

## THE DUTCH IN CANADA

The following article, by Mr. B.C. Butler, Commercial Counsellor at The Hague, appears in the November 22 issue of "Foreign Trade".

Some forty Dutch firms today have set up branches or subsidiary companies in Canada. The latest annual report of the Netherlands-Canada Chamber of Commerce lists 32 of them; 15 are in the importing and distribution field, four in banking and investment, three in insurance, two in general trade, and one handles plants and shrubs. The seven others manufacture, assemble or package products such as alcoholic beverages, metal goods, clothing, gelatine products, pharmaceuticals, radio and electronic equipment, essences and pipes. Two large Dutch mining companies are known to have acquired property and are actively undertaking exploration work. Another group of Netherlands bankers and businessmen is developing a typically Dutch "polder" in the Pitt Meadows of British Columbia. They have also formed a Canadian engineering firm that is bidding on other projects in Canada.

In addition to these enterprises, Netherlands manufacturing, trading and transportation companies and shipping lines have active selling connections in Canada. These are increasing steadily as more Dutch businessmen cross the Atlantic to study Canadian marketing conditions and distribution methods.

### IMMIGRATION PLAYS IMPORTANT ROLE

A major reason for the increased investment interest is the large number of Netherlands citizens who have immigrated to Canada since the war--over 130 thousand. Many have purchased farms in all parts of Canada and some have formed such prosperous communities as the Holland Marsh market-gardening area near Toronto. Others have gone into businesses requiring varying amounts of capital, part of which has been supplied from Holland. It is difficult even to guess at the total of such investments but it must be substantial.

The Amsterdam Stock Exchange now lists a score of well-known Canadian stocks in which

### CHRISTMAS TREE INDUSTRY

Enough Christmas trees were cut in Canada during 1957 to provide one for every Canadian, according to the third edition of the popular book, "The Christmas Tree Industry in Canada", prepared by the Forest Economics Section of the Forestry Branch, Department of Northern Affairs and National Resources.

The book, which is available from the Queen's Printer at 25 cents a copy, reports that three-quarters of the 16,495,000 Christmas trees cut in 1957 were exported to the United States and Mexico and other countries in Central America and the Caribbean. Christ-

there is active trading. Most of the larger Dutch banking and investment firms include selected gilt-edged Canadian shares in their portfolios, although occasional rumours that the Canadian dollar is to be devalued have caused some Dutch investors to hesitate and may still be a restraining factor.

Holland cannot yet be regarded as a large source of branch industries. It has, of course, many well established heavy and light industries, with the emphasis on shipbuilding, electrical and electronic equipment, synthetic fibres, textiles, food products, cigars, alcoholic beverages, etc. Since the war the Dutch have themselves been engaged in a drive to increase and diversify industry and the result is that many Dutch industrial firms are still quite new. Some are branches of large British, American, French, German or other foreign companies: there are 75 branches of U.S. firms alone in Holland. It is also worth noting that many foreign companies, attracted by the stable political and labour conditions and relatively low costs, are entering into licensing arrangements for having their products made in the Netherlands. One attraction is that it is within the European Common Market area.

### INVESTMENT CAPITAL LIMITED

Canadians should bear in mind that the supply of capital available in Holland for investment in this country is limited. Funds already committed to industrial development in the Netherlands itself, in Curaçao, New Guinea, and the Middle East, plus the financial needs of state and municipal governments, have put a heavy strain on Dutch investment funds in recent years and no marked change is expected in the near future. Canadians should not look to Holland, therefore, as a large source of new investment funds. But at the same time, when participants in sound Canadian investment opportunities are being sought, the Dutch should not be forgotten.

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mas tree exports were valued at more than \$6,000,000 and Nova Scotia supplied the largest share of the export market. Nova Scotia and Quebec are the big Christmas tree producers, accounting for about 50 per cent of the total production. British Columbia is the third greatest producer, while New Brunswick and Ontario each produce 14 per cent of the total.

Balsam fir and Douglas fir are the most popular Christmas tree species both for export and for domestic consumption. Balsam fir is the major species cut for Christmas trees in Nova Scotia, New Brunswick and Quebec while British Columbia specializes in the Douglas

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