

act news

SPRING 1978

We have a girl in every port.



We have over 400 local and European staff working for us throughout the Far East, including Ben Line offices in Tokyo, Osaka, Hong Kong, Bangkok, Kuala Lumpur and Singapore.

We have a comprehensive knowledge of operational regulations, local business and current market conditions throughout the Far East.

And for almost 120 years we have specialised in carrying cargo between Europe and the Far East. So we feel we know the Far East very well.

And the Ben Line people on the spot are prepared to place their wide knowledge and experience at your disposal.

We hope you can find time to discover just how competitive we can be.

BLC BEN LINE CONTAINERS LTD
The Far East Line is Ben Line

EHCL

WHERE TWO GREAT LINES JOIN

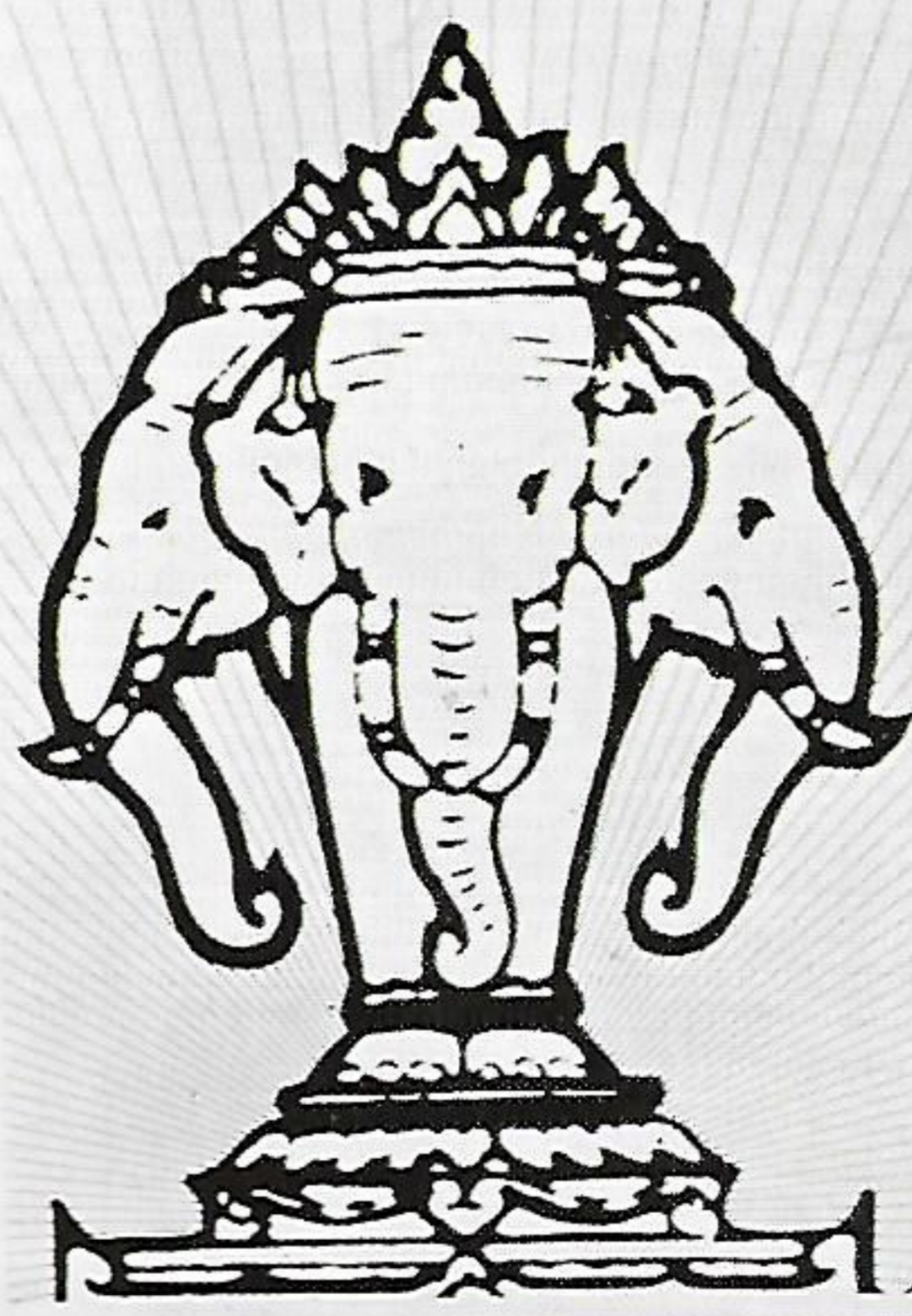


ACTA/ANL today. New space for the next generation.

The challenge presented by the growing markets in Australia and New Zealand has been met by ACTA/ANL, one of the largest transporters on this route, by working more efficiently than anyone else. Now two brand new container vessels flying the ACTA/ANL flag are joining the fleet. From plans laid down by ACTA/ANL some years ago, these ships and South Island, and our door to door deliveries, are tangible evidence of the merchant adventuring spirit of ACTA/ANL and their faith in the potential of this expanding market. Without doubt, ACTA/ANL provides the finest service of any containerised transporter to Australia and New Zealand; for details of our express fortnightly services from Tilbury and Liverpool to Melbourne, Sydney, Wellington, Auckland please contact:



What you send to Bangkok is your business. How you send it is ours



From 1st April, B Containers will operate from Bangkok.

And while we a recommitment that you wish to know us know on the floor, we doubt very much any protests at her travel will us.

Because let her after late in a entirely better his.

He strayed and on, through to his destination speed, security, we've accident cargo for on.

Because container ship the largest in world, Ben Line care, or to personal or failure to

BLC CON

The launch of a new era

The floating power station



Keeping watch

And all the home from home comforts

EHCL

The winning line to & from South Africa



ACTA/ANL We're looking at our future, your future

No shrewd-eyed optimism there, but hard-headed forecasting of the potential of containerisation is what we're all about. Soon there will be two brand new container vessels flying the ACTA/ANL flag on routes to Liverpool and South Island. From plans laid down by ACTA/ANL some years ago, these ships are tangible evidence of the merchant adventuring spirit of ACTA/ANL and their faith in the potential of this expanding market. Without doubt, ACTA/ANL provides the finest service of any containerised transporter to Australia and New Zealand; for details of our express fortnightly services from Tilbury and Liverpool to Melbourne, Sydney, Wellington, Auckland please contact:

BLC Associated Container Transporters
136 Fenchurch Street, London EC3 1AC
or your nearest ACT office or company

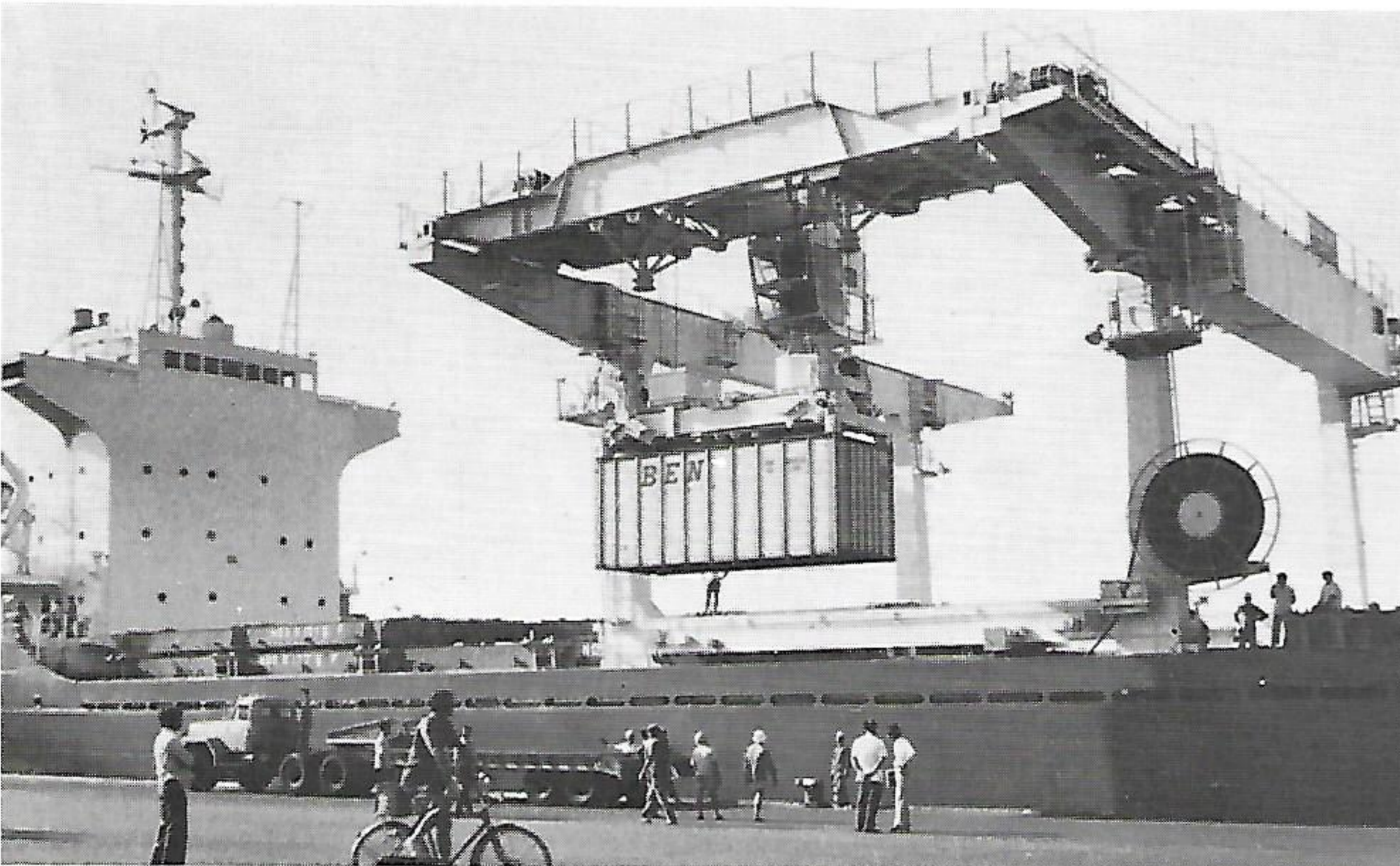
MARKETING OUR CONTAINER SERVICES

The container revolution is now a way of life for most shippers, exporters and forwarding agents and ACT(A), BLC and EHCL strive to provide the best possible service. Although not wanting to 'blow their own horn', they like to gently remind customers of the services offered. Here is a sample of the varied and interesting advertisements which appear in leading publications.

BLC providing weekly feeder service to Bangkok



A view of the container berth at Bangkok with "Pegasus Pride" in the foreground.



The "Pegasus Pride" working at the East Quay of P.A.T.



BLC staff on a tour of the new P.A.T. Terminal at Bangkok wearing their new tee shirts which were introduced to celebrate the inauguration of BLC's full container service to Bangkok.

The new Ben Line Container feeder service to Bangkok serving customers in Europe and Thailand which started officially on January 1st of this year is operating better than expected in spite of the limited facilities at Bangkok, BLC reports.

BLC have jointly chartered the "Pegasus Pride" (254 TEU capacity) to provide a weekly service to and from Bangkok and this makes a connection with main line TRIO vessels plying between Europe and Singapore.

Previous forecasts have shown that BLC expected to ship approximately 200 TFE's per month into Bangkok and so far BLC have exceeded this figure. There is less containerised cargo out of Bangkok for Europe than is imported, but BLC have experienced a steady demand from shippers in Thailand requesting container space to Europe, which BLC says is most encouraging.

In addition, BLC have invested in a Henley Forklift truck which is being used in the container yard in Bangkok.

BLC restore normal service to Taiwan

Direct calls at Kaohsiung by large container ships operating the TRIO Europe/Far East container service have been restored for the first time since the Taiwanese port's container handling facilities were wrecked by Typhoon Thelma last July.

Weekly calls by the TRIO consortium's fleet of 19 large container ships have replaced the emergency feeder service between Hong Kong and Kaohsiung which had been operating for seven months.

It was on July 25th, 1977 that Typhoon Thelma swept across the southern part of Taiwan wrecking many industrial installations and knocking out all eight container cranes at Kaohsiung. This damage and the blockage of the harbour made it impossible for the large TRIO container ships to call direct at that port.

QUICKLY

Consequently, TRIO quickly set up the Hong Kong/Taiwan feeder service utilising two small container vessels to maintain an effective container service to and from Taiwan until such time as direct calls by mainline vessels could be restored.

The TRIO consortium has served Taiwan since 1973 and BLC's "Benalder" was the first TRIO ship to call at the container terminal after it was opened in January, 1973. She was also the first ship to use the new entrance which requires entry stern first.

"Benalder" scored another first when she inaugurated TRIO's direct calls at Le Havre, calling there on the 22nd of April, 1976.

ACT(A)'s Marketing Manager looks at ways to improve service on trip to Australia/New Zealand

"It was a heavy schedule but it was well worth it," is how Mr. Roy L. Davis, Marketing Manager of ACT(A), describes his recent 35,000-mile, six-week trip to Australia and New Zealand.

During his travels, Mr. Davis visited a number of cities including Perth, Sydney, Adelaide and Melbourne in Australia and Wellington, Auckland, Hastings, Christchurch, Dunedin and Invercargill in New Zealand.

"This is one of the periodic trips I make to ensure a continuing high level of service to customers and to look for ways and means of improving our marketing efforts wherever possible," he said. "During my visit I had an opportunity of renewing acquaintances with shippers and importers and talked to them with a view to making certain that they continue to receive maximum attention. I was also able to take a look at the 'end product' and find out how shippers feel over there.

DEVELOPMENTS

"I had discussions with our marketing people in the two countries including talks on recent developments in marketing between Australia and New Zealand and the U.K.

"I was greatly encouraged by the general reception from our shippers and importers in both countries. Of course there are problems and we had frank and open discussions on possible ways of solving them.

"In New Zealand there is a continuing delay in traffic caused by port congestion which is affecting our general schedule



ON THE SPOT INSPECTION at Wellington Container Terminal is made by ACT(A)'s Marketing Manager Roy Davis (right) accompanied by David Gill, Marketing Manager of Blueport ACT(NZ) Ltd., on Mr. Davis' recent visit to New Zealand.

considerably. The economy of both Australia and New Zealand has been depressed as is reflected in the rate of inflation, unemployment figures and the weakened currencies of both Australia and New Zealand.

"But this is only a temporary phase and future development will mean improved trade," Mr. Davis stated.

Following his visit to the two countries, Mr. Davis assessed some of the benefits of the trip. "I now have a better grasp of

current problems and attitudes," he said. "My discussions with shippers, importers and ACT staff were productive and should prove useful in helping to find ways of solving problems and difficulties that may arise."

Although trading conditions at present are far from perfect, Mr. Davis said that he is greatly encouraged by the general goodwill he encountered and that he is determined to ensure that this is matched by a continuing high level of service from ACT(A).



Members of ACT(A)'s Marketing Team are briefed by the Marketing Manager on his return from Australia and New Zealand. In the photograph at a recent meeting are (left to right), Bob Harkins, Sales Manager, Scottish Region; David Haigh, Sales Manager, North-west Region; Hugh Pedley, Sales Manager, Midland Region; Roy Davis, Marketing Manager; Howel Williams, Assistant Marketing Manager; Richard Bills, Import Sales Manager; Sam Garnett, Sales Manager, Southern Region; and Walter Marshall, Sales Manager, North-east Region.

New container complex nearing completion will absorb ACT(A)'s Tilbury operations

When the new Northfleet Hope container complex is completed later this year at Tilbury Container Port, this joint £24 million investment by ACT(A), OCL and the Port of London Authority will absorb ACT(A)'s operations presently being carried out at the multi-user berth, No. 45.

This new terminal, covering some 64 acres, will have a capacity of between 170,000 and 190,000 containers per annum and will have the largest multiple refrigeration unit ("reefer stack") in Europe.

The administration building for this new complex has already been completed and members of the management team of Tilbury Container Services (TCS), which will be responsible for operating the new container terminal, are already installed and operational.

They bring a wealth of experience to this task and are headed by Capt. Robert O. Guille, who was Deputy General Manager of Solent Container Services in Southampton from 1970 until 1976 and has had 30 years' experience in the maritime profession.

It is doubtful whether or not Tilbury would have been able to handle the growing container trade between the U.K. and Australia/New Zealand without the facilities which will become available

on completion of Northfleet Hope. This is especially true of the increased refrigerated traffic carried by the new larger third generation container ships such as "ACT 7" and "Australian Venture".

Two giant Paceco-Vickers cranes with lifting capacities of 35 tonnes are now being erected and 15 new Peiner Straddle Carriers have been ordered. Each of these units is capable of lifting containers as high as 17 feet from the ground in order to permit stacking three high.

These 35-tonne-capacity straddle carriers are also able to shunt containers forward to link them to the reefer stacks without the vehicle itself having to move.

The reefer stacks provide slots for nearly 1,500 containers, making this the largest installation of its kind in Europe. Hall Thermotank International have designed the entire refrigeration complex in close co-operation with ACT (A) engineers.

Temperatures inside the refrigerated containers can be maintained at any level between minus 25 degrees and plus 13 degrees Centigrade. The couplings will be operated from a central control point and delivery/return air temperatures are monitored from the main refrigeration control room.

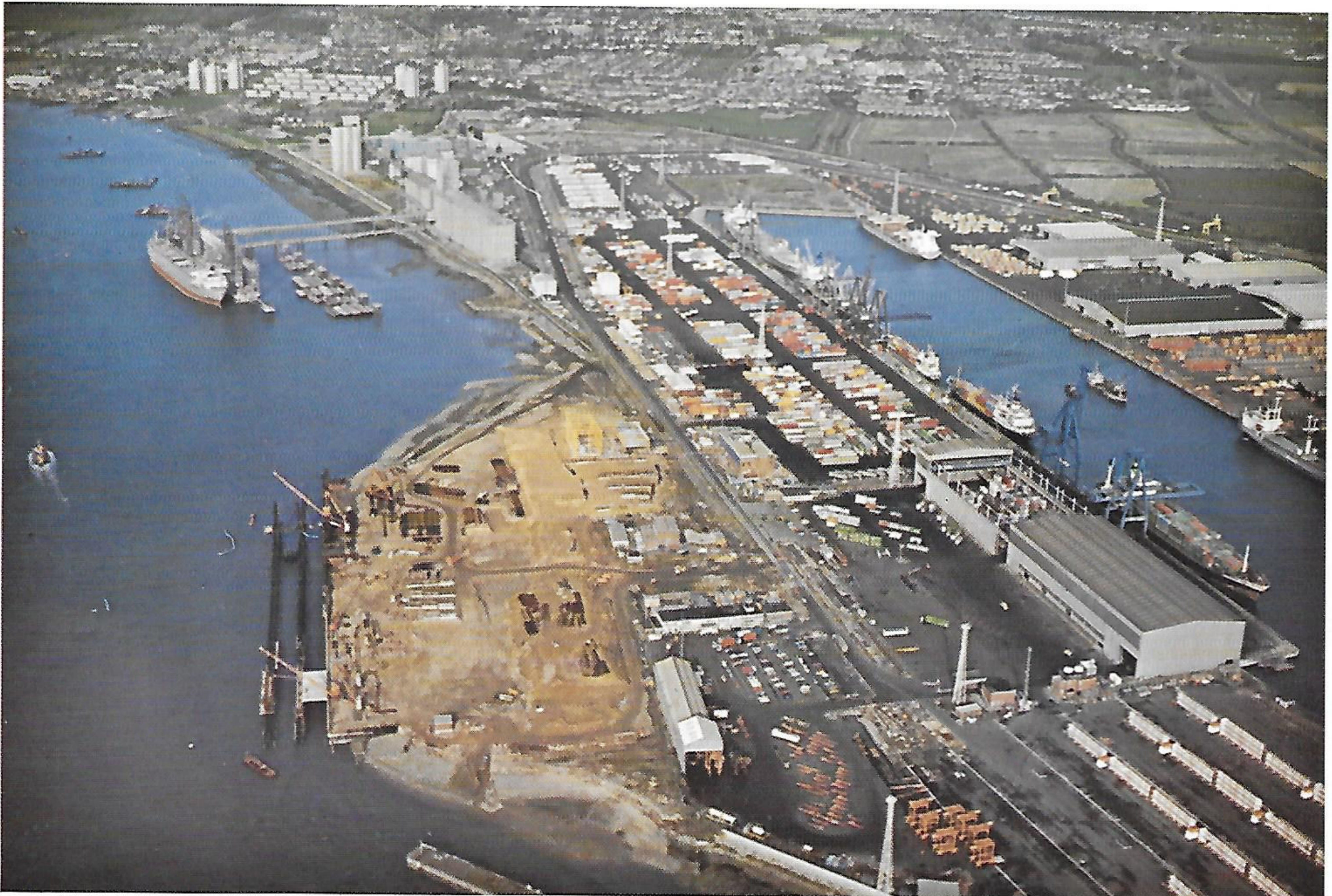
Plans are underway for some of the containers passing through the Northfleet Hope complex to be handled by a new mini-railhead located at the new terminal by 1979. These sidings will be linked to the national Freightliner network via Tilbury Docks' own rail container terminal.

Construction work on this site included the reclamation of 25 acres from the Thames and the creation of a new 1,000-foot-long deep water quay. About 850,000 cubic metres of sand and gravel were taken from the river bed by a bucket dredger and loaded into barges. This material was dumped ashore where draglines and bulldozers were used to build up the site.

The entire construction programme has proceeded right on schedule and the opening is planned for September of this year.

A large repair workshop which will be capable of taking the large fixed-frame straddle carriers is scheduled for completion this Spring.

This new development is a symbol of ACT(A)'s confidence and determination that the long-established trade links between the U.K. and Australia and New Zealand will be maintained and strengthened.



Construction of the new complex is moving ahead dead on schedule.

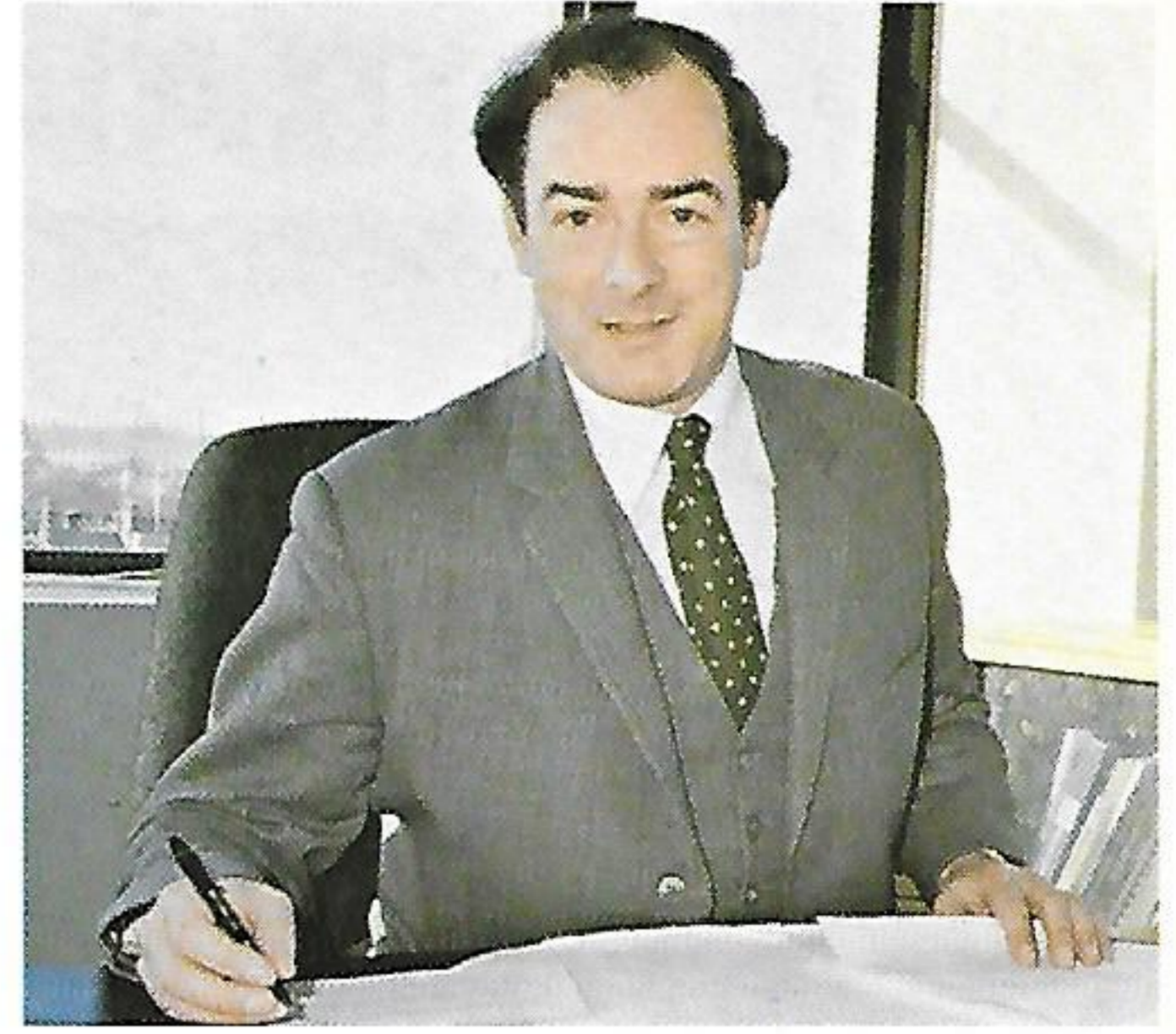
ACT Services Appointments

Mr. P. R. A. Bainbridge has been appointed Managing Director of ACT Services. He was appointed to the Board in January 1976 and became General Manager in January 1977.

Three members of ACT Services' management team have been appointed to the Board of Directors. They are: Mr. R. I. L. Howland, Administration Director; Mr. D. N. P. Hamilton, Financial Director; and Mr. J. H. Ormiston, Technical Services Director.



P. R. A. BAINBRIDGE



R. I. L. HOWLAND

Ben Line Appoints First Rep in Korea

Mr. Gavin Strachan has been appointed Ben's first representative in the Republic of Korea.

Mr. Strachan will be based in Seoul and will represent not only BLC and its service to and



GAVIN STRACHAN

from Europe but also the interests of the Ben Line group in Korea, including Ben Ocean service to Red Sea destinations.

Gavin Strachan was formerly with Ben Line Singapore and he has also served as Ben Line representative in Jeddah.

He will be working closely with BLC's agents in Korea, Hyopsung Shipping Corporation.



D. N. P. HAMILTON



J. H. ORMISTON

EHCL appoints Lorna Lee

Miss Lorna Lee has been promoted to Sales/Marketing Representative of EHCL and Ellerman City Liners and will be covering the West Midland region.

Miss Lee joined Ellermans in March 1975 as secretary to the Northern Area Sales Manager before moving to Birmingham in June 1976 in a similar capacity. In October 1976 she was promoted to Administrative Assistant and became responsible for many of the day-to-day duties involved in running the Midlands Area Sales Office.

"This is the first time Ellermans have appointed a female sales representative and this promotion reflects our confidence in Lorna Lee," said Mr. I. D. Kimberley, Area Sales Manager of the Midlands.



Lorna and her boss.



EHCL's new Telephone Sales Representative talks over ways to provide better service to customers with Mr. Noel J. Kent (left), Division Sales Manager, and Mr. J. C. Mendham, Area Sales Manager, Southern Area.

Pat Noakes offers special service to EHCL customers

Pat Noakes has been appointed as Sales/Marketing Representative of EHCL and Ellerman City Liners and as part of her training and acclimatisation she will fulfil the position of Telephone Sales Representative.

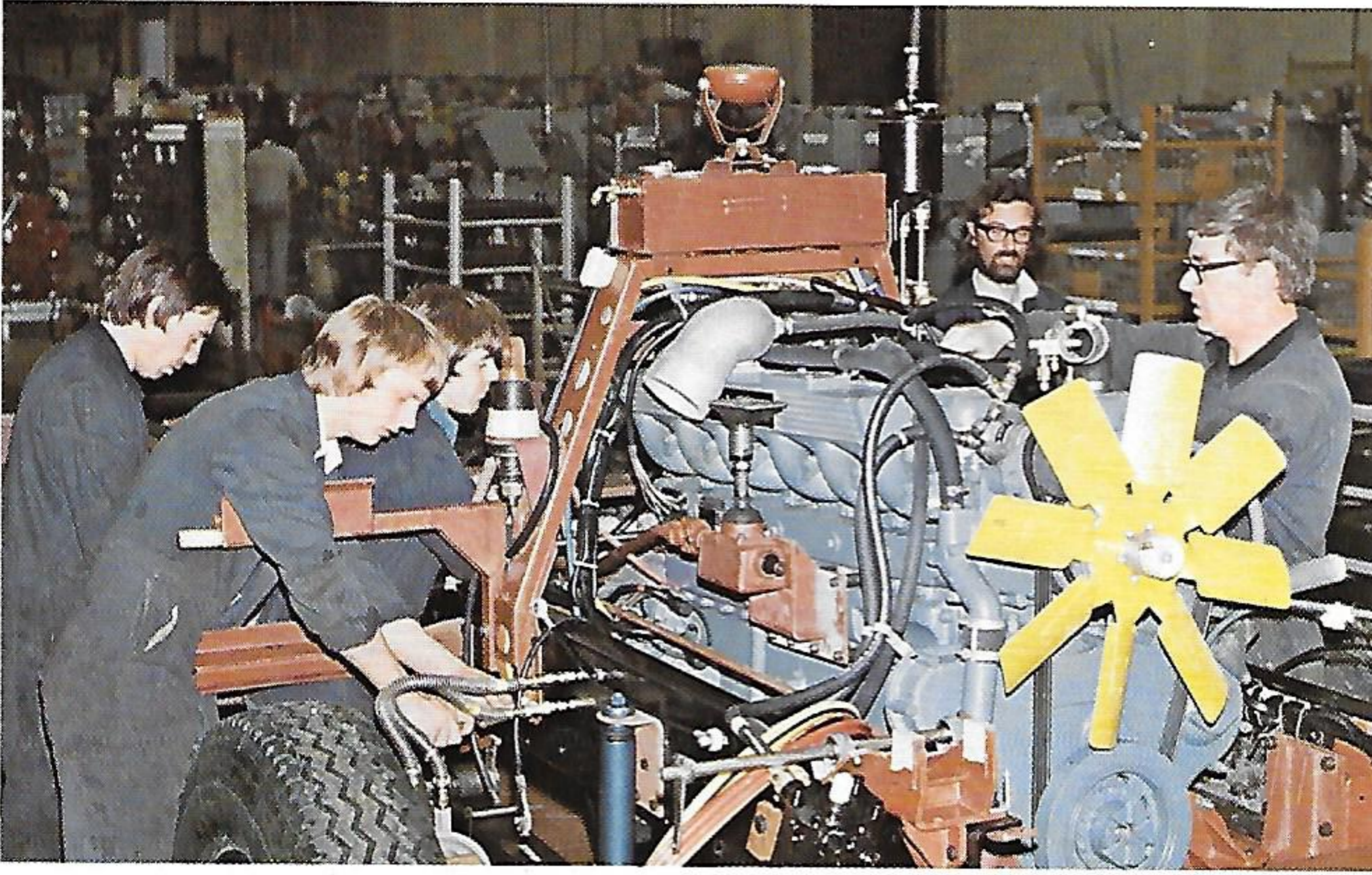
"The position of Telephone Sales Representative is a new departure for us in EHCL and we feel that this will be an added service to our customers," said Mr. J. C. Mendham, Area Sales Manager, Southern Area.

"Pat Noakes has a good knowledge of sales work, having spent all her employment with Ellermans in the Sales/Marketing Department and with her pleasant personality and charm, she will add an extra benefit to a most important area of Customer Service," Mr. Mendham added.

Miss Noakes joined Ellermans in 1973 and worked in the Southern Sales Department. In 1975 she was promoted as Secretary to the Divisional Sales Manager.

"Having worked in the Sales/Marketing Department for over four years, I have become very interested in the actual customer service area of the company and I am looking forward to having more direct contact with shippers as I enjoy meeting people," Pat told 'ACT News'.

ACT(A)-SEDDON ATKINSON CO-O



Teamwork on the production line at Seddon Atkinson's Oldham factory.



Attention to detail means skilled personnel in every area of production.

Seddon Atkinson truck sales are growing rapidly against fierce competition, leading the company to leap ahead in New Zealand.

Seddon Atkinson are now exporting their trucks in containers via ACT(A) and these containers are hauled by ACT(A) trucks which are part of ACT Series containers from the Seddon Atkinson factory at Manchester. ACT's facility at Manchester is the largest in the world.

Seddon Atkinson's trucks have been used in New Zealand since a 1970 International Harvester, and now Seddon Atkinson's vehicles alongside the Harvester's.

The vehicles marketed by Seddon Atkinson 400 Series tractors in 1975, the tractors had a reputation with New Zealand as well as elsewhere. Then, they have undergone a major overhaul by Harvester's extensive research and development.

The tractors have Scott's engines and Seddon Atkinson's chassis shipped in kit form and assembled at the Assembly Plant of International Harvester Limited.



Part of the fleet of tractors used by ACT at Manchester Containerbase. These are the Seddon Atkinson vehicles.

OPERATION ON LAND AND AT SEA

s have been growing rapidly in Europe and now they are d.

shipping their vehicles in keep it "all in the family", the Seddon Atkinson motive units, es' haulage fleet, to bring the Atkinson plant in Oldham to Containerbase.

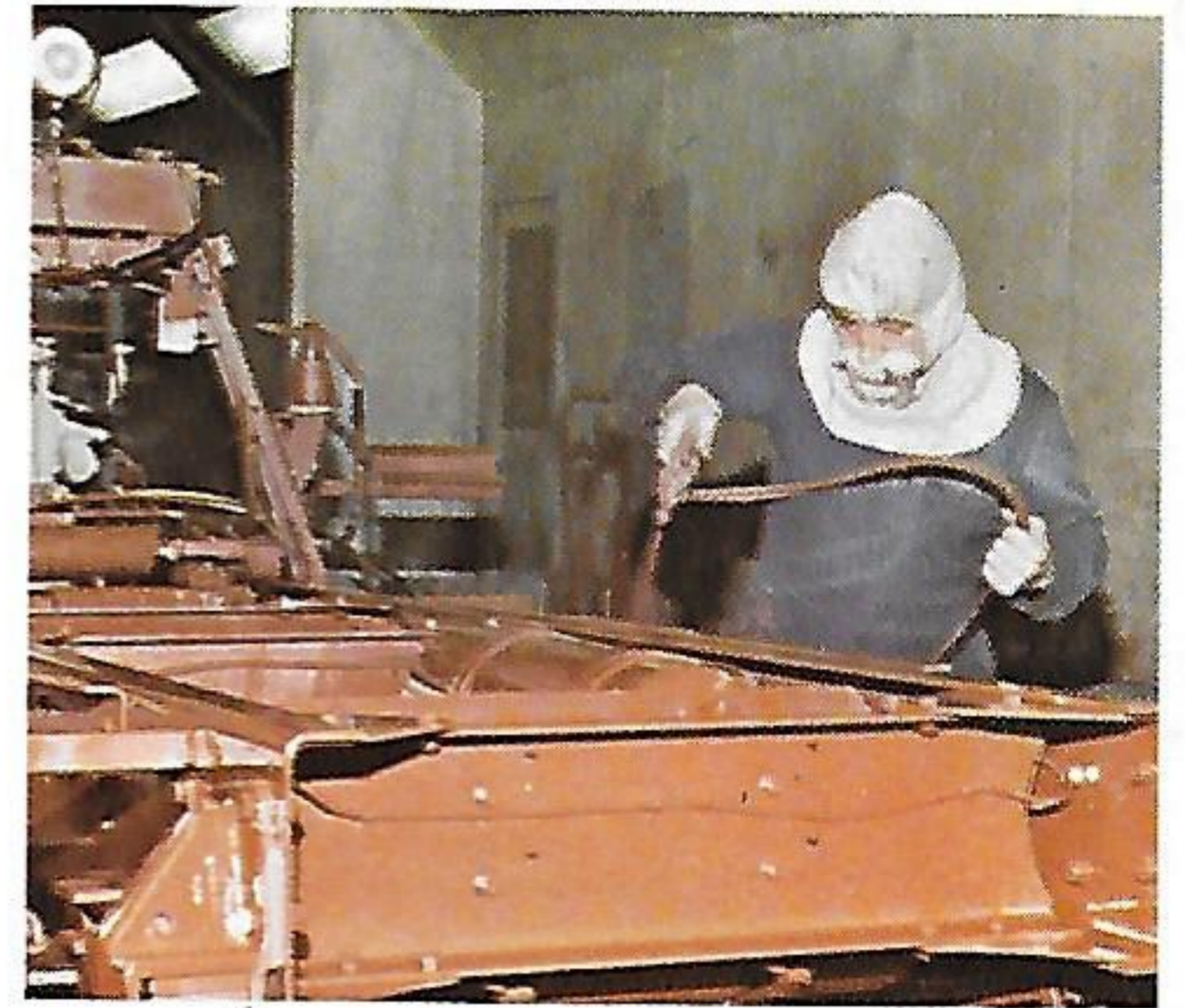
ales are increasing even more market leader "Down Under", has been selling Seddon its own designs.

New Zealand are Seddon When they were introduced yady been designed to comply as E.E.C. regulations. Since evaluation at International n facilities in U.S.A.

sh built 250 and 290 hp son's own axles. They are mpleted at the Christchurch al Harvester (New Zealand)



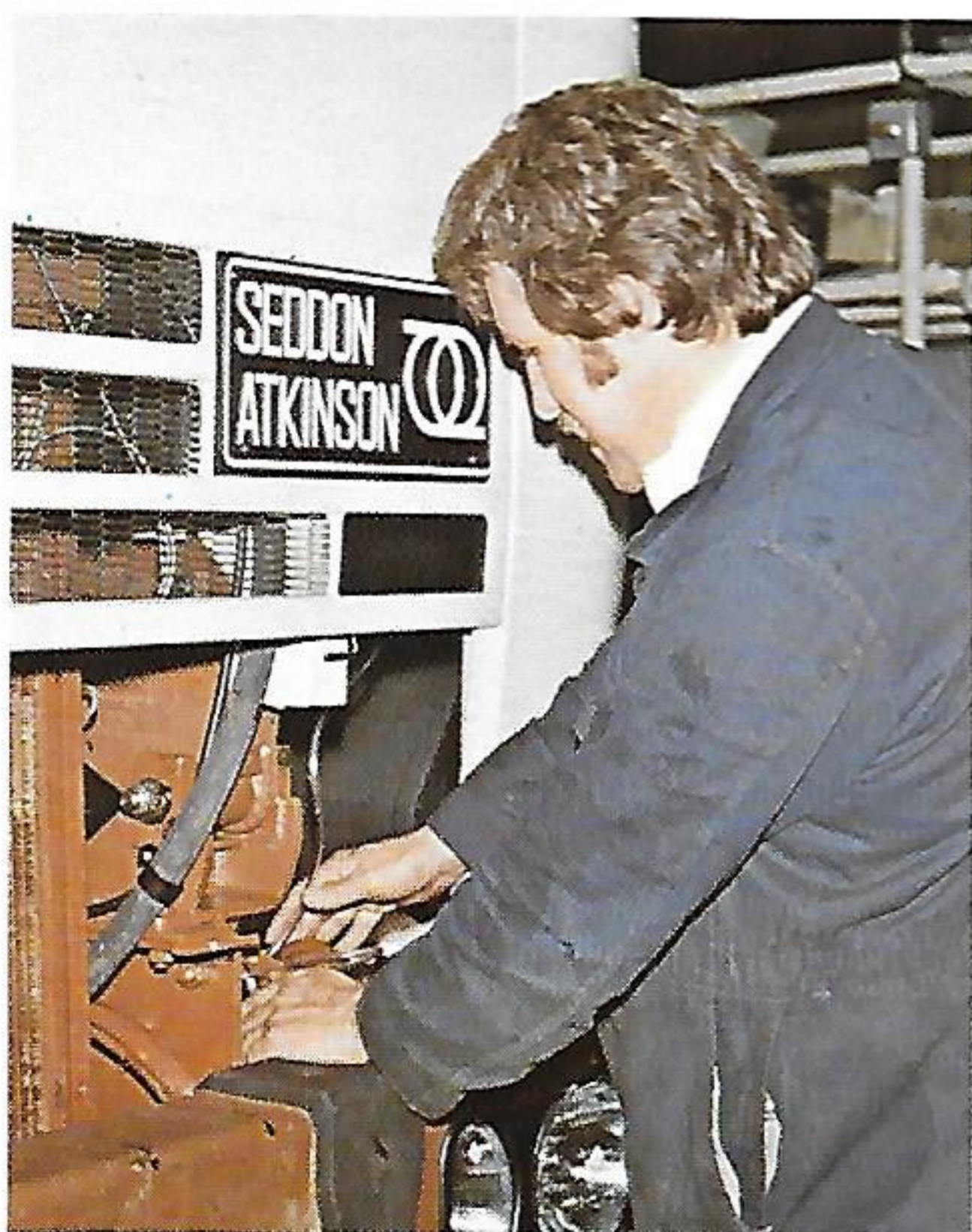
Quality control means careful checking every step of the way along the production line.



The best quality paint ensures complete protection from rust and corrosion.



Discussing shipment of Seddon Atkinson vehicles to New Zealand are Mr. Harry Morris (left), Export Sales Supervisor of Seddon Atkinson, and Mr. David C. Haigh, ACT(A) Sales Manager, North-West Region.



Final touches are put on a complete vehicle.



The cab of a Seddon Atkinson vehicle being loaded at the Oldham factory.

EHCL's proud 'City of Durban' —



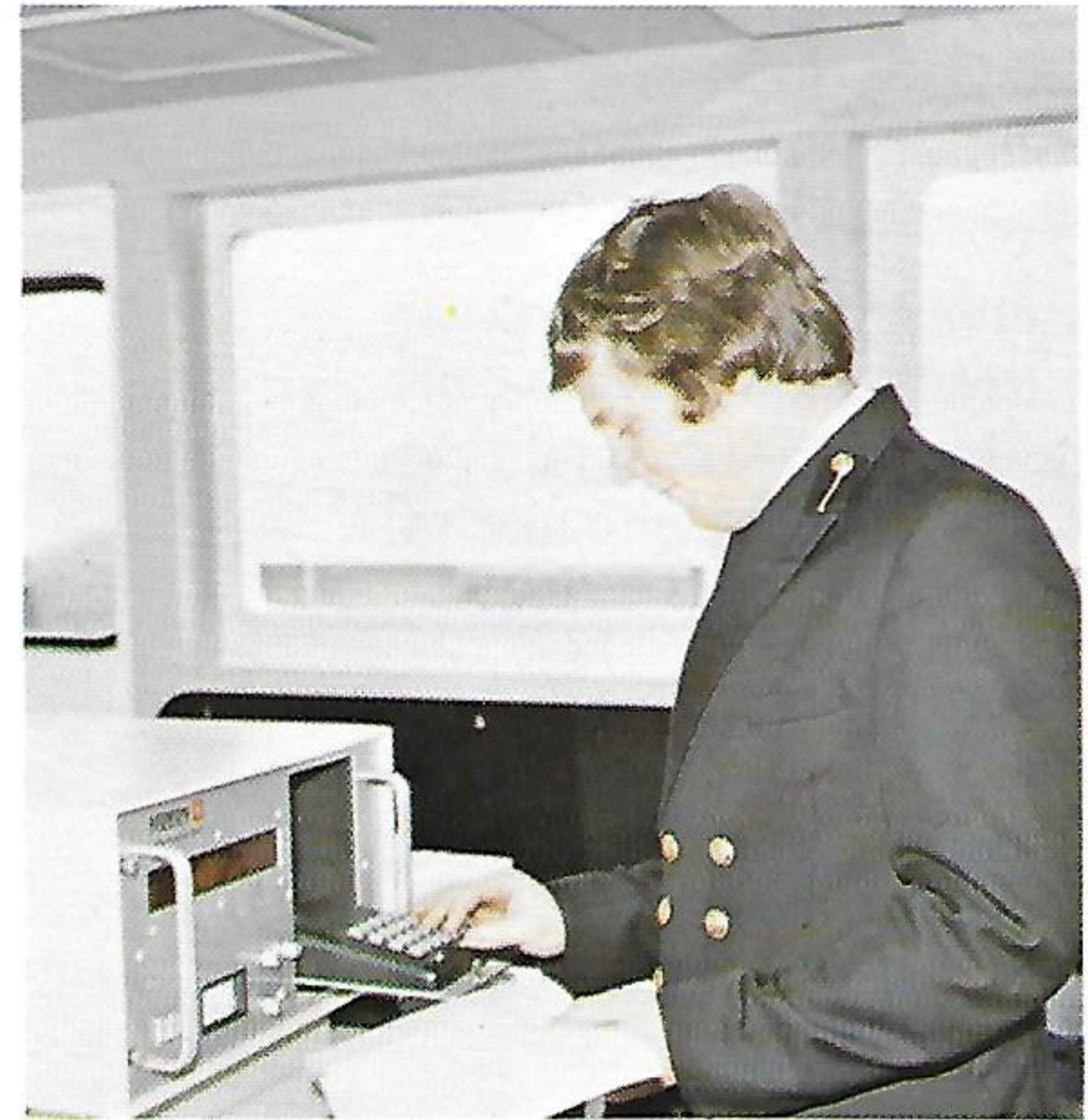
Captain Neil B. Airey, Master of the "City of Durban" plots his course from Zeebrugge. Capt. Airey feels right at home on his new ship as he was a Cadet on the old "City of Durban" which dated from 1921 and later was Chief Officer of the passenger ship "City of Durban".



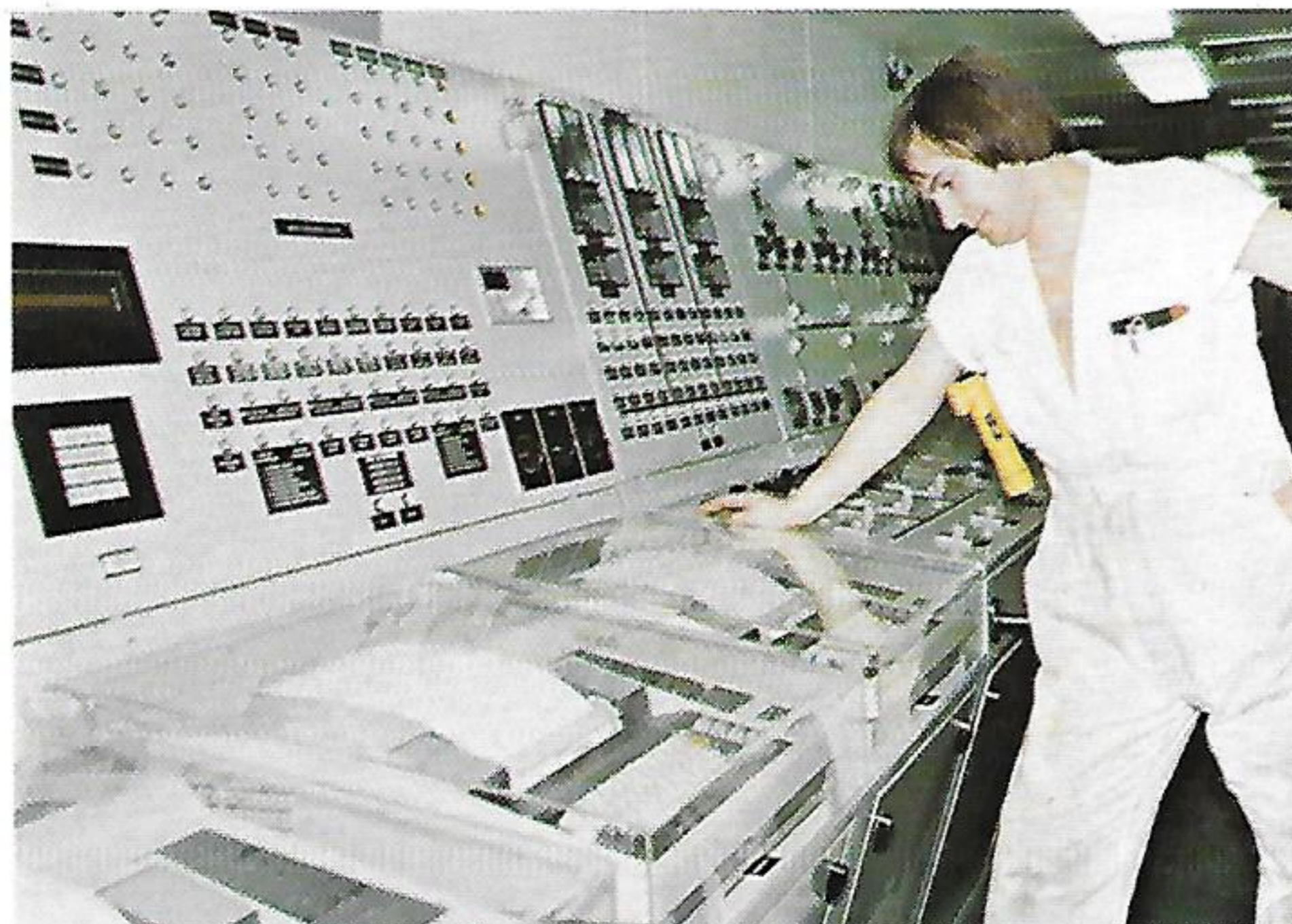
Checking compasses in the Wheel House of the "City of Durban" is First Officer David Miller. The equipment on the ship includes some of the most modern available.



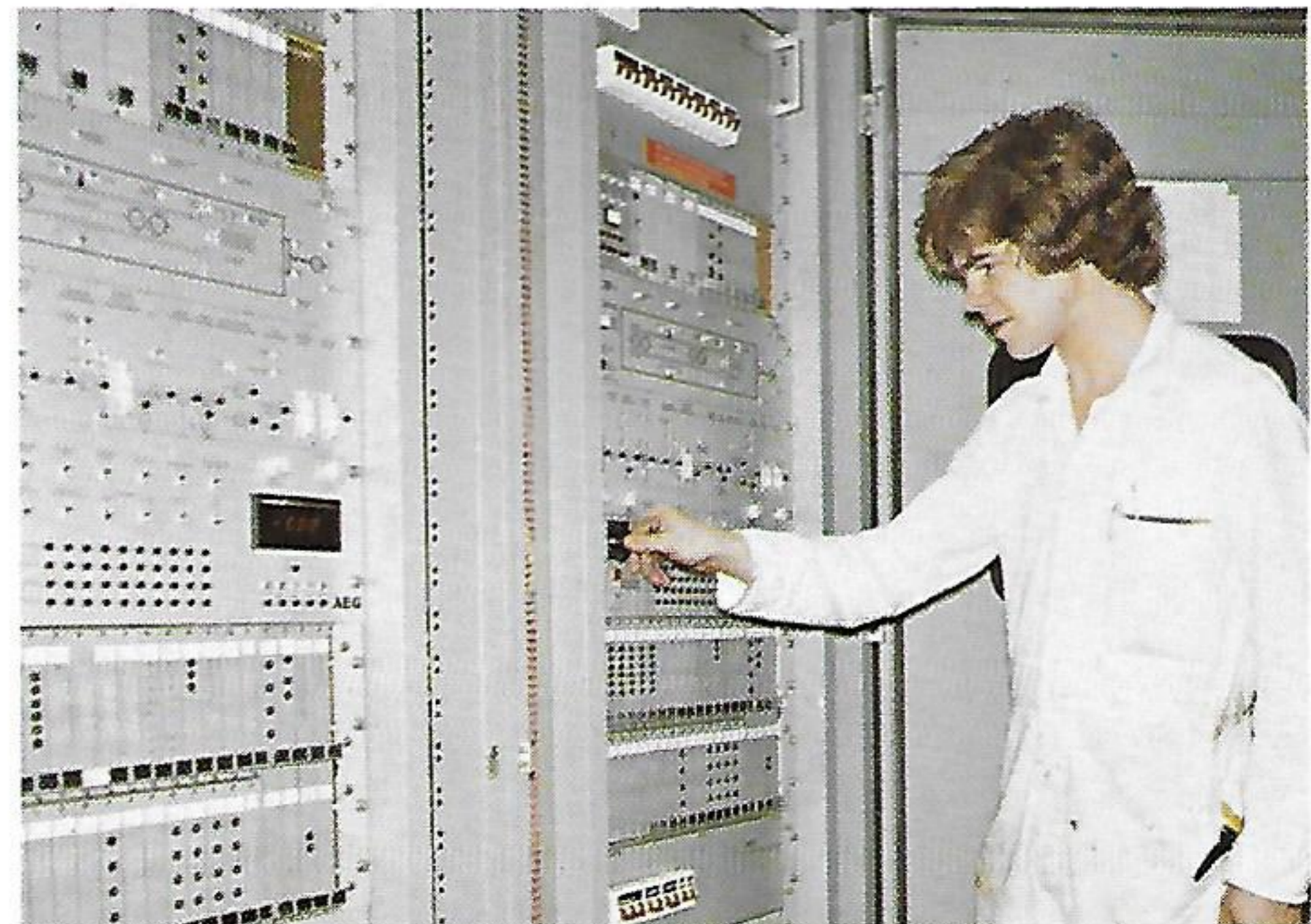
Gauge glasses are checked to see that the ship is properly trimmed by Senior Third Engineer William Carson.



Studying the satellite navigation equipment is Navigating Cadet Jim Graham.



The readout on refrigerated cargo showing temperatures, etc. is monitored by Second Engineer Ken Amsbury.



Fourth Engineer J. J. Taylor with the Engine Simulator, another of the modern pieces of equipment on the vessel.

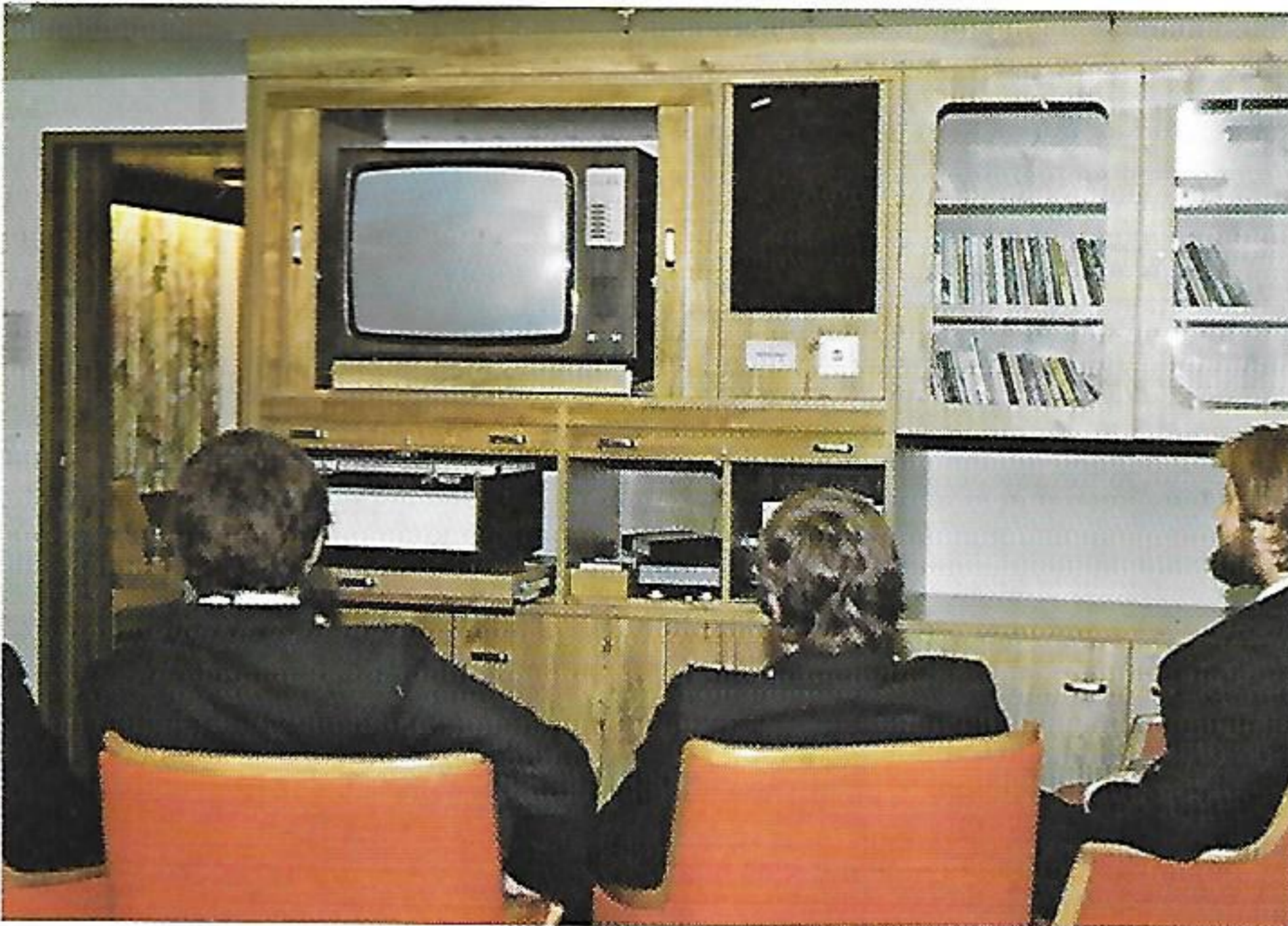
maiden voyage to South Africa



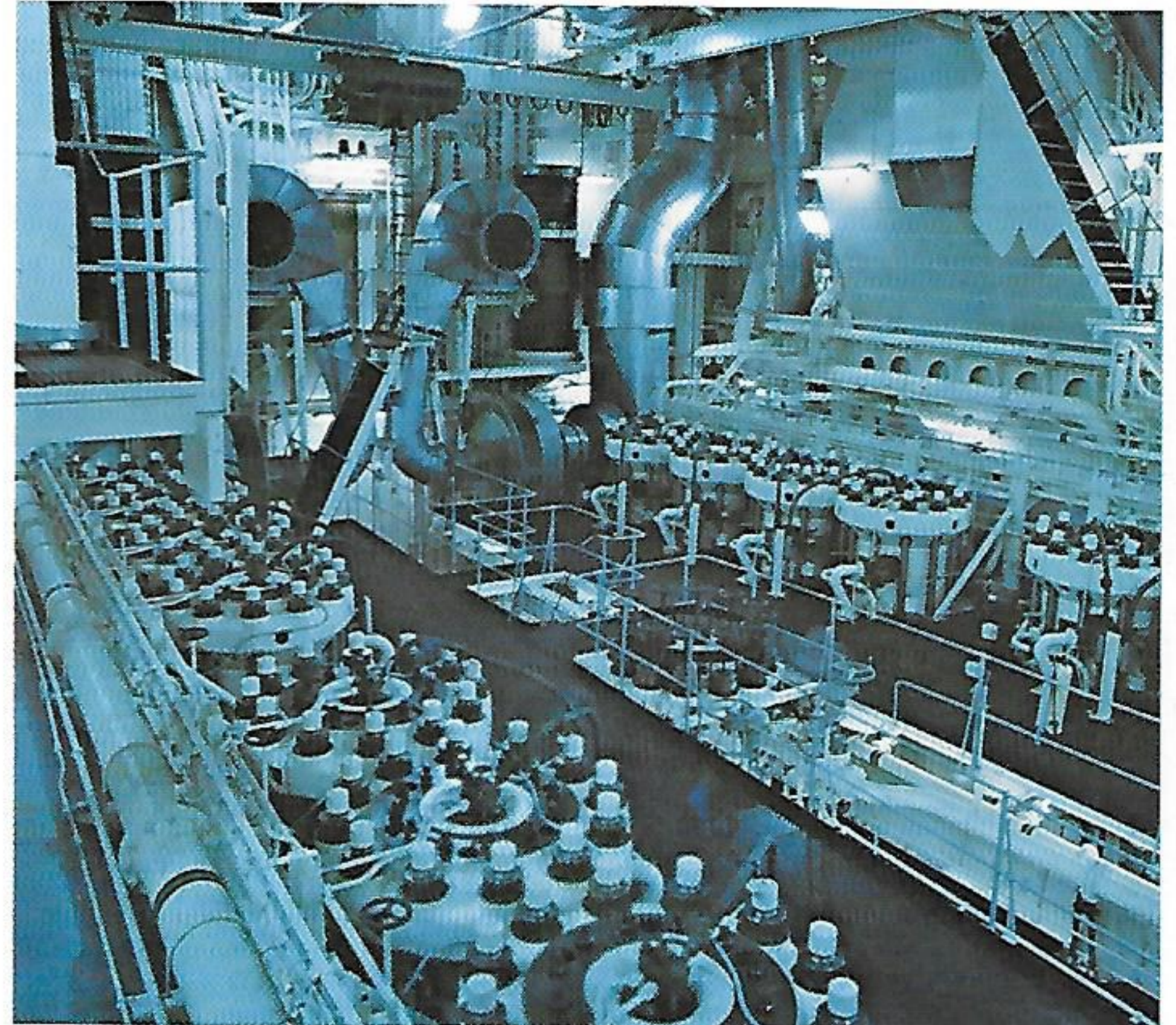
Computing the stability of the ship to ensure that the cargo weight is equally distributed along the length of the vessel is First Officer David Miller (left) shown explaining the process to Deck Cadet Michael Samus.



Radio Officer W. A. Smith at work in the "Durban's" Radio Room. The ship's Call Letters, GXIC, are seen to the right of the photo.



Every effort is made to provide good working conditions and leisure activities for the officers and crew. In the photograph the ship's video equipment is being used to project a programme on television screens all over the vessel. This view is of the officers' lounge.



The mighty engines that drive the ship at a cruising speed of 21.5 knots.



The "City of Durban" loading at the Port of Zeebrugge shortly before beginning her maiden voyage to South Africa.

And a Happy New Year to all you rats, pigs, snakes, etc.

BLC's offices in Hong Kong are located in The Chartered Bank Building which has been strikingly decorated to celebrate "The Year of the Horse" which came into effect on Chinese New Year, February 7th.

The Chinese calendar was established in 2254 BC in the time of the Emperor Yao. Farmers at that time needed a unified and functional calendar to prescribe seasonal activities such as sowing and reaping, which are entirely dependent on climatic conditions.

Astrologers were instructed to gather information regarding the planetary positions, the solar equinoxes and solstices and the intercalary months in order to determine the four seasons for the farmers.

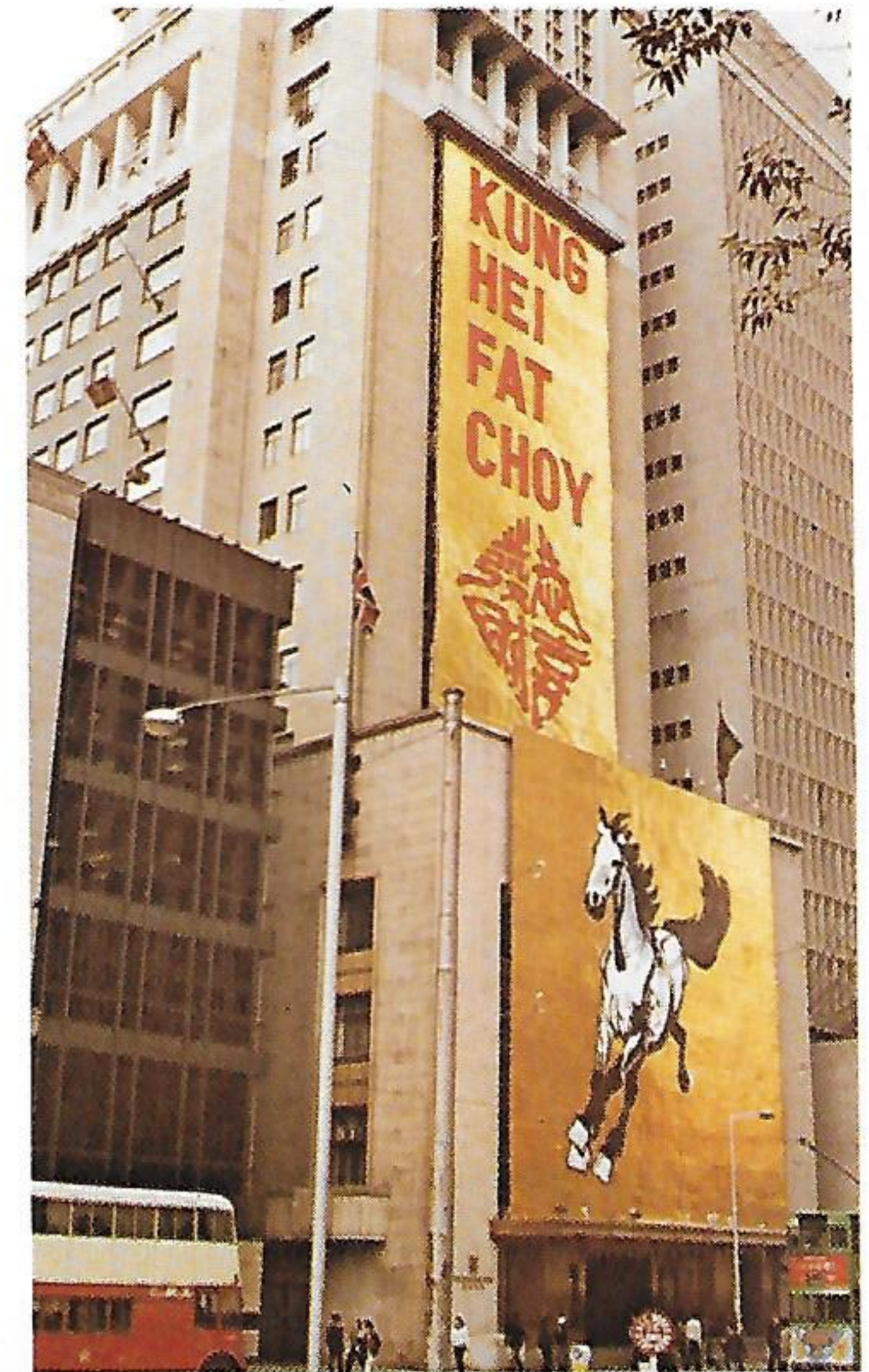
HAIRCUT

All this was incorporated into the Almanac, which prescribes activities from agricultural planning to having a haircut.

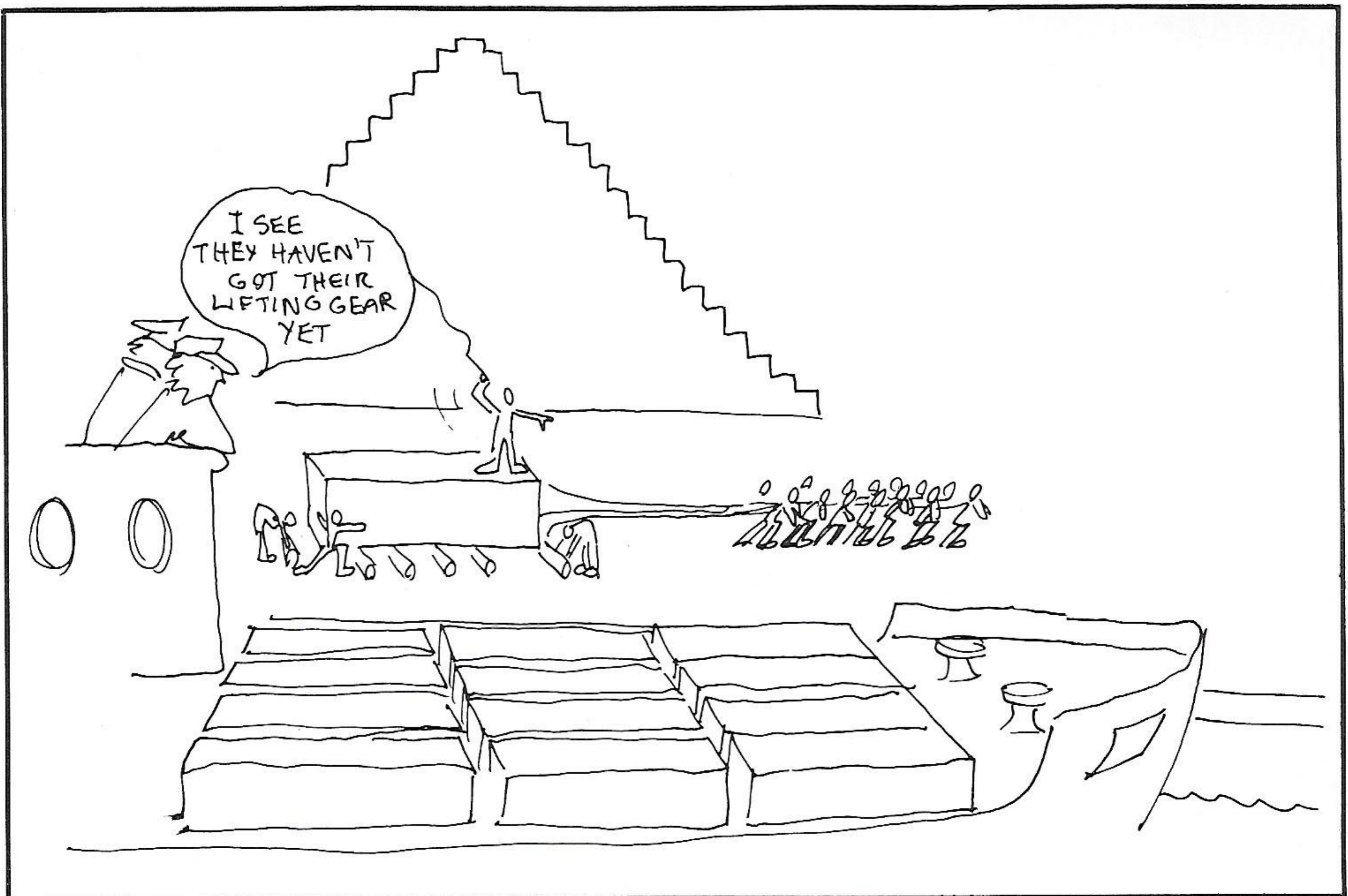
Because of the agricultural background of the ancient Chinese, people were born under the signs of animals in the Chinese calendar. There are 12 signs in all: Rat, ox, tiger, hare, dragon, snake, horse, ram, monkey, cock, dog and pig.

The signs form a complete cycle in that order. Predictions are based on the calculation of the characteristics of the animal signs in relationship to the five basic elements comprising gold, wood, water, fire and earth.

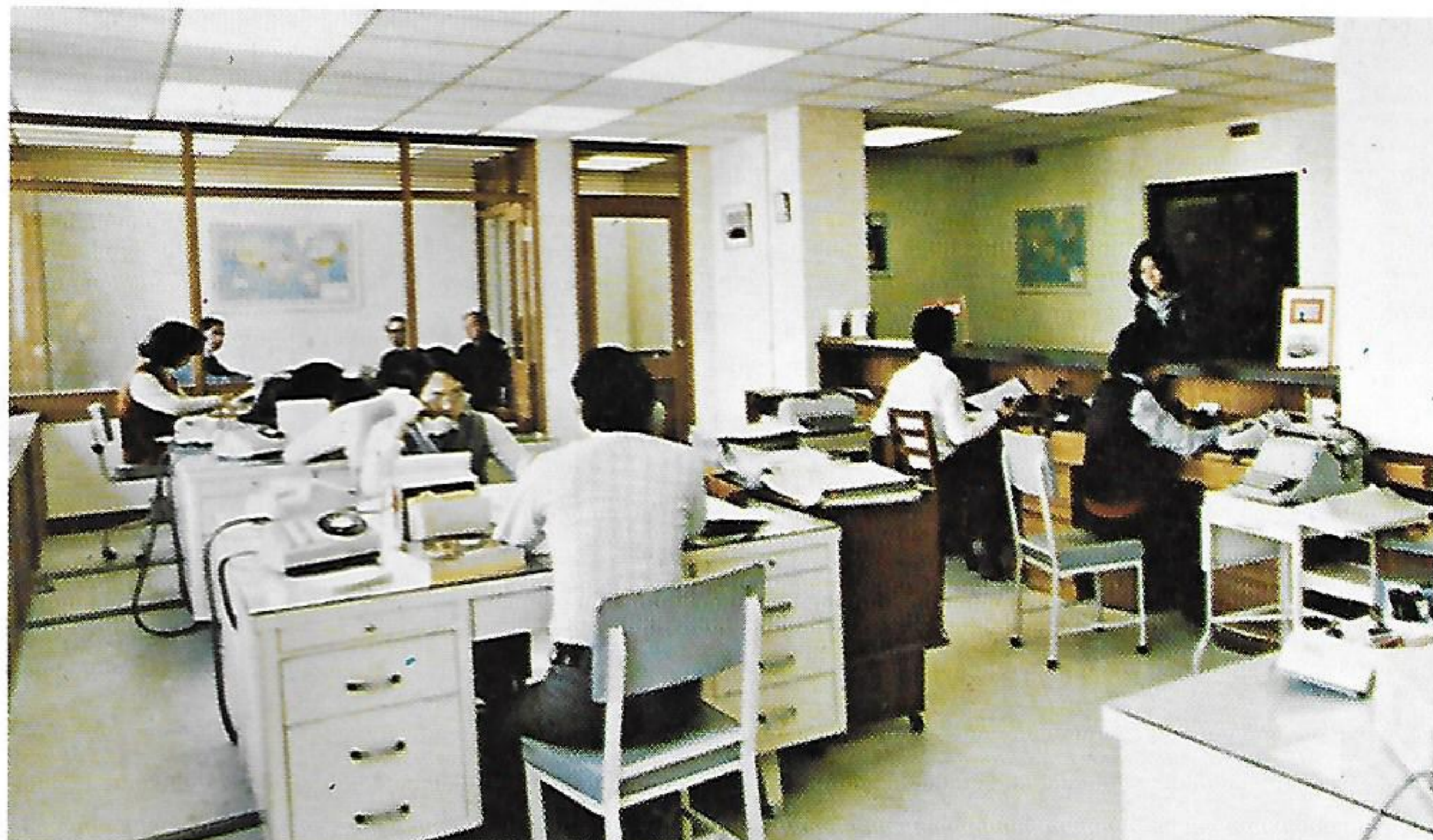
In all there are 60 possible combinations — thus the traditional 60-year cycle of animals. Here is the present cycle: 1978 — The year of the HORSE (1966, 1954, 1942, 1930, 1918); 1979 — The year of the RAM (1967, 1955, 1943, 1931, 1919); 1980 — The year of the MONKEY (1968, 1956, 1944, 1932, 1920); 1981 — The year of the COCK (1969, 1957, 1945, 1933, 1921); 1982 — The year of the DOG (1970, 1958, 1946, 1934, 1922); 1983 — The year of the PIG (1971, 1959, 1947, 1935, 1923); 1984 — The year of the RAT (1972, 1960, 1948, 1936, 1924); 1985 — The year of the OX (1973, 1961, 1949, 1937, 1925); 1986 — The year of the TIGER (1974, 1962, 1950, 1938, 1926); 1987 — The year of the HARE (1975, 1963, 1951, 1939, 1927); 1988 — The year of the DRAGON (1976, 1964, 1952, 1940, 1928); 1989 — The year of the SNAKE (1977, 1965, 1953, 1941, 1929).



The building housing BLC's offices in Hong Kong boldly proclaims "The Year of the Horse" which came into effect in February. "Kung Hei Fat Choy" is Chinese for "A Happy New Year."



Ben's Kowloon office celebrates expansion with traditional Solera



Bigger and better — The Kowloon office, which first opened in 1959, is located in the Hongkong and Shanghai Bank Building (5th floor). This is a view of the expanded premises to give BLC customers an improved service.

Ben Line has expanded their Kowloon office in order to cope with the market growth of that area and the occasion was marked with toasts of Ben Line's traditional Solera del 1842 Sherry.

Following a company tradition that dates back to the sailing ship era, Ben Line's "Old East India Sherry, Solera del 1842" is finally matured by making the round voyage in hogs-heads on Ben Line's vessels from Europe and back.

It is then bottled in Perth and while a small quantity is kept for special occasions at Ben's Edinburgh Headquarters, most of this dry oloroso is distributed to Ben Line customers and friends in Europe and the Far East. Unfortunately supplies are limited but small consignments, bearing the year and vessel on which the Sherry made its voyage, are released every 18 months or so.



Bugler Hughes of the First Battalion of Light Infantry plays a moving farewell as the BLC containers carrying the Battalion's gear to the U.K. are loaded onto the "City of Edinburgh".

BLC's Team at Annual Meeting

Members of the BLC Marketing Team at their annual meeting held in York are (left to right standing) Terry Day, Killick Martin, Leeds; George Allan, Killicks, London; Peter Davidson Smith, Killicks, London; John Robinson, Killicks, London; Peter Murphy, Ben Line, Edinburgh; Tom Pinney, Killicks, Birmingham; Alec Peill, Ben Line, Edinburgh; Rodney Kaye, Henry Tyrer, Liverpool; Ron Paterson, Killicks, London; Sam Beck, Lawther & Harvey, Belfast; Jan de Bruyn, C. A. S., Dublin; Donald McCulloch, Ben Line, Edinburgh; and Brian Baillie, P. S. & H., Glasgow; (seated) Bill Easton, Souter Hamlet, Newcastle; Trevor Cundill, Oughtred & Harrison, Hull; Hamish Muirhead, Ben Line, Edinburgh; Dick Charvet, Killicks, London; John MacKinnon, Ben Line, Edinburgh; Brian Smith, T. A. Bulmer, Middlesbrough; and Bill Service, P. S. & H. Glasgow.



Drinking a toast with traditional Ben Line Sherry are (left to right) Senior Assistant Willie Tam, Hong Kong Manager Ian Moyes, and Market Controller W. K. Wong.



Record 5,000th insulated container for ACT(A) from Concargo

When Concargo recently handed over the 5,000th insulated container they had manufactured for use by Associated Container Transportation (Australia) Limited to ACT(A)'s Managing Director Alexander Macintosh, a new record was set.

For the first time, one manufacturer has delivered 5,000 insulated containers for a single container shipping operator.

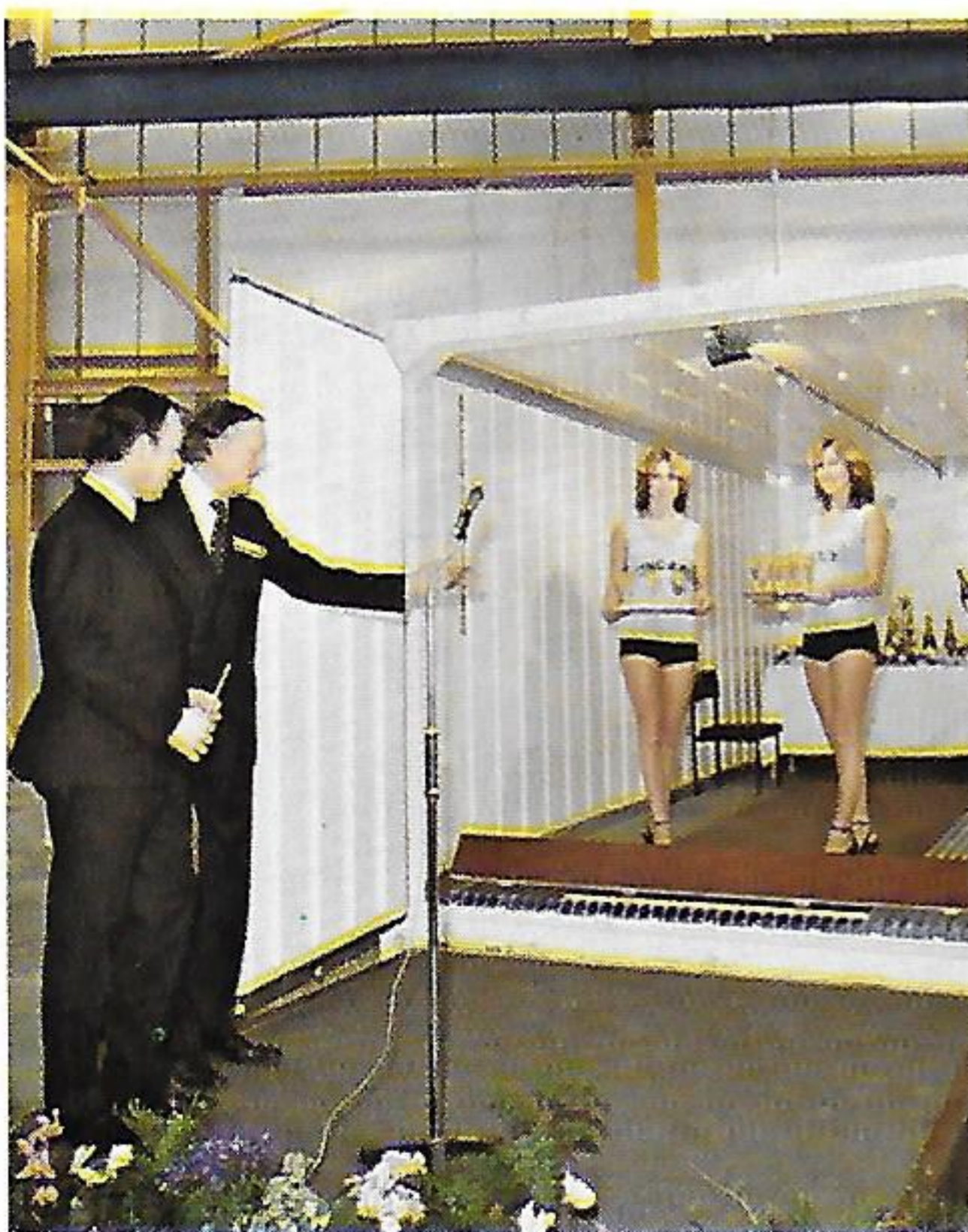
At a special celebration held at Concargo's operations in Weston-super-Mare, Mr. Macintosh said, "We have worked closely together in the development of insulated containers in order to improve the carriage of refrigerated products from Australia and New Zealand."

LEADERSHIP

That this has been successful is demonstrated by ACT(A)'s having achieved and maintained its leadership as the largest operator of refrigerated containers in the world, Mr. Macintosh pointed out.

ACT(A)'s association with Concargo dates back to 1968 when ACT(A) placed its first order for containers with them. Since that time both companies have grown and are leaders in their respective fields.

Also present at the ceremonies were Mr. R. A. Lloyd, Chairman of ACT Services and Deputy Chairman of Ellerman City Liners; Mr. Richard Clarke, Australian National Line (ANL) Representative for the U.K. and Europe; and Mr. John Ormiston, Technical Services Director of ACT Services.



But this was no ordinary container... When it was opened by Concargo's Chairman David Knightly (right) he had a surprise for Mr. Macintosh: out stepped twins Caron and Christine Latcham with champagne for the guests!



Discussing future prospects at the handing over ceremony of the record breaking 5,000th insulated container manufactured by Concargo for use by ACT(A) are (left to right) Mr. Richard Clarke, Australian National Line (ANL) Representative in the U.K. and Europe; Mr. R. A. Lloyd, Chairman of ACT Services and Deputy Chairman of Ellerman City Liners; Mr. David Knightly, Chairman of Concargo; Mr. Stan Ayres, Managing Director of Concargo; and Mr. Alexander Macintosh, Managing Director of ACT(A).

The Great Australian Opportunity

A series of one-day seminars to encourage British exports to Australia will be held in London, Birmingham, Bristol, Glasgow, Manchester and Wakefield.

Sponsored by the Australian British Trade Association in conjunction with the British Overseas Trade Board, the seminars are designed especially for British exporters who either do not at present export to Australia but are potential exporters or those who do export but are no longer achieving their maximum potential sales there.

The first in the series will be held at the Inn on the Park, Hamilton Place, London W.1 on Wednesday, April 26th and it will be opened by Mr. Edmund Dell, MP, U.K. Secretary of State for Trade. In the Chair will be Sir Frederick Catherwood, Chairman of the British Overseas Trade Board.

FORGOTTEN COUNTRY

Australia was once known as the "Lucky Country" but today, as far as many British exporters are concerned, it could be called the "Forgotten Country". Ten years ago it was Britain's second largest market — today it ranks as number 11!

But Australia is changing. It is re-emerging from the world recession with stability and tremendous potential for growth. It is moving ahead with major developments of its vast mineral resources and it is finding new markets for its competitively priced agricultural products.

This will mean not only a big home demand for capital equipment but also for

the consumer goods that go with prosperity. In short, Australia is poised to become one of the most attractive market places in the world.

SPEAKERS

Speakers will include the Hon. R. V. Garland, Australia's Minister for Special Trade Representations; Mr. R. G. Jackson, General Manager and Director of C. S. R. Ltd. and Chairman of Australia's recent Committee on Policies for the Manufacturing Industry; and Mr. J. H. Leard, Managing Director of Australian National Industries Limited.

In addition to the London seminar, there will be five others on the dates shown, in the following cities:

April 27th — Birmingham, Strathallan Hotel. Co-sponsor: Birmingham Chamber of Industry and Commerce. Tel: 021-454 6171.

May 2nd — Bristol, Dragonara Hotel. Co-sponsor: Bristol Chamber of Commerce, Industry and Shipping. Tel: 0272 37081.

May 4th — Glasgow, Strathclyde Sub-region HQ, Hamilton. Co-sponsor: Scottish Council: Development and Industry, Edinburgh. Tel: 041 221 2910.

May 9th — Manchester, Excelsior Hotel. Co-sponsor: Manchester Chamber of Commerce and Industry. Tel: 061-832 5574.

May 10th — Wakefield, The Post House, Ossett. Co-sponsor: The Association of Yorkshire and Humberside Chambers of Commerce, c/o Leeds Chamber of Commerce. Tel: 0532-30491.