

5. Tokyo International Trade Fair—  
Tokyo, Japan ..... May 5-22, 1959
6. Rassegna Internazionale Elettronica Nucleare E. Della Cinematografia—  
Rome, Italy ..... June 5-July 6, 1959
7. St. Eriks Fair—Stockholm, Sweden ..... September 2-13, 1959
8. National Metal Exposition—  
Chicago, Illinois ..... November 2-6, 1959
9. Atom Exposition—  
New York, N.Y. .... April 4-7, 1960
10. National Metal Exposition—  
Philadelphia, Pa. .... October 17-21, 1960

In all cases, qualified technical personnel and interpreters (where necessary) were in attendance to discuss the various products and phases of production and control, and general questions pertaining to uranium.

During the course of each fair and exposition, senior personnel in attendance arranged meetings with personnel of the atomic energy industry and visited installations and reactor sites in order to become acquainted with the countries' programme and personnel, and, in turn, to advertise Eldorado products and experience.

Participation in trade fairs and exhibitions, as outlined above, served very usefully as a mutual introduction and did arouse the interest of several companies wishing to act as Eldorado agents. As a result of a thorough study of the various companies bidding for an agency agreement, the following were chosen:

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| Italy .....                                | Societa' Lombarda Di Televisione—<br>Milan, Italy.   |
| Europe (with the exception of Italy) ..... | N. V. Internationale Ertshandel "Wambersie"<br>(International Ore Trading Company)—<br>Rotterdam, Holland. |
| Japan .....                                | Marubeni-Iida Company Limited—<br>Osaka (Tokyo), Japan.  |

Having established agencies, it was decided to promote sales and to establish and maintain contacts with the industry through the agents, and participation in trade fairs is now limited to those dealing specifically with atomic energy or allied industries. It has become the general policy to schedule sales trips through Europe and Japan by arrangement through the agents. Preparations for such trips are made well in advance and a generally fixed itinerary and schedule for meetings and visits is followed. These have proved to be extremely successful and many high-level contacts in both industry and government have been made. Wherever possible, Canadian government embassies or offices are advised in advance and much valuable information and assistance has been received from the commercial counsellors and other personnel.

Following a general goodwill policy, personnel in both government and atomic energy are invited to visit the Company's refining operations, and as a result a large number of foreign visitors have been received.