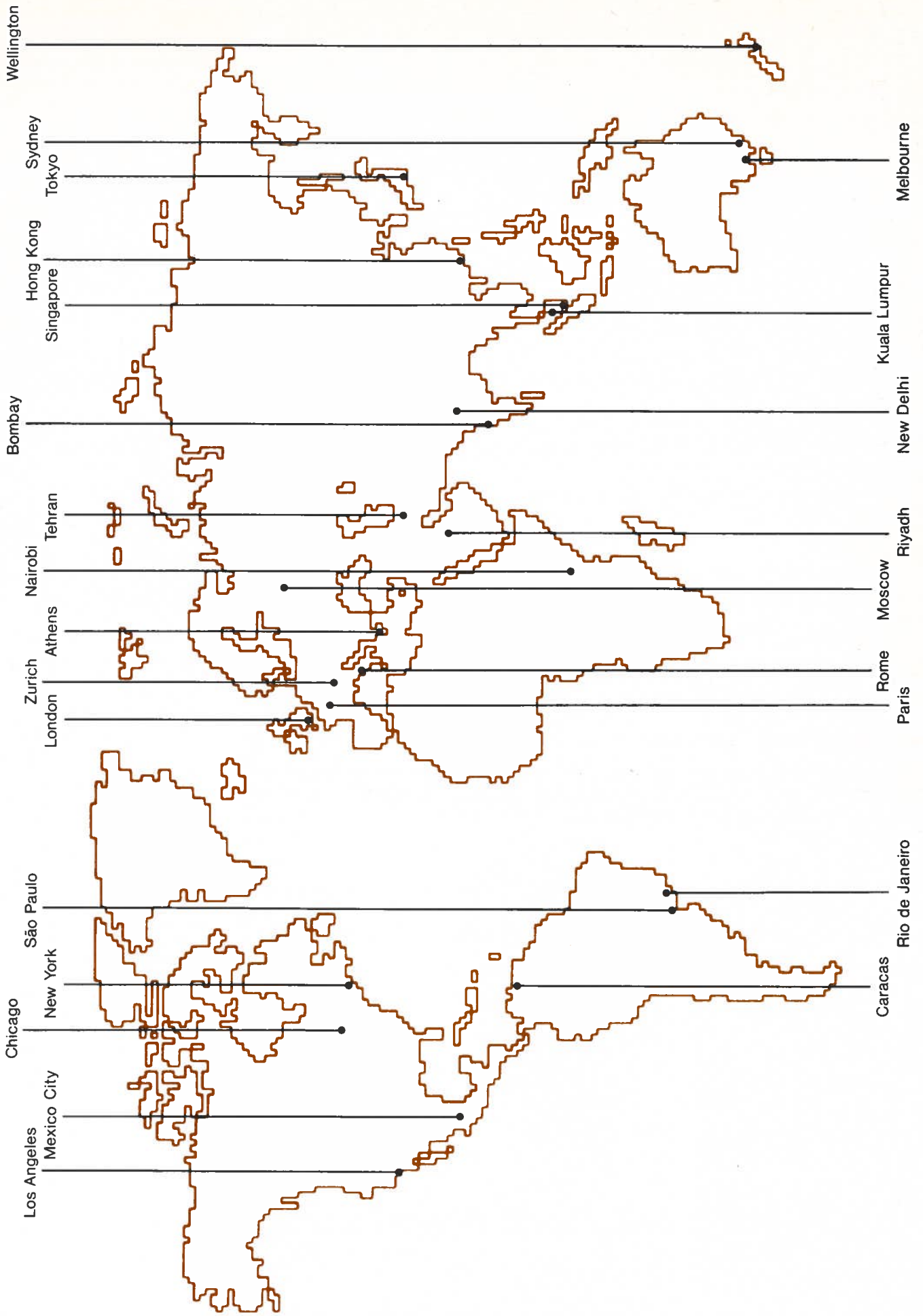
During the fiscal year 1979/80, the Department is planning to hold shows at Atlanta, Georgia in April 1979 in conjunction with Design Atlanta Week; Seattle, Washington at the Society of Interior Designers Meeting in August 1979; and one show at Philadelphia, Pennsylvania.

**Food Products Sales Meetings and In-Store Promotions
United States**

Food Products Sales Meetings and In-Store Promotions in selected supermarkets are considered by the Department as effective vehicles for promoting Canadian-processed foods and beverages which are viewed favourably by United States consumers. Canadian companies have responded to this type of marketing strategy as generally the cost to each individual company would prohibit them from participating in this type of enterprise on their own.

For 1979/80, three In-Store promotion activities are proposed for Minneapolis, Seattle and Cleveland. Sales meetings are normally held four to six weeks prior to the in-store presentation to allow the supermarket buyers of chosen organizations to purchase their needs in one location.

In addition, the Department is planning Sales Meetings only in Philadelphia, Detroit, Buffalo, and Chicago. Emphasis is placed on specialty items.





Government
of Canada

Gouvernement
du Canada

Industry, Trade
and Commerce

Industrie
et Commerce

Venezuela

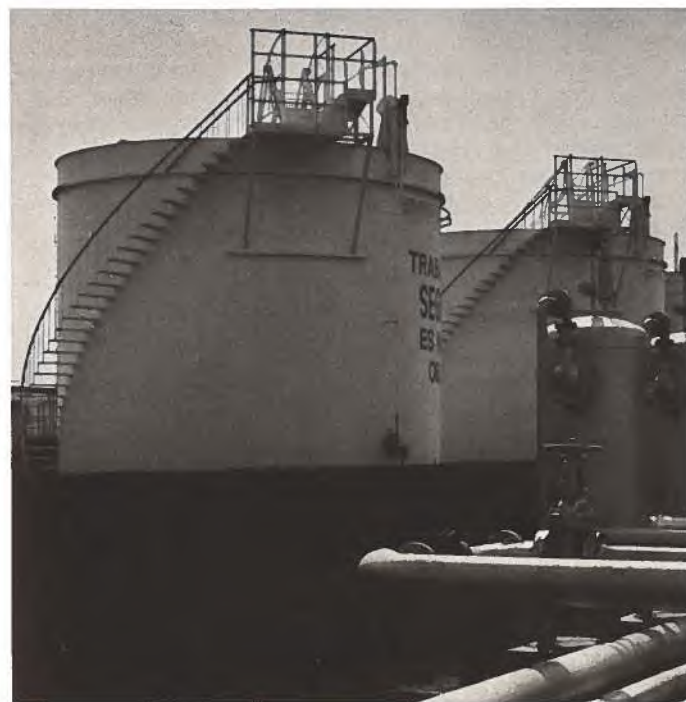
Capital	Caracas
Population	12.7 million
Language	Spanish and English
Currency	Bolivar
Weights and Measures	Metric
Oil Reserves	18.2 billion bbls.
Oil Production	2.2. million b/d
Exports	All countries: \$9.4 billion Canada: \$1.2 billion
Imports	All countries: \$9.2 billion Canada: \$630 million
Major Suppliers	U.S., West Germany, Japan

Venezuela—Canada's fifth biggest customer—is a tremendous market for Canadian firms in the petroleum and petroleum related fields. Total investment in 1978 was \$1.6 billion and forecasts call for expenditures of \$20 billion between 1977 and 1986.

The Venezuelan petroleum industry's ambitious plans include further development of wells, repairs to existing ones, new production facilities, secondary recovery projects, general refinery expansion and, most of all, exploration. This area of activity was neglected over a ten-year period as the major oil companies anticipated nationalization.

Since 1976, when nationalization occurred, the number of operating oil companies has been reduced from 14 to four. Those remaining operate under Petroleos de Venezuela. They are all fully integrated, each undertaking exploration, production and marketing.

There are two approaches to selling to these companies. Neither can be overlooked. The first requires close contact with the purchasing arms of the multinational oil companies. Many of their senior executives stayed on after nationalization and now hold major decision-making positions.



The second means is through the Venezuelans themselves. These people are excellent technocrats and businessmen and they must be convinced that Canadian products have technological advantages, reliability and service.

The quantity and quality of Venezuela's proven oil reserves dictate current exploration and refining strategy. Almost half of the 18 billion barrels of known reserves is heavy crude and major expansion of refining capability is anticipated for this grade.

The major international engineering firms have bid on the consulting work for upgrading of these refineries. Petroleos de Venezuela is assessing the proposals. The Venezuelan oil industry has a tradition of contacting the well-established firms and Canadian companies known internationally could receive unsolicited contact.

The vast exploration program—which cost some \$187 million in 1978—involves deep drilling, offshore activity and the Orinoco Delta, which holds extensive heavy crude reserves estimated at up to 3,000 billion barrels.

French, German, American and Spanish firms are running hard in this market. Their representatives visit Caracas and the actual field operations regularly—as often as once a month. This type of visibility is vital for Canadian firms if they are to win some of the forthcoming contracts.

The Department of Industry, Trade and Commerce intends to help make this visibility happen. In September 1979, it is planning to hold a major exhibition of oil and gas industry equipment in Caracas.



The Venezuelan Petroleum Industry — A Market Worth Your Efforts

Venezuela is the third largest producer of oil within OPEC. Its production of 2,237,854 barrels per day makes this market worth considering. The Venezuelan petroleum industry has plans for development wells, repairs to existing wells, new production facilities, secondary recovery projects and refinery expansion projects. Total investment for 1978 was \$1.16 billion. Canadian businessmen ought to get into this market. The following is a brief description of this market.

The last two and a half years in Venezuela's oil industry can be categorized as a period of transition and integration. Since nationalization in January 1976, Venezuela has reduced the number of operating companies from fourteen to four companies who act as independent subsidiaries of Petroleos de Venezuela.

Each of these four remaining operating subsidiaries are fully integrated oil companies. That is, each operating company undertakes exploration, production and marketing. The operating subsidiary companies under Petroleos de Venezuela are: Lagoven (former concessionaire Creole-Exxon); Maraven (former concessionaire Shell); Meneven (former concessionaire Mene Grande-Gulf); CVP (independent Venezuelan oil company with no former concessionaire).

A Canadian businessman wanting to secure work or equipment sales should note that relations between the former concessionaires and the operating companies are excellent. For example, former Exxon employees have stayed with Lagoven and some are in key decision making positions. Moreover, the former concessionaires were contracted to provide technical services under technical contracts negotiated at the time of nationalization. These contracts have been renewed in modified forms and include liaison in purchasing, training of personnel and consultations on technical developments.

In other words, do not overlook the purchasing power of, for example, Asiatic Petroleum, Shell's purchasing arm. Similarly, my colleagues at the trade post in Houston may be able to indicate which Houston-based firms may be active in pursuing Venezuela's needed equipment and technical services. The former concessionaires' relationship with Venezuela's operating companies should be noted as important. However, do not assume that this is "THE" key to marketing in Venezuela. A two pronged approach is necessary. The other point to note is there must be a recognition by the Venezuelans that your product has technological advantages, service and reliability or the advice you give is internationally recognized. The personnel in Venezuela's operating companies and Petroleos de Venezuela are very astute technocrats and businessmen.

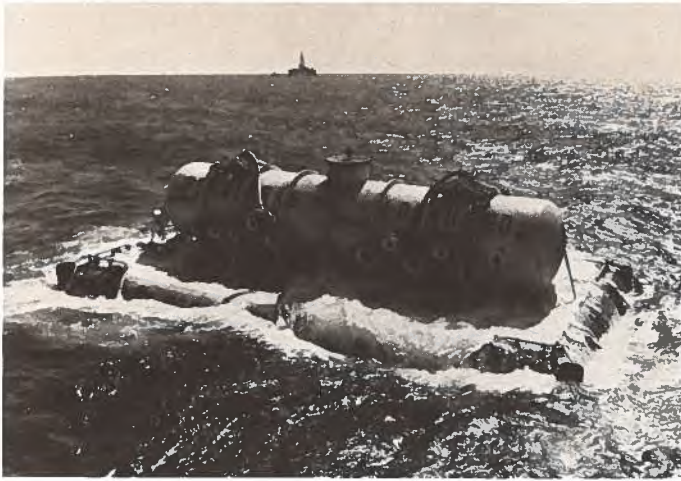
This is not surprising given the complex structure left by the former concessionaires and Venezuela's record after nationalization. Venezuela's production level in 1976 was reported to be 839,373,228 barrels (2,237,854 barrels per day) and in 1977 its production was 1.73 per cent less — a total production of 816,816,587 barrels. Venezuela's position vis-à-vis other members of OPEC up until the recent political upheaval in Iran was third after Saudi Arabia and Iran. Other members such as Iraq, Nigeria, Libya, the United Arab Emirates, Kuwait and Indonesia, have lower production levels than Venezuela. Canada has purchased a substantial amount of Venezuela's production of crude and petroleum products. In 1977 we purchased approximately \$1.2 billion of this black gold and its more refined jewellery. This amounted to about 40 per cent of Canada's petroleum imports and resulted in a Canadian trade deficit of close to \$818 million with Venezuela.

Venezuela's nationalization has been undertaken under supervision of excellent and knowledgeable technocrats who are extremely familiar with large international companies. In some cases officials were educated in American universities specializing in petroleum engineering. This can be a plus for Canadian businessmen. On the other hand, this can also be a negative factor since American technology and companies are well established. Although there is little difficulty in verbally communicating with potential clients, company literature should be in Spanish.

The quantity and quality of Venezuela's proven reserves dictates their current exploration and refining strategy. The Ministry of Energy and Mines estimated that proven recoverable reserves as at the end of 1977 amounted to 17.995 billion barrels. The composition of these proven reserves is roughly 47 per cent heavy crude, 31 per cent medium crude and 22 per cent light crude.

This composition of current reserves and the anticipated processing of heavier crude has resulted in major expansion plans of three major refineries situated in Amuay (Lagoven), Cardon (Maraven) and El Palito (Meneven). The major international engineering firms have bid on the consulting work for the upgrading of these refineries and Petroleos de Venezuela is currently assessing proposals and making modifications. The total rated capacity for Venezuela's eleven refineries at the end of 1977, stood at 1.5 million barrels per day.





The Venezuelan oil industry has a tradition of contacting the well established international firms. If a Canadian firm is well known on an international scale there may be unsolicited contact. Given the tremendous coordination and planning carried out by Petroleos de Venezuela, there is a tendency to contact firms well known and highly visible in Venezuela.

There is tremendous pressure on the petroleum industry. In view of its contribution to the Venezuelan economy, the industry must rapidly make the necessary adjustments in production and refining. Petroleos de Venezuela has approximately 100 employees and time is also one of their most precious commodities. Obviously it is easier to contact firms who have worked in Venezuela or have a well known capability and are visible. This was evident in Venezuela's refinery efforts and will also be evident in Venezuela's exploration efforts, presently the most important task facing the industry.

The Venezuelan budget for exploration in 1978 was \$187,000,000, an amount almost double that of the 1977 program. This amount included geophysical surveys carried out by the industry's research and development centre. This research development centre, Instituto Tecnologico Venezolano de Petroleo (INTEVEN) is charged with technical advice, geophysical activity, and human resource development for the Venezuelan oil industry.

The exploration program entails a heavy emphasis in finding medium and light crude. The existing refining capacity has dictated this exploration program to balance the given potential of the Orinoco Oil Belt's predominantly heavier grades.

By the end of 1977 Venezuela's exploration program yielded 18 additional natural flow wells. Four of these natural flow areas were on Lake Maracaibo. These four wells and nine others being completed in Maracaibo are deep cretaceous wells averaging 6,572m in depth. This is approximately three times greater in depth than the conventional EOCENE wells. In addition to deep drilling activity on Lake Maracaibo, Venezuela is going off-shore, and will begin in the Caribbean in the Ensenada de la Vela and Golfo de Triste as well as the Orinoco Delta. Bids for three off-shore drilling rigs and crews were made by 19 firms. The bids were solicited by a committee of all four operating companies. The requirement for three off-shore drilling rigs was not offered on a public bid list. The committee chose to examine credentials of international drilling rigs with operators and shortlisted firms that they would ask to enter into the bid situation.

Production and refinery stages in Venezuela were well established prior to nationalization. Unfortunately, for Venezuela, the exploration function had suffered for the past ten years given the hesitation of the concessionaires who anticipated nationalization. Care has been taken to ensure that the control of the exploration function will remain in the hands of Venezuela.

The speed in developing the Orinoco has been a long debated issue. The current consensus is that the development of the Orinoco River Basin will proceed at a much slower pace than previously anticipated. Unlike similar deposits in Canada, where the oil is almost solid, the Orinoco oil flows. The flow sometimes must be aided by pumping. The main technical problem is the dirtiness of the oil. It has between three and five per cent sulphur (by weight), which must be brought down to under 2 per cent to meet most emission requirements. It also has about 800 parts per million of nickel and vanadium. To correct the heaviness of the oil two projects are being considered, 1) flexicocking; 2) the addition of hydrogen to the crude.

Estimates regarding the amount of recoverable oil in the Orinoco River Basin vary greatly. Some sources estimated that the development could contain approximately three thousand billion barrels while many others have indicated a total amount of close to two thousand billion barrels. The recovery possible for this amount of oil given crack technology is approximately 10 per cent. However, Petroleos de Venezuela is hopeful that it will be able to recover approximately 25 per cent of the estimated total.

The potential development of not only the Orinoco River Basin but also the potential of deep drilling on Lake Maracaibo coupled with off-shore potential indicate that this market should not be overlooked. There may be a tendency to delay entering and approaching this market given the dynamic changes involved. These changes are subject to the findings of the exploration program and also the philosophy adopted by the Venezuelan oil industry with respect to the developments of the Orinoco River Belt. However, an increasing tendency for Venezuelans to standardize in their equipment purchases has been observed. In other words if you wait until you are ready to approach this market the decision on equipment may have already been made in favour of standard made products.

There seems to be a revolving door at the operating company level and also at Petroleos de Venezuela, through which French, German, American, and Spanish firms seek to enter this market, given the potential of Venezuela for the next three or four decades. These companies have visited Venezuela not only in Caracas but in the outlying areas where drilling and production takes place. These visits are not only a yearly proposition. The successful companies have invested in time, personnel and travel costs to visit this market almost on a monthly basis. Representatives are not the answer to establish market presence at the beginning of your market strategy.

One selling approach that seems to be very successful is the Seminar approach, and it should be considered by Canadian firms. This allows technicians to assess the company's capability in providing goods and services to the Venezuelan oil industry with regular follow up on an individual basis.

The Venezuelan elections held in December 1978, resulted in victory for the new President-elect Herrera Campins. The new Government has indicated that it intends to renegotiate the technical association agreements signed by the outgoing government with the multinational oil firms, but will otherwise leave Venezuela's role in OPEC unchanged.

Venezuela is an excellent long term market with tremendous potential for Canadian firms in the petroleum and petroleum related sector.

(Commercial Officer in Venezuela)

Yugoslavian Refining Industry Delegation Visits Gulf Canada's New Lube Oil Plant

On December 12 a group of Yugoslavian engineers, economists and plant directors met with officials of Gulf Canada at the Sheridan Park Research Centre, west of Toronto. The purpose of their visit was to obtain information about the process that Gulf is now using in its new Clarkson plant and possibly negotiate an agreement to utilize this method in their refining industry.

The process is called H.T. (or Hydrotreating), and its installation in Gulf's Clarkson Refinery will make Canada a world leader in lube oil process. This refining method uses hydrogen, under conditions of high pressure and temperature, in the presence of a catalyst, to produce exceptionally stable and consistently high quality base stocks.

The H.T. process has significant advantages over conventional refining methods. The conventional lube oil plants use a solvent extraction process which requires special crude oil, but with the H.T. process Gulf can refine any crude oil and this improves Canada's security of lube oil supply. Also, the lube oil produced with H.T. proves to be superior to traditionally-produced oils.



Mr. D. Zakalb (front right), Operation Manager of Gulf Oil Canada Research Centre, with members of the Yugoslavian oil refining industry.

World demand for lubricants has been increasing at an average annual rate of four per cent and this trend will probably continue. In the United States, exports of lube oil may be restricted in the 1980s because of potential shutdowns of older facilities and reduced yields from poorer quality crudes. Canada relies on lube oil imports, particularly from the United States. Without a major increase in domestic lube production capacity, Canada would be 341 million litres below its anticipated needs this year — a shortfall of 33 per cent.



The Yugoslavian delegation visiting the new Clarkson refining plant of Gulf Oil Canada Limited.



The new refining plant of Gulf Oil Canada Limited.

In 1974, Gulf Canada decided to quadruple its lube oil capacity so that its production would reach 341.760 million litres per year. The \$210 million new lube oil plant at the Clarkson refinery, which went into operation on December 12, will allow Gulf Canada to produce 30 per cent of Canada's lube oil requirements as opposed to the previous eight per cent.

Canadian Pulp and Paper Equipment in Romania:

A successful start with more to come

A Quebec chemical recovery system installed at Turnu Severin, Ontario grinders operating at Bacau, and British Columbia chippers employed at Suceava.

"Where", you may ask? Well, these three cities are in Romania and correspond to such Canadian pulp and paper centres as Corner Brook, Nfld., Powell River, B.C. and Baie Comeau, Quebec.

A few tours around Romanian pulp and paper factories indicate that this is clearly one sector in which Western countries are an important source of supply. One can see a few paper machines from the Soviet Union and antiquated refiners from the German Democratic Republic but generally the equipment market belongs to such countries as Finland, Sweden, France, Austria and the United Kingdom. Canada has achieved a foothold and prospects for the future appear bright with Canadian firms in a good competitive position as a result of the lower exchange rate of the Canadian dollar and increasingly high wages and prices in competing Western European countries.

In the current 1976-80 Five Year Plan, the emphasis is on modernization of equipment in existing mills and acquisition of equipment for producing specialty products such as condenser paper and photographic paper. A new pulp mill will also be built. Located at Adjud in the Vrancea region, this new mill will begin production in 1979-80 and produce 95,000 tons annually of softwood kraft pulp and 60,000 tons of kraft-liner. A second phase for Adjud is proposed for the 1981-85 period to produce 100,000 tons of hardwood pulp.

Following the January 1977 opening of the Canadian embassy in Bucharest, this office prepared an industry sector report on the Romanian pulp and paper industry. This report was distributed by the Machinery Branch in the Department of Industry, Trade and Commerce in Ottawa to a number of Canadian equipment companies. Shortly after, the Department invited a three-man delegation (a deputy minister from the Romanian Ministry of Forestry and two engineers from its Pulp and Paper Research Institute) to visit Canada for discussions with industry representatives. The results for Canadian companies have been encouraging. Over the past year, Romanians ordered two chemical recovery systems valued at approximately \$7 million. A manufacturer of digesters and refiners is following up a number of enquiries. A producer of pulp washing equipment is expecting to sign two contracts for bleaching washers and brownstock washers. An engineering firm is bidding on a chlorine dioxide bleaching plant and a sodium chloride electrolysis plant for an existing mill. Suppliers of paper making felts, wires and fabrics have successfully entered the market even though competition exists in Western Europe. Potential also exists for producers of pulp screens, recausticizing equipment, paper machines, and sheet finishing systems although foreign currency allocations have not yet been made for these items.

Romanian Pulp and Paper at a glance in 1977

New Mills: Adjud (Vrancea Region), completion 1979-80

Operating Mills: 14

Pulp Production: 619,000 tons annually

Paper/Linerboard Production: 753,000 tons including 145,000 linerboard and 80,000 newsprint

Forecast (1980) Paper/Linerboard Production: 900,000 tons

Forecast (1980) Domestic Paper/Linerboard Consumption: 1.2 million tons

Annual Timber Cut: 20 million cubic meters to remain at this level through 1976-80 Plan

Pulp Imports: 60,000 tons: bleached kraft softwood pulp and dissolving pulp

Romania is also a significant importer of softwood pulp, its own timber resources consisting primarily (76 per cent) of hardwoods. Considerable research has been devoted to maximizing the use of local short fibre hardwoods and utilizing short-fibre non-wood raw materials. About 70 per cent of Romania's raw material supply for pulp production is short fibre. This includes both short fibre hardwood and straw and reed. Reeds are coated with a high silica content and leave a crust in the evaporators (a technical problem associated with producing pulp). This high percentage of short fibre raw material to produce pulp gives a paper of a coarser quality. With a continuing requirement for long fibre pulp, imports will continue from Canada, the U.S.A., Scandinavia and the Soviet Union.

The volume from Western countries may, however, diminish with the completion in 1979-80 of a huge pulp and paper project in the Soviet Union, USTI YLIM. Romania, Hungary, Bulgaria and Poland as well as a private French company are supplying equipment for the project in return for a share of the production. Romania's share of production from this mill will be 60,000 tons annually. The mill will have a daily capacity of 1,750 tons, far larger than any existing pulp mills.

Canadian equipment manufacturers should see two organizations in Romania; the state trading organization, FOREXIM, responsible for imports and exports of pulp and paper equipment, and ICPCH (Institute for Pulp and Paper Planning and Research).

Two factors to be seriously considered in the course of your marketing efforts are offset compensation and local content. Most Canadian firms are requested by the Romanians to purchase, as offset compensation, Romanian goods amounting to 10 per cent of the contract value. The percentage of local content varies but may be as high as 50 per cent.

The commercial section of the embassy has a close relationship with officials both at Forexim and the Institute. If you would send us your enquiry with two sets of documentation, one for each organization, we will meet with them and advise you whether a follow-up visit should be made. The potential is there:

International Bureaux (27)

Eastern Europe Division

Department of Industry, Trade and Commerce

235 Queen Street

Ottawa, Ontario

K1A 0H5

(Mr. J.C. Poole

former Commercial Counsellor in Bucharest)

RANGER de Havilland's New Version of the DASH 7 has Entered the Market for Reconnaissance Patrol Aircraft



After the Canadian Government extended its fishing limit to 200 miles, it was apparent that more aircraft would be necessary to carry out the task of patrolling this larger area. Other countries having also extended their maritime limits because of over fishing, offshore oil exploration and sea-bed mining, the worldwide market for Medium Range Patrol planes is now estimated to be about 500 aircraft.

With this potential market in mind, Canada's de Havilland Aircraft determined to get its share. The cost of re-engineering the DASH 7 into the RANGER is over \$6 million, but when Transport Minister Otto Lang announced in June 1978 that two RANGERS had been ordered for delivery in 1980 to the Canadian Coast Guard, and at the same time the Minister of Industry, Trade and Commerce let it be known that this Department would provide a maximum repayable amount of \$6 million to cover part of the non-recurring engineering costs, de Havilland was in the reconnaissance business.

The task of ice patrol, for which the Coast Guard aircraft will be used, is similar to maritime patrol and the RANGER will be modified to handle either job. To give 10 hours of patrol time, additional wing fuel tanks will be installed. Two bubble windows will be added at two observer positions to provide an unrestricted field of vision. A ten-inch chute allows the dropping of flares, sea markers or flame floats and a hatch is provided in the aircraft floor for the reconnaissance camera. Consoles for radar operators and ice observers are in the forward fuselage compartment and a fully equipped galley and washroom are located in the rear of the cabin.

In both the ice reconnaissance and the maritime patrol role, the aircraft fly along preset patterns such as a ladder search or an expanding square. Accurate navigation is absolutely essential to make sure that the right areas are patrolled, that no area is patrolled unnecessarily, that the correct positions of ice features or ships can be reported, and that the aircraft knows its own position at all times. The medium range maritime patrol aircraft must be fitted with the same kind of navigation system as that used aboard trans-oceanic planes, such as the Litton LTN-72 Inertial Navigation System or the Canadian Marconi Omega system. The RANGER uses both.

Ice reconnaissance requires more sophisticated sensors than plain search radar. It relies on Side Looking Airborne Radar (SLAR) which does not scan but extends sideways from the aircraft in both directions. Radio pulses from antennas on both sides of the plane are reflected back from the surface or ice and these echoes are computer-processed and printed on a photographic film, which prints out a long strip showing the terrain on either side of the aircraft out to about forty miles, with a blank spot immediately underneath the aircraft. SLAR is supplemented by a transport-type weather radar in the nose.

The ice reconnaissance DHC-7 RANGERS will also be equipped with an Airborne Radiation Thermometer (which analyzes the infra-red rays radiated from the surface under the aircraft) and a laser profilometer (which is used to create a profile of the ice underneath the plane).

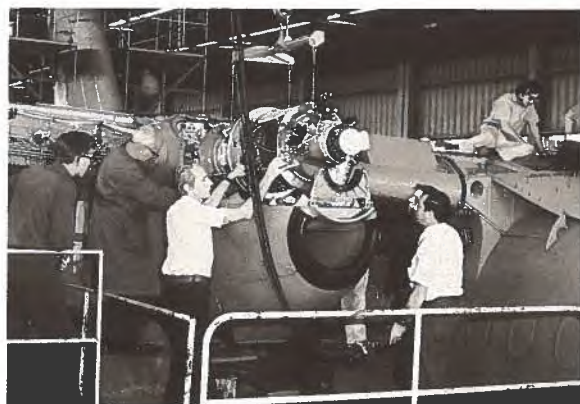
The three observers' positions, one between the two pilots and the other two at the bubble windows, will allow these trained ice observers to estimate the age of the ice from its colour and feed their information, together with that gained from the sensors, to a meteorologist who draws a map of the ice over which he has been flying. This is then transmitted by high frequency radio operating a facsimile transmitter to Ice Forecasting Central in Ottawa, and also to any concerned ships, such as ice-breakers, which are equipped with facsimile receivers.

The Ice Reconnaissance version of the RANGER makes more use of computers than the patrol version. The inertial system has its own computer, as has the Omega system, while another computer handles computation for the SLAR. A standalone computer is also carried to correct laser profilometer and to compare position information from INS and Omega and compute the most accurate estimate of position, which should be accurate to a few hundred metres at all times. This computer also acts as a digital clock.

Provision has also been made for installing an Infra-Red Line Scanner in the Coast Guard aircraft at a later date which will give a photograph-like trace of the heat signature of the surface.

Both the RANGER and the "Ice Reconnaissance RANGER" will have radios to contact ships, ground installations and other aircraft. The flight instruments and the cockpit area will not be changed greatly from the transport version of the DASH 7 but the nose must be modified to hold a larger radar antenna to increase the radar set's efficiency.

In future years the DASH 7 RANGERS will log thousands of nautical miles scanning offshore waters to keep fishing vessels, ships and drilling rigs safer.



Indonesia —

A Canadian Consortium Wins a Large Contract

A consortium of two Montreal firms and one based in Vancouver have signed a contract for a major assignment in Indonesia — the Bukit Asam Coal Mining and Transportation Project. The project will be carried out in two phases and will have a capital cost of \$U.S.250 to \$350 million. The contract was secured in the teeth of intense international competition.

The consortium consists of Montreal Engineering Company, Limited and Canadian Pacific Consulting Services Ltd. (both of Montreal) and Swan Wooster Engineering Co. Ltd. of Vancouver. Montreal Engineering will act as the leader of this joint venture. The consortium is known as MCS Consultants and will provide engineering services for Phase I of the project.

This mining and transportation project will involve development of the Bukit Asam open pit mine and train loading facilities in South Sumatra to produce between two and three million tons of coal per year. It includes construction and upgrading of railway facilities and the provision of unit train equipment to serve a new sea-loading terminal; to be located either on the east or south coast of Sumatra; construction of the coal loading terminal; development of a shipping system to transport the coal from Sumatra to Java; and development of a coal unloading terminal at the site of the Suralaya power station.

The contract for engineering services for the new Suralaya power station was awarded to Montreal Engineering Company and will consist of two coal and oil fired steam electric units of 375 MW each, with a capital cost of approximately \$U.S. 700 million.

The work is being carried out for KP5BA, an Indonesian Government management group, which has been established for the administration of the project. The first phase is starting immediately and will have a duration of 18 months, after which it is expected that work will follow immediately on Phase II. The coal from Bukit Asam in Sumatra is required to fuel a new generating station in West Java, which will initially provide 750 MW of power and eventually 3,000 MW.

Phase I will comprise optimization studies, preliminary engineering design, development of detailed institutional arrangements for management of the system, preparation of contract documents and the operation of a technology transfer program. This latter item, which will involve training Indonesian management personnel in Canada, will be of key importance.

Phase II, the construction phase, will be of four years duration and will involve detailed design of all elements of the system, management of purchasing functions, supervision of construction and mine development, system commissioning, supervision of performance and guarantee tests, and the organization of extensive training programs.

After completion of the construction, it is expected that MCS will provide operating assistance on all phases of the system for a period of up to five years.

The major part of the financing for Phase I is being provided by the World Bank (IBRD).

Brazil — Prior Deposit

The National Monetary Council has announced a 10 per cent reduction in the 360 day prior deposit levied on imports from 100 per cent of the value of the goods to 90 per cent, effective January 24, 1979. Central Bank Resolution 508 also provides for quarterly reductions of five per cent until June 1983 when the deposit will be completely eliminated.

Jamaica — Restricted Imports

On January 9 the Minister of Industry and Commerce announced the removal of most items from the Banned List of Imports. Two new lists have been established — a "Banned List of Imports" and a "Restricted Items List". The Banned List contains only four items. The Restricted List includes the products which were on the original banned list together with an expanded range of other items. Import licences normally will not be granted for items on the Restricted List except when considered of vital importance to Jamaica. A recently established Licensing Committee must approve licences for the importation of items on the Restricted List after they have been processed by the Trade Administrator's Department.

Mexico

A Ministry of Commerce Decree published in the Diario Oficial of December 28, 1978 has liberated 865 additional items from the requirement of obtaining a prior import licence. At the same time, official prices which have been established for most products in the customs tariff have been increased on several commodities. Ad valorem duties are levied on the invoice value or the official price, whichever is higher. Approximately 1,024 tariff headings are still subject to import licensing controls until December 31, 1979.

Information regarding access conditions applicable on specific products can be obtained from the:

**Latin America Division
Western Hemisphere Bureau**
Department of Industry, Trade and Commerce
235 Queen Street
Ottawa, Ontario
K1A 0H5
Tel: (613) 996-5546

Promotional Projects — Trade Fairs Report

1978 International Marine Trades Exhibit and Conference (IMTE&C), Chicago, Illinois, September 28 - October 1, 1978

Fourteen Canadian companies participated in the 1978 IMTE&C. The products on display ranged from compasses to large pleasure craft. The highlight of the Canadian exhibit was a "large boat" on display on the upper floor of McCormick Place. Indications are that all exhibitors have been able to secure business on a most gratifying scale.

6th Tehran International Trade Fair (TIF), Tehran, Iran, September 19 - October 1, 1978

The Trade Fair was conducted at a most difficult time in Iran's history. A few days before the scheduled opening of the fair, Tehran found itself under Martial Law. Thanks to the strong support of the Iranian Ministry of Trade, the fair was opened to specifically invited Iranian businessmen.

For the first few days following the opening, the fair was virtually deserted, but as time wore on visitors increased in number, business activity picked up considerably and most exhibitors were able to transact some important business.

By the end of the fair, more than \$2 million worth of business was written, and approximately 15 agents and/or distributors were signed up or agreement negotiations got underway at the fair.

Although the fair seemed to be headed for a catastrophe, it resulted in a most successful venture, actually the most successful one of all TIF's.

30th Frankfurt International Book Fair, Frankfurt, West Germany, October 18-23, 1978

Some 80 Canadian publishers, editors and rights managers attended the Book Fair: 18 Canadian firms had individual units — 10 English and 8 French — at the national stand, and some 30 publishers also attended the fair using the national stand facilities to conduct business.

There was a total of 1,450 English and French books with 1,022 titles. On-site sales of English and French rights (and books in bulk) were estimated at \$464,700. Canada is rapidly gaining recognition in the publishing world.

Agricultural Machinery Exhibition, Peking, People's Republic of China, October 20 - November 3, 1978

Seven Canadian companies participated in this first multi-national exhibition in the People's Republic of China. The Canadian products on display consisted primarily of machinery suitable for large scale farming. During the fair Chairman Hua-Huo Feng visited the Canadian pavilion and talked with the Canadian exhibitors.

The Chinese recognize that Canada has developed a high degree of technology in large scale farming, and it seems that the prospects for trade have been enhanced by our participation in the Peking Fair.

Australian National Field Days, Orange, N.S.W., November 13-16, 1978

Canada enjoyed the spotlight as the "Guest Nation" at this year's "Field Days". The Rt. Honourable Malcolm Fraser, Prime Minister of Australia, paid a visit to the Canadian pavilion. The successful farmer from Victoria (Australia) was very interested in the equipment and machinery on display by the 12 Canadian exhibitors.

The impact of the Canadian exhibit was considerable and the companies who participated expressed very high satisfaction with the results.

Automotive Parts and Accessories Association Show (APAA), Chicago, Illinois, November 14-16, 1978

Twenty Canadian manufacturers exhibited with the Department at McCormick Place. The overall display structure occupied 241,548 m². The results were most gratifying, with on-site sales reported at \$163,580 and well over 300 serious enquiries and 67 agents appointed or pending.

ARABUILD, Bahrain, November 26-30, 1978

Held for the first time in Bahrain, this exhibition displayed equipment and products for all facets of the building industry from many countries. The Canadian Department of Industry, Trade and Commerce sponsored 21 companies exhibiting an extremely wide variety of machinery, equipment, products, material, fixtures, appliances, in fact everything related to building and road construction.

On-site sales reported exceeded \$1.5 million, many business contacts were made, and a number of agents were signed up, or agreement negotiations got underway at the fair.

The 3rd International Trade Fair, Dakar, Senegal, November 28 to December 10, 1978

The 11 companies participating in the Dakar Trade Fair were the first Canadians to attend this fair. On-site sales amounted to \$66,000.

The Canadian Minister of Justice, who had been delegated by the Canadian Government to attend the graduation ceremony of the 1973-78 Class of l'École polytechnique de Thiès (EPT), visited the Canadian Stand at the Fair.

Mexico — Import Duty

A decree that was published in the Diario Oficial of October 13, 1978 reduced the import duty from 100 per cent to 40 per cent on wines, cider, champagne, whiskies, cognac, brandy, rum, gin, vodka, liqueurs and other spiritous beverages.

Import Policy — Pakistan

The Government of Pakistan announced a new import policy on July 1, 1978 which maintains the current trend to liberalization for importing essential machinery and raw materials. The total number of importable items now numbers 460 compared to 429 for last year.

Various types of standardized tractors can now be imported by the private sector. Previously, tractors under the free list were licensable only to the Government owned Pakistan Tractor Corporation. A similar situation existed for cement and edible oils; these also may now be imported by the private sector.

Economic Review April 1979

Each spring the Department of Finance publishes the **Economic Review** — a document that highlights and reviews the past year's economic developments. It analyzes economic growth in Canada in relation to the world economy, provides comments on inflation and unemployment, the current account deficit and the exchange rate movements. It reviews such sectors as Canada's growth in exports, personal disposable income and savings patterns, the growth in consumption and residential construction as well as developments in the government and financial fields. It also analyzes such areas as business construction, machinery and equipment investment, inventories, capacity utilization, the profitability and financial position of the business sector.

The data contained in this Economic Review would otherwise only be available in numerous separate economic statistical reports.

If you are interested in obtaining the 1979 edition, write to the **Information Division**, Department of Finance, 160 Elgin Street, Ottawa, Ontario K1A 0G5.

The Philippines — Customs Tariff Reduction

The Government of the Philippines, via Presidential Decree 1500 recently reduced the customs tariff levied on imported telecommunications equipment from 100 per cent to 10 per cent. The types of equipment affected include: satellite communications equipment, multiplex radio carriers, and telephone switching equipment, as well as spare parts and accessories.

Further to this trend, construction companies, with approval of the Investment Promotion Board, may now import secondhand machinery. Also the maximum ceiling for the import of industrial plant and machinery has been raised to 2.0 million rupees from 1.5 million, while the period for opening up letters of credit has been raised to sixty days.

However, as an austerity measure, the following products have been transferred from the free to the tied list: domestic earthenware, china and porcelain table ware, enamelled bathtubs, sanitary ware, and fluorescent lighting tubes.

Need an Answer to Your Business Problem? Call

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

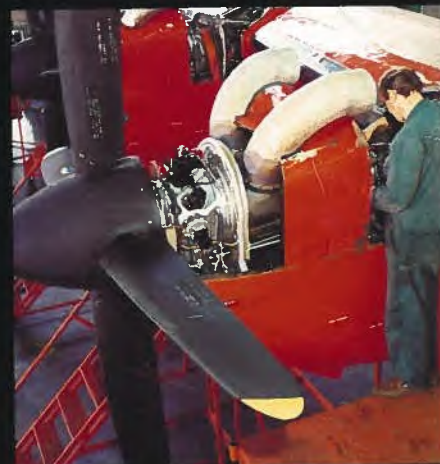
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