

tutions under the Colombo Plan will be featured in news stories, interviews and photos.

Publicity materials are also being distributed to cinemas and radio and television stations, and the programme is being complemented by an extensive advertising campaign in daily and weekly newspapers published in English and a number of vernacular languages and in magazines and trade journals, as well as on radio and television. A West African publicity firm, Cecil Turner Ltd, has been employed to co-ordinate the programme locally.

Literature is also being prepared for distribution before and during the fairs and a number of the Department's world-wide trade-promotion newspaper *Canada Courier* will be issued to coincide with the opening of the fairs. A 44-page promotional booklet will provide information on the firms participating and on the products they are showing. A four-colour folder entitled *For You From Canada* will be available in quantity. To attract as many visitors as possible, several special events have been planned for each fair. These will include the showing of Canadian films and a visit by two ships of the Royal Canadian Navy.

### **Sugar by the Pennyworth**

Most West African import trade is carried on by a few large overseas trading companies dealing in almost every sort of merchandise. They have stores in most cities and towns and distribute their goods efficiently.

Distribution often differs greatly from the system with which Canadians are familiar. For instance, an established importer may sell a case of sugar to a smaller trader, who in turn sells it, a packet at a time, to market women or travelling traders. The latter may dole out a pennyworth at a time — so many cubes, perhaps — to a customer. Therefore the intermediate traders and their customers are, in effect, able to set the types, sizes and packing of goods imported.

### **Valuable New Markets**

Ghana and Nigeria are markets of vast potential, and already trade and economic missions from other countries have visited them. Few of the world's territories have progressed so rapidly. Both countries have launched impressive programmes to develop natural resources and raise living standards. This has meant a steadily increasing demand for consumer goods, industrial equipment and supplies of all kinds.

Nigeria now imports about \$585-million worth of goods and services a year, Ghana about \$350-million. To both, Great Britain is primary supplier as well as customer, taking about half their combined exports and supplying 43 per cent of their imports.

Canada's present annual share of Nigeria's imports is only \$2,300,000, and, of Ghana's, about \$4 million. Clearly, there is scope for great expansion of Canadian trade with both countries.