

- (b) The fact that some of New Zealand's major export products such as butter and meat are of a luxury nature in relation to the standard of living of Eastern peoples, many of whom in any case are not accustomed to European types of foodstuffs.
- (c) Shipping difficulties. At present, sailings from New Zealand to most Eastern ports are infrequent, and New Zealand goods have often to be transhipped in Australia. Other countries nearer to the Eastern area, notably Australia, have a competitive advantage in the shorter distance involved in shipping to Eastern ports.
- (d) General lack of knowledge on the part of New Zealand exporters as to methods of conducting trade with Eastern countries and uncertainty as to the commercial risks involved. It appears possible that worth while results would follow the establishment of a more complete commercial liaison between New Zealand and countries of South-east Asia. At present, New Zealand has no Government trade representation between Bombay, Tokyo, and Sydney.

### 3. OVERSEAS TRADE REPRESENTATION

New Zealand has overseas trade representatives in the following localities : --

London	..	..	The United Kingdom Representative, New Zealand Department of Industries and Commerce (Mr. J. B. Prendergast).
Washington, D.C.	..	..	New Zealand Trade Commissioner (Mr. R. W. Marshall).
New York	..	..	New Zealand Trade Commissioner (Mr. D. W. Woodward).
Montreal	..	..	New Zealand Trade Commissioner (Mr. J. A. Malcolm).
Sydney	..	..	New Zealand Senior Trade Commissioner (Mr. W. Taylor).
Melbourne	..	..	New Zealand Trade Commissioner (Mr. B. R. Rae).
Bombay	..	..	New Zealand Trade Commissioner (Mr. R. J. Inglis).
Tokyo	..	..	New Zealand Trade Representative (Mr. R. L. G. Challis).

The functions of these officers in promoting and assisting the conduct of New Zealand's overseas trade are becoming increasingly important and valuable with the return of buyers' markets for many of New Zealand's export products. Apart from direct trade promotion, New Zealand's overseas trade representatives are required to assist New Zealand exporters in a wide variety of ways, and to provide regular reports on economic and market conditions in their territories.

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