

In addition to inquiring into and reporting upon trade matters, the representative will also investigate and report upon the prospects of the development of tourist traffic from the Dutch East Indies and Malay States to New Zealand. The matter of the appointment of suitable agents in the various centres of population will receive consideration, as well as the question of the types of publicity material which is best suited to the characteristics of the countries and of the people.

EXTENSION OF MARKETS OVERSEAS.

The question of the need for widening the markets for New Zealand's exportable products has continued to receive the close attention of the Department. In this connection the services of the Government representatives and honorary agents and correspondents of the Department in various parts of the world whose activities are controlled by the Department have been of assistance on innumerable occasions.

The services of the New Zealand Trade and Tourist Commissioners in Canada and Australia, two officers of the Department abroad engaged primarily in trade and tourist development work, must particularly be mentioned in this connection. Their services have been extensively availed of by the Department and by the commercial community both in New Zealand and overseas, and they have made every effort during the past year to increase the export trade of the Dominion with the countries in which they are located, and to further tourist traffic between those countries and New Zealand.

The Department has interested itself actively in the question of the development of New Zealand's export trade with the East, particularly China and Japan. To that end the preliminary report on the subject issued in September, 1929, was supplemented in July, 1930, by a more detailed report compiled by Professor H. Belshaw from information obtained by him as a result of inquiries made during his visit to Japan in October, 1929. This report was issued, as usual, in bulletin form to Chambers of Commerce, manufacturers' associations, and exporters and merchants generally. With the recent establishment of a direct shipping service between New Zealand and Japanese ports it is hoped that the information made available by the Department will be of assistance in bringing about a development of our trade with the East.

During the last few months the Department has interested itself particularly, too, in the question of increasing our trade with the Dutch East Indies, and prepared a report on the matter from information which it already had in its possession, this being issued as Bulletin No. 12. It is anticipated that a further report will be issued after the return of the New Zealand Trade and Tourist Commissioner from his visit to the Dutch East Indies and Singapore.

Inquiries are also proceeding in respect of trade possibilities in Belgium and Italy.

The attention of exporters and merchants in the Dominion is drawn to the facilities offered by the Government representatives, agents, and correspondents in various parts of the world. They are at the disposal of any person or firm desiring to extend trade relations with the countries concerned, and it is hoped that exporters and merchants in New Zealand will co-operate with the Department and with the Trade Commissioners or representatives concerned by utilizing to the fullest possible extent the services offered.

SHIPPING.

On the 1st November the Osaka Shosen Kaisha Shipping Co. inaugurated a monthly service of cargo-vessels between New Zealand and Japan via Australian ports. This is an extension of the company's Australian service to New Zealand. The vessels are up-to-date motor-ships of 6,724 tons and 16 knots speed, and provide a cheaper freight both on inward and outward cargo than was available previously, when all New Zealand cargo had to be transhipped at either Sydney or Melbourne. Up to the 2nd April six sailings from Auckland and Wellington had been made and the outward cargo lifted showed an increase as follows:—

Vessels sailing—							Cargo. Tons.
1st November, 1930	74
2nd December, 1930	134
1st January, 1931	303
1st February, 1931	539
27th February, 1931	371
2nd April, 1931	771

The cargo lifted comprised wool, tallow, casein, hides, pelts, kauri gum, and small lines of butter and canned milk. It is hoped that the new service, which provides facilities of considerable value to exporters to the East, will receive sufficient support to justify its continuance.

While sea traffic has fallen considerably during the past year, the main services to the Dominion have been maintained substantially on the lines of previous years.

STORES CONTROL BOARD.

A representative of the Department continues to act on the Stores Control Board Advisory Committee.

This association is proving of advantage to all concerned. The value of the stores purchased for the year ended 31st March, 1931, by Departments of State was £4,286,803.

MANUFACTURERS' ASSOCIATIONS.

Close co-operation has been maintained by the Department with the Manufacturers' Associations in the four centres

The Auckland Association has continued a newspaper campaign for the greater use and consumption of New Zealand products. During the year an organizer was appointed who delivered lectures to women's clubs and other organizations on the benefit accruing from giving preference to New-Zealand-made goods. The winter exhibition was held from the 8th–18th July, and was largely attended.