

# Opera Mundi **EUROPE**

A WEEKLY REPORT ON THE ECONOMY OF THE COMMON MARKET

## CONTENTS

**LIBRARY**

### THE COMMUNITY

The Common Industrial Policy  
I - A Real Need

### COMMENT

Piped Television in Europe  
II - Some of the Problems

*in  
ref file*

### **EUROFLASH: Business penetration across Europe**

Headlines

Page A

Index

Page T

August 17, 1967

No. 422

~~LT~~  
FF  
~~JB~~  
~~KL~~  
EK  
~~AD~~  
IS

## THE COMMUNITY

From our Correspondent in Brussels

## THE COMMON INDUSTRIAL POLICY

## I - A Real Need

The common industrial policy is a much-debated topic in the Community, but more is required than some popular slogan. This is borne out by the amount of time and effort both the Hallstein and now the Rey Commission have devoted to defining the problem. This is no easy task, for almost any matter may fall within the bounds of a common industrial plan. Agricultural policy might even be included, let alone the food industry, which is directly affected by farm prices, themselves, via the cost-of-living index, a major influence on wages and thus the cost of industrial production.

The common industrial policy should not be pinned down by any neat platitude, but be regarded rather as one of the fundamental ways of handling the Common Market's progress, a dynamic aspect which might, for purposes of argument, be contrasted with the more passive recourse of settling for the mere progression of free trade and fair competition as instruments of growth in EEC productivity. The dynamists point out that trade and competition on these terms cannot be guaranteed indefinitely without a common industrial policy. It is this which offers the best safeguard - perhaps the only one - against the possible return of tariffs, whether among the member states or between the Market and the rest of the world.

A Critical Transition

An industrial plan for Europe is inconceivable without radical selection on the part of the Six, without a "great leap forward" towards unity. The need for such a step is not ideological, but stems from two main series of factors now placing European industry in one of its worst quandaries:

The Relative decline of old-established industries: In all the Community countries the larger industries, which created the power and prosperity of Europe in the nineteenth century, are now relatively in decline and faced by serious difficulties. The process has been hastened in the last few years, to the detriment of coal and mines, metals, textiles, ship-building and paper. The real menace of this decline is that it is not the outcome of ill-conceived national policies (which could be adjusted), but of profound structural changes ranging from new production methods to changes in demand - oil evicting coal - and to the industrialisation of developing countries - better able to manufacture steel than delicate machinery, for instance. The best current instance of this is the disquiet shown in Continental coal, iron and textile quarters about the entry into the Common Market of a Britain far better equipped than they in most respects and more advanced in concentration. "If Britain joins and our collieries are not given some protection we shall have to shut down", said an important Belgian official well qualified to judge. Perhaps this was too pessimistic. But it illustrates the feeling of weakness in an industry which felt immortal as little as

thirty years or so ago.

Relative backwardness in key sectors: The difficulties of the old-established undertakings do not, unfortunately, arise from their being sacrificed to the key industries which, in highly developed economies, took over in the latter half of the nineteenth century. For within the Community these latter have not yet been developed to the full, as is patent in electronics and aircraft construction. This disequilibrium exists also in such less 'advanced' sectors as oil or cars; it is not unknown in the impressive flow of American investments in the EEC. No doubt there are other ways too of accounting for this state of affairs, but it cannot be denied that it has been fostered by the lack of competitiveness in European industry, especially in those key enterprises dependent upon constant innovation - and hence upon research - which are the basis of today's economy.

### No Case for Protectionism

The alternative of a protective barrier around the Community is not, theoretically, out of the question. To begin with, not all were pleased with the principles underlying the common agricultural policy and all have recognised that, economically, it fell short of perfection. Yet bearing in mind the almost inescapable social factors of the problem it would have been hard to do anything else. And of course there are similar considerations in the domain of industry, particularly where certain regions are concerned, but they ramify less widely, firstly because the populations concerned are smaller and secondly because they normally resist reconversion less fiercely than the farming world.

Moreover it can be said that farming districts on the whole like protection: they dispute its impact more than its principle. In the factories there is no such identity of outlook, and these two activities cannot be compared in terms of export trade. Agricultural products account for barely 10% of the exports of the Community which could, in an emergency, dispense with them and still prosper. But industrial 'isolationism' and the retaliation it would surely provoke would certainly lead to disaster.

Although protectionism may be a widespread principle in agriculture, industry as a whole has been won over to free trade. In any case it will soon have to submit to it, for major international negotiations - at any rate since the end of the war - have invariably strengthened the principle of the open market. In this context, the Kennedy Round has made spectacular progress, imposing upon the Community's already lowered external tariffs an average reduction of 35-40%. Nor could the encouragement of foreign investments practised in the EEC be called anything less than liberal.

The results of the Kennedy Round could certainly not be thrown open to debate without serious political repercussions within the Community. It is no less certain that the Six will have, little by little, to open up their market to goods made in developing countries, that they cannot persist in closing it to low-wage nations - even if a change entails touching some of Europe's sensitive spots - and that they will very probably seek to improve trade with communist Europe. Wherever one looks, protectionism seems destined to give ground. The Community cannot retain it - certainly not as a general principle to be applied without discrimination.

Restraint Needed

Europe has already exposed herself to international competition by lowering tariff barriers and opening her doors to foreign companies. To some extent this is a welcome development, in that it stimulates the adaptation of her industries to the pace of present-day economic conditions. American investment, for instance, has in some sectors had the effect of bringing management techniques and technological approaches, that have been nothing short of a complete break with tradition. Nevertheless, a quick glance at our diagnosis of European industry above serves to remind us that the pressure of competition has fallen far short of curing all ills: the decline of traditional industries, and Europe's lagging position in the key sectors have been aggravated rather than made good by this.

In some respects, the global lowering of trade barriers, especially through the Kennedy Round, has come too soon for the EEC, in that the Six had not sufficient time to evolve a truly concerted programme in advance. Unless they apply themselves immediately to formulating a solid unilateral position, the effect of this could be to instill even greater disorder into the situation. There have already been developments in Community industry that illustrate this very real danger: 1) National, and not Community measures have been very extensively used to solve difficulties in the traditional sectors like coal and steel, and the effect of this has been to revive and stress divisions between the Six's economies. 2) In their quest for regional reconversion, the Six have fallen to vying for the favours of foreign investors, especially the Americans. Here there has been no sign of a common policy, and the Six continue to follow their own devices, with no reference whatever to one another. 3) The exception clauses the EEC managed to secure at the Kennedy Round reflected not the Community's interests, so much as the sum total of those of each of its members, more or less weighed against one another.

The paradox here is that the free competition accepted by the Six at Community level is in danger of relapsing into particularism and protectionism when it comes down to individual states, a fact that one day could drain the Community of all real meaning. Another no less strange feature of the situation is that the freedom of competition established in the Common Market could prove less beneficial to member countries than to outsiders, who might be better equipped than they to handle a market of such scope. Thus, at either extreme, the lack of a positive approach poses a dilemma: the alternatives of uncontrollable over-activity, or domination.

Everything then points to the need for the Six to get to grips with their industrial problems - to formulate a common industrial policy. The object of this, quite simply, now that free competition between the Community as such and the other industrial powers is accepted, is to equip the Six to meet even their most formidable rivals on an even footing. In other words, appropriate action must be taken - and free circulation of goods is but one aspect of this - to ensure that the "wide open" economy sought by the Treaty of Rome is attained: in short, we must achieve a true common market. Such is the aim of the common industrial policy, and in our next article we shall consider ways and means of bringing it to fruition.

TO BE CONTINUED

August 17, 1967

HEADLINES

		A
BELGIUM	ERAP group boosts ELF interests by takeover of COMBUMEUSE	L
BRITAIN	AMERICAN BOSCH ARMA takes over STEELWELD and Dutch firm CHAMBOURCY to market yogurt and cheese: subsidiary formed	I S
FRANCE	HOLLAND & HANNEN & CUBITTS to wind up Paris subsidiary MERCK & CO pharmaceuticals forms fourth subsidiary Swiss FISCHER/PONT-A-MOUSSON joint expansion in PVC tubing DE LA RUE, London, takes steps to boost sales of "Formica" STEINBERG stores, Montreal, forms investment company	C M N N Q
GERMANY	COLMAN, PRENTIS & VARLEY advertising secure stake in G.F.A. FISONS European programme: Frankfurt sales subsidiary formed DRESDNER BANK takes over WANDERER office machinery ACROW/WOLFF joint subsidiary expands group interests HOESCH-BOGE link-up for hydraulic car suspension system SIEMENS takes 25% interest in BLOHM & VOSS shipyards Latest concentration moves in travel agencies sector HAPAG and LLOYD to run North Atlantic container service	B D E H I O P,Q R
ITALY	E.N.I.'s latest moves in petrochemicals and metal KAELLE and ARENCO, two Swedish electronics firms, expand ALCOA forms Milan sales subsidiary: other recent moves E.F.I.M. to take over I.R.I. and FINMECCANICA rail interests W.R.GRACE to wind up VAN HOUTEN firm acquired in 1963 STANDARD OIL, New Jersey, to centralise around ESSO STANDARD	C,D F G H K M
KENYA	COVENANT INDUSTRIES (ICI) and Utrecht firm to make fertilizer	D
SWEDEN	REDLAND international company joins concrete group	B
U.S.A.	German PASSAVANT and BELOIT CORP form water-purifying firm	J

CONTENTS

Advertising	B	Pharmaceuticals	M
Building & Civil Engineering	B	Plastics	N
Chemicals	C	Printing & Publishing	O
Electrical Engineering	E	Services	O
Electronics	F	Shipbuilding	O
Engineering & Metal	G	Textiles	P
Finance	J	Tourism	P
Food & Drink	K	Trade	Q
Glass	L	Transport	R
Oil, Gas & Petrochemicals	L	Various	S

Index of Main Companies Named: T

ADVERTISING
-------------

\*\* The New York advertising group COMPTON ADVERTISING INC (see No 403) has extended its coverage of Italy by opening a Milan branch to the associated Rome agency Compton Cueto Advertising SpA (president M. G. J. Cueto - capital Lire 40 million, raised from initial Lire 10 million in 1964 - see Nos 272 and 339). The American group has just closed its branch in Brussels (where it also holds a minority interest in Publi-Synthese & R. L. Dupuy SA), and a few months ago it formed Compton-Clar International Werbeagentur GmbH at Heidelberg in West Germany.

\*\* The Cologne agency G.F.A.-GESELLSCHAFT FUER ABSATZBER-ATUNG mbH & CO KG (see No 360), hitherto under the sole ownership of Herr Wolfgang Ernst, has admitted new partners to increase its potential for international expansion. Interests have been taken by the British and American advertising groups, COLMAN, PRENTIS & VARLEY LTD, London (see No 375), and KENYON & ECKHARDT INC, New York (see No 346), which are already linked by crossed shareholdings and a co-operation agreement.

The German agency has been established in Italy for a number of years with a subsidiary in Milan called Europlan Italiana Srl. In West Germany, it holds equal interests with another British firm, Erwin Wasey, Ruthrauff & Ryan Ltd, London, in the Cologne agency of Erwin-Wasey-GFA-Werbung GmbH.

BUILDING & CIVIL ENGINEERING
------------------------------

\*\* SIBIA Sas and LA PORTUENSE have been formed in Milan for building promotion with Lire 200 and 100 million capital respectively, put up by the Lugano holding companies SOLVA SA, and PORTUENSE SA. Both firms have the same managing partner, M. Giuliano Santini, Sorengo, Switzerland.

\*\* The British-German-Dutch concern REDLAND-BRAAS-BREDERO EUROPA-R.B.B. NV of Utrecht (see No 405), has entered into partnership with two Swedish firms for the manufacture of concrete slabs for the Scandinavian market. At Borensberg, Sweden, a joint subsidiary, NORDISK REDLAND A/B, will build a factory to produce 15 million slabs a year. This will require an investment of Kr 5 million, or about F1 3.5 million.

R.B.B., which was formed in 1963 (see No 244), began production in Utrecht in 1965 and belongs to the group composed of REDLAND HOLDINGS LTD group of Reigate, Surrey (via its subsidiary Redland Tiles Ltd - see No 373), of its West German subsidiary BRAAS & CO GmbH, Frankfurt, and of the group Verenigde Bedrijven Bredero NV of Utrecht (see No 414). The other important subsidiaries or associated companies of the British group on the Continent are: Ste Francaise Redland SA, Paris and St. Jean-le-Bland, Loiret, Bramach Dachsteinwerk GmbH, Vienna and Pochlam, and Betonziegel AG, Dottingen, Zurich.

\*\* The recently-formed Luxembourg concern AQUAPULCHER SA (initial capital of Lux f 100,000 put up by private German backers from Kassel and Göttingen) has itself formed a Luxembourg subsidiary under the name of Hydrotechnique SA - Hytec, to carry out study and contract work related to water and sewage engineering works, mains construction and treatment of both drinking and factory supply water. This firm is directed by MM Stefan Jentsch and E. N. Linster (Göttingen geologists, ), and has fully paid-up capital of Lux f 100,000.

\*\* The Belgian concerns ENTREPRISES GENERALES ITASSE SA, Namur; ETS HUMBLET SA, Haversin, and GROUPE I - GROUPE IMMOBILIER BELGE SA, Brussels (see No 414) have joined with the French RAYMOND CAMUS & CIE - INGENIEURS - CONSTRUCTEURS SA, Paris (see No 358) in backing the expansion programme of the Gembloux firm. INDUSTRIALISATION BELGE DU BATIMENT - IBB SA (see No 291), which has just raised its capital to Bf 34 million for that purpose.

IBB was formed early in 1965 with Bf 20 million capital. It also recently issued a Bf 9 million loan - transferable into shares - mostly paid up by S.N.I. - STE NATIONALE D'INVESTISSEMENT SA, Brussels (main shareholder since formation), with the balance supplied by Groupe I.

\*\* The London civil engineering and building promotion concern, HOLLAND & HANNEN & CUBITTS LTD (headed by Lord Ashcombe - see No 257) has decided to wind up one of its Paris subsidiaries, Holland & Hannen & Cubitts France Sarl, which was formed early in 1964 (see No 250). The French firm's former manager, M. Henri Fournier, has been appointed liquidator.

In France, the British group also holds shares in Ste Financiere Franco Portugaise SA. At the end of 1965, it bought shares in the Portuguese Soc Atlantica de Construcoes Srl - Lantis, and joined with it in setting up a tourist centre near Lagos in Southern Portugal, together with a residential development which is due for completion in 1969.

CHEMICALS
-----------

\*\* The Italian A.B.C.D. -ASFALTI, BITUMI CEMENTI DERIVATI SpA, Palermo and Ragusa, is negotiating a merger with the public group E.N.I. -ENTE NAZIONALE IDROCARBURI SpA, Rome. A.B.C.D. is a member of the Rome group BOMBRINI PARODI-DEFINO SpA, and it runs a petrochemicals complex in Sicily, which since 1960 has been producing "Riblene" Polyethylene, and asphalt coatings.

Bombrini Parodi-Delfino SpA (headed by MM. G. Masera, C. Rimini and M. Schimberni) has a factory at Castellacio Paliano, Frosinone producing "Delfion" fibres from polyamide resins. The group's main subsidiaries are Sant'Andrea Novara-Officine Meccaniche & Fonderie SpA, Milan (Textiles engineering) and Calci & Cementi di Segni SpA, which has lime and cement works at Vibo Valentia, Colleferro, Castellammare di Stabia, Scafa and Savignano sul Paramo.

\*\* The Dutch ALBATROS SUPERFOSFAATFABRIEKEN NV, Utrecht (see No 388), has taken equal shares with the British COVENANT INDUSTRIES LTD -COVIC, London, in setting up a fertilizer factory in Mombasa, Kenya, to produce 113,000 tons a year. The undertaking, which will require the investment of F1 50 million, has been placed with the German engineering concern, THYSSENROHR INTERNATIONAL GmbH, Düsseldorf (of the group Thyssen Rorhenwerke AG - see No 412), and the factory will go into production in 1970. To run the plant, the parent companies will form a joint subsidiary under the name of Triangle Fertilizers Ltd, in which each will hold 40%, with the balance going to the local development concern, D.F.C.K.-Development Finance Co of Kenya Ltd.

The Utrecht company is a subsidiary of V.K.F.-Verenigde Kunstmestfabriek Mekog-Albatros NV (see No 407), itself the 40-40-20 subsidiary of the groups Koninklijke Zout-Ketjen NV, Hengelo; Royal Dutch Shell (through NV De Bataafse Petroleum Mij, The Hague), and Kon Ned Hoogovens & Staalfabrieken NV, Ijmuiden. Covenant Industries is controlled by I.C.I. Ltd, London, which itself formed links with the Utrecht company last year to build another fertiliser factory in Kingston, Jamaica.

\*\* The Rome state-owned group E.N.I.-ENTE NAZIONALE IDRO-CARBURI SpA (see No 419) has made an agreement with the mining and metals concern A.M.M.I.-AZIENDA MINERARIA METALLURGICA ITALIANA, which in the industrial zone of Porto Vesme, Sardinia, will produce tetra-ethyl and lead tetramethyl anti-knock products and additives for petrol.

A.M.M.I. is controlled by the Public Enterprises ministry, and in the same industrial zone it is building a complex to refine lead and zinc under processes released by Imperial Smelting Corp Ltd, London (see No 368), a subsidiary of the Rio Tinto Zinc Corp (see No 402). For this purpose, it formed two subsidiaries at Cagliari, one in 1965 under the name of Ammi Mineraria Sarda SpA (in which a minority interest was taken by Ri.Min. SpA, Cagliari), and the other in 1964 under the name of Ammi Metallurgica Sarda SpA, in which the Frankfurt concern Metallgesellschaft AG holds shares (see No 418).

\*\* Mr. R. S. Richards, London, has been nominated manager of FISONS GmbH, capital DM 20,000, now formed in Frankfurt as sales subsidiary of the British group FISONS LTD (see No 419), after the latter's decision late last year to reorganise its sales system on the Continent (see No 388).

Manufacturers of chemical, pharmaceutical, veterinary and agricultural products, Fisons set up its own subsidiaries some months ago in Brussels, Milan, Neuilly-sur-Seine and The Hague, the last controlled by FISONS HOLDING AG, Zug, Switzerland, with the main object of taking a larger share in the market for pesticides and agricultural chemicals.

\*\* After its recent decision to take charge of the retail distribution of its plant and agricultural chemical products in Switzerland (see No 420), the German group FARBENFABRIKEN BAYER AG, Leverkusen, has gained control in Paris of PHYTOCHIM Sarl, capital Ff 1.5 million, previously in charge of its sales in France, under the style of BAYER PHYTOCHIM Sarl.



ELECTRICAL ENGINEERING
------------------------

\*\* The Belgian radio, TV and sound recording equipment concern, NOVAK ELECTRONICS SA, Anderlecht (see No 366) has gained control of NOVAC DIDACTIC SA, Ixelles, Brussels, which recently increased its capital to Bf 14 million. Novak had close financial links with the American group Electronic Capital Corp, San Diego, California until 1965 (see No 302), when three Dutch banks, amongst others, became its main affiliates: Theodor Gilissen NV, Amsterdam; Kantoor van Bewaring & Administratie NV, Hollandse Commissie Handelsbank NV, The Hague, and Bank voor Zeeland NV, Goes.

Novac Didactic recently became a limited company with Mr Joseph Basile as president, and it specialises in wood and veneer-finish cabinets and equipment for radio and recording equipment.

\*\* The Dutch group PHILIPS GLOEILAMPENFABRIEKEN NV (see No 416) has strengthened its indirect interests in relayed recordings, with POLYGRAM SA, Brussels (see No 368), increasing its control of COGEDEP SA, St. Josse-ten-Noode, whose capital has been raised to Bf 4 million.

Formed early in 1965 the latter is a subsidiary of Cie Europeenne de Distribution & D'Editions Phonographiques-Cogedep SA, Courbevoie, Hauts-de-Seine, and of Ciphonographique Franco-Belge Barclay SA, Brussels. The latter belongs to the group Cie Phonographique Francaise Barclay SA, Neuilly sur Seine, headed by M. E. Ruault (see No 396). With a capital of Bf 12 million, POLYGRAM is under the direct control of Philips Phonographische Industrie NV, Baarn.

\*\* The DRESDNER BANK AG, Frankfurt (see No 421) has acquired a major holding in the office machinery firm WANDERERWERKE AG, Cologne (see No 368), hitherto the wholly-owned subsidiary of WANDERER-WERKE, Haar, Munich, belonging to the family of Winkhoffer with a 30.7% holding by COMPAGNIE DES MACHINES BULL, Paris.

In 1966 the Cologne firm sustained a loss of DM 3 million and had to cut its staff of 1,600 in half. Recently it transformed its Milan branch into a sales subsidiary, WANDERER ITALIA SpA; its interests in France are in the hands of WANDERER FRANCE Sarl, Paris.

\*\* CROUZET SA, Paris (micromotors, contactors, circuit-breakers, time-switches, watch movements, avionics and machine tools - see No 413) has extended its foreign sales network by forming a subsidiary in Schaerbeek, Brussels under the name of Ets Crouzet SA. The new firm has M. G. Clutier as president, and its Bf 1 million capital is shared between the parent company and its Dutch subsidiary Crouzet NV, The Hague (formerly Crouzet-Nagel-Teleduc NV) and Etudes Commerciales Industrielles & Financieres - E.C.I.F. SA, Geneva.

Crouzet was until now represented in Belgium by Ateliers Borghans, Brussels, and its broad foreign network includes companies in Milan, Brentford, Middx; and Barcelona (see No 412), with a recently-formed firm in West Germany, Crouzet GmbH, Düsseldorf, where distribution is handled by K. A. Schmersal & Co, Wuppertal-Barmen.

\*\* The import-export firm dealing in electrical and electronic apparatus ROCKE INTERNATIONAL CORP, New York, and headed by M. Leo A. de Barros, has set up in West Germany, where it was hitherto represented by the firms TELCO GES. FUER MESS- & FUNKTECHNIK, POETSCHKE & CO KG, Frankfurt, and ING. E. SCHULTZE, Berlin. It has formed a sales subsidiary in Munich, ROCKE INTERNATIONAL GmbH, capital DM 60,000.

Retailed in Britain by Lorant Engineers (London) Ltd, the American company is also represented there for electronic appliances by Systems Engineering Service Ltd, London, and four years ago it opened its first subsidiary in the EEC, Rocke International Europe SA, Brussels.

ELECTRONICS
-------------

\*\* The Swiss GUETTINGER AG FUER ELEKTRONISCHE RECHENGERAETE, Teufen, Appenzell am Rhein (electronic control and programming equipment), has set up a subsidiary at Bad Waldsee, West Germany, called Güttinger Ges für Elektronische Rechengeräte mbH (capital DM 60,000) to handle sales in that country. The new firm will be run by Herr Walter Güttinger of Nieterteufen and R. Buffat of St-Gall.

\*\* A/B KÄLLE-REGULATORER, Sjöfö, Sweden, a member of the Stockholm group GRAFOPRINT A/B (headed by Mr. Simon Bonnier, president of Bonnier-Foretagen A/B, Stockholm - see No 420), has formed Källe-G.S.T. Italiana Srl in Milan, where until now it has been represented by Otita, Officina & Fonderie di Este-Este Cemi SpA. The new company has Lire 900,000 capital, 40% subscribed by Källe, and 30% each by Messrs A. Jesi and A. Vigo. Its president is Mr. Lars Hedman; and its function will be to distribute relays and electronic components used in pressure, temperature and vacuum-control equipment.

Mr. Hedman is also president of the parent company, which has numerous European affiliates, in particular: Källe-Regulatoren GmbH, Ravensburg; Källe SA, Baar (formed in 1964 at Nyon); Källe Verwaltungsgesellschaft AG, Baar; Källe Controls (G.B.) Ltd, Croydon; and several agents, such as Maprema SA, Brussels; Mercuwatt, Rijswijk; Ets A. Johnson & Cie, Paris, and Imex SA, Barcelona.

\*\* The Swedish ARENCO A/B, Vällingby, Stockholm, has made its Milan branch (see No 390) a full subsidiary under the name of Arenco Srl, and given it Lire 800,000 capital. Arenco is further represented in Italy by Herman Michaelis Sas, Milan. The new firm is to represent Arenco and its subsidiary Arenco Electronics A/B mainly for electronic tooling, tube and container filling equipment, fish-processing plant, etc.

Arenco is a member of the Jönköping match group Svenska Tändsticks A/B, has numerous foreign subsidiaries and agents all over the world for its two main activities: engineering and electronics. Its main EEC interests are Usines Decoufle SA and Arenco Sarl in Paris; Arenco Elektronik GmbH, Frankfurt; Arenco GmbH, Stuttgart; Arenco P.B.M. NV, Eindhoven, and Arenco NV, Antwerp. Its other European interests are three British subsidiaries, Arenco Ltd, Arenco Alite Ltd and Arenco Electronics Ltd, all at Letchworth, and others in Berne, Sweden, Denmark, etc.

\*\* The French group SCHNEIDER RADIO-TELEVISION SA, Ivry, Val-de-Marne (see No 326) which makes radio, television and combination sets, electronic measuring equipment (trade-marks TeVea, Amplix, Arphone, Schneider, Telemaster etc), and is licensee for the 'Philco' mass products of PHILCO FORD CORP, Philadelphia, has decided to wind up its Brussels sales subsidiary C.G.T.V.E.-BENELUX SA, Brussels (see No 262). Liquidation is in the hands of MM. L. Cattan, Paris, and F. A. Matton, manager of BUREAU D'ETUDES A. RAHIER S.C., Genval. The head office has been transferred to Woluwe-St. Pierre.

Benelux SA, capital Bf 1 million, was formed in 1964 by the FLOIRAT group (see No 416) through CIE GENERALE DE TELEVISION & D'ELECTRONIQUE-C.G.T.V.E., SA, Bagnolet (formerly Paris: see No 311). Floirat has since become a subsidiary of SCHNEIDER RADIO-TELEVISION, an affiliate of which, GEXELEC SA, Paris, had a minor holding in C.G.T.V.E.- Benelux.

ENGINEERING & METAL
---------------------

\*\* The American group U.M.C. INDUSTRIES INC, Saint-Louis, Missouri (formerly UNIVERSAL MATCH CORP) has formed a West German subsidiary under the name of U.M.C.-INDUSTRIES AUTOMATEN GmbH, Hansen (capital DM 20,000) to sell "Glasco" vending machines. The equipment in question is produced by a subsidiary acquired in 1960, GLASCO CORP, Muncie, Indiana, which was formerly represented in West Germany by IMEX-INTERNATIONAL INC, Frankfurt.

\*\* The Pittsburgh group ALUMINIUM CO OF AMERICA-ALCOA has strengthened its EEC sales organisation (see No 414) by forming ALCOA ITALIA SpA in Milan with Lire 20 million capital. The new firm has M. A. Snadecki as president, and the managing directors are Messrs D. Carlini and L. C. Fisher.

Some months ago the American group formed Alcoa (Nederland) NV in Rotterdam, having commenced work on a factory in the Europort to produce aluminium tubing from Surinam bauxite. In June of this year it followed up these manufacturing plans by forming Alcoa France Sarl in France, to build an aluminium extrusion works at Chateauroux, Indre.

\*\* S.T.I.C.-STE DE TOLERIE INDUSTRIELLE & DE CHAUDRONNERIE SA, Oullings, Rhöne, (sub contractors for metal working; factory building and prefabricated site accommodation - president M. Gaston Brossette), has made an agreement with MEYS ASSOCIATIE-I.T.H., Rotterdam, making it its sales representative in the Netherlands.

S.T.I.C., which when it was taken over by Meys Associatie-I.T.H. in 1953, abandoned production of agricultural machinery, employs about 150 people and has about 12 agencies in France. It is further represented in a number of European countries, particularly Belgium (F.M. Eisenberg) West Germany, Switzerland, etc.

\*\* The Italian engineering group, TECHNIT-CIA TECNICA INTERNAZIONALE SpA, Milan (headed by Dr. R. Quierazza and Sig. R. Rocca), has opened a branch in Lisbon under Dr. V. Ricci.

Technit was formed in 1947 and has since then won a world-wide reputation, especially in Latin America and the Far East, for its industrial plant erection work, especially for engineering, steel, chemicals and petrochemicals complexes. It has Lire 600 million capital, and in Milan controls Socominter-Soc Commerciale Internazionale PvbA. The latter has recently tendered for a number of foreign contracts, on which it is to work with C.T.I.P.-Cia Tecnica Industrie Petroli SpA, Rome (see No 393), which recently came under the control of the Cleveland, Ohio, engineering group Arthur G. McKee & Co having prior to that been affiliated with the Belgian group, Sofina SA (see No 343).

\*\* ACROW-WOLFF GmbH, Düsseldorf (scaffolding and "Bailey", "Uniflote" and "Rolstore" industrial stacking equipment), the joint subsidiary of ACROW (ENGINEERS) LTD and OTTO WOLFF of Cologne, has made its Munich branch a subsidiary under the name of Acrow-Wolff GmbH Verkaufs- & Ingenieurbüro Bayern, and set up an agency in Offenbach, called Acrow-Wolff GmbH Verkaufs- & Ingenieurbüro Südwest.

The Düsseldorf company was formed in 1954 with DM 2.5 million capital, and it has regional offices in Hamburg, Frankfurt, Kornwertheim and Stuttgart, with sales agencies in Berlin, Bremen, Dortmund, Hanover, Cologne, Kiel, Nuremberg, Saarbrücken and Vienna, Austria. The British group holds shares in a number of companies using its methods abroad, especially Acrow France SA, Paris; Acrow Italiana SpA, Rome and Milan; Acrow Iberica, Madrid; Acrow SA, Geneva, and Acrow Austria GmbH, Vienna.

\*\* DEUTSCHE BABCOCK & WILCOX DAMPFKESSELBAU AG, Oberhausen (see No 358), STAHL ARMATUREN PERSTA GmbH, Belecke, Möhne (capital DM 3 million), and their sales subsidiary BABCOCK-PERSTA ARMATUREN VERTRIEBSGES mbH, Essen, which was formed in 1966 with DM 250 capital, have made a specialisation agreement for the manufacture of forged and cast plumbing sundries. Deutsche Babcock & Wilcox Dampfkesselbau is a 50% affiliate of the London group BABCOCK & WILCOX LTD, while BERLINER HANDELSGESELLSCHAFT, Berlin, has a 10% interest in it.

\*\* As part of the major re-shuffle and streamlining operation being carried out on Italian state companies, I.R.I.-ISTITUTO PER LA RICOSTRUZIONE INDUSTRIALE SpA, Rome, and its subsidiary FINMECCANICA (see No 421) will make over their rail interests to the Rome finance group E.F.I.M. SpA (see No 414). The companies concerned are: 1) OFFICINE MECCANICHE FERROVIARIE PISTOLESI, Pistoia, an almost wholly-owned subsidiary of AERFER-Industrie Meccaniche Aeronautiche Meridionali SpA, Pomigliano d'Arco, Naples (itself controlled 51-49 by Finmeccanica and IRI; and 2) AVIS-INDUSTRIE STABIENSI MECCANICHE & NAVALI SpA, Castellamare di Stabia, and O.ME.CA-OFFICINE MECCANICHE CALABRESI SpA, Reggio, Calabria, which are controlled respectively by Aerfer, and by Finmeccanica 50-50 with FIAT SpA, Turin.

\*\* The German metal group HOESCH AG HUETTENWERKE, Dortmund (see No 419), and the firm of BOGE GmbH, Eitorf, the property of Frauen Grete Boge and Martha Hehemann, have joined on a 50-50 basis in founding HYDROPNEUMATIK FEDERUNGSELEMENTE GmbH, Munich, with DM 4 million capital, to make parts for hydro-pneumatic springs and shock-absorbers for the motor industry. Adjustment and sale of the components will remain in the hands of the two parent companies.

The agreement provides for the transfer to the Boge factories of shock-absorber production and McPherson spring arms, involving the closure of the Hoesch factory at Efferen, Cologne (250 workmen).

\*\* The British A. GUNN (HOLDINGS) LTD, Altrincham, Cheshire (headed by Messrs David M. Gunn and John A. Gunn), has formed a Rotterdam subsidiary under the name GUNCO NV (authorised capital Fl 50,000), to import, distribute and service civil engineering plant, excavators, bull-dozers, drag lines, road graders, etc.

\*\* The American BOSCH ARMA CORP, Garden City, New York, further to negotiations initiated some months ago, has acquired two companies, in Britain (at Grantham) and the Netherlands (at Breda) making steel presses and "Steelweld" welding plant patented in America, and developed by MECATEX HOLDING AG, Zurich (see No 404). Upon the partition of the group BRITISH MANUFACTURING & RESEARCH CO LTD, the STEELWELD LTD company, Grantham, passes under American control, as does the Steelweld division of HISPANO SUIZA (NEDERLAND) NV, transformed into the independent company of AMBAC NV with M. E. van Beek in charge.

As a corollary, American Bosch Arma will regain control of the firms in France and West Germany - as far as they are independent - selling these articles, i.e. Steelweld France Sarl, Enghien-les-Bains (see No 394), and Steelweld Schweiss-technik & Automationsanlagen GmbH, Bonn.

\*\* STE METALLURGIQUE D'IMPHY SA, Paris, a 33.8% affiliate of the Paris SCHNEIDER SA group, has made over its FONDERIES DE MAZIERES, Mazieres, Cher, division to a new 75% subsidiary called Fonderies d'Aciers Speciaux & Refractaires SA (president M. P. Ferrier). The balance of the Ff 6.8 million capital is held by the New York ABEX CORP (formerly American Brake Shoe - see No 392).

The American company has long been represented in France by Abex Industries SA, Clichy and Vierzon, Cher (formerly Fadil-Fabrications Associees Denison & Industries Locomotrices SA, Paris - see No 327), and it has numerous Common Market subsidiaries. These are controlled through Abex International SA, Gand-Sacconex, Geneva, and the two chief ones are Abex SA, Herstal, Belgium (M. Victor L. Persbacher recently became president) and Abex GmbH, Düsseldorf, the capital of which was raised recently to DM 9.15 million.

Imphy has about 500 people on its Mazieres payroll, and it produces castings of up to 1 ton weight in its rotary electric furnaces, for use in the motor, chemicals and heavy engineering industries. Its arrangement with Abex will enable it to increase the range of its centrifugal and static castings for the power, petrochemicals and reheating furnaces industries.

\*\* The German water piping and purifying concern, PASSAVANT-WERKE KG, Michelbacher Hütte, Nassau (see No 320), the main shareholder of which is U. PASSAVANT AG, has made two expansion moves abroad: 1) It has joined with the BELOIT CORP, Beloit, Wisconsin (see No 380) in forming Beloit Passavant Corp, to develop, make and sell water-purifying equipment in the USA; 2) It purchased shares in the Italian chemicals concern RESINE IMPIANTI SpA, Novate Milanese, which has accordingly changed its name to Passavant-Resine Impianti SpA.

The German firm made a DM 104.9 million turnover in 1966, and in France already owns Passavant Sarl, Strasbourg while in Netherlands and in Belgium it has Technische Bureau voor Bedrijfs- & Afvalwaterzuivering NV, Utrecht (see No 320), and Passavant SA, Brussels.

FINANCE
---------

\*\* DEUTSCH ASIATISCHE BANK, Hamburg (capital DM 7.5 million - see No 415) plans, before the end of this year, to form a subsidiary at Kuala Lumpur in Malaya. In the Far East it already has two subsidiaries, one in Hong Kong, and the other at Karashi; between them, these two account for about 42% of the Hamburg bank's turnover.

Deutsch Asiatische Bank's main shareholders are DEUTSCHE BANK AG, Frankfurt (see No 421), which holds 25.1%, and NORDDEUTSCHE KREDITBANK AG, Brèmen. In 1963 it merged with Deutsche Bank Fur Ostasien AG, Berlin, and it holds equal shares with Hamburgische Landesbank-Girozentrale, Hamburg in the export finance company Meta-Export GmbH, Hamburg.

\*\* The DEUTSCHE BANK AG, Frankfurt, (see No 421) has made a public offer to purchase the 40% of shares it still requires to gain complete control of the DEUTSCHE UEBERSEEISCHE BANK, Hamburg (see No 379).

The latter has DM 15 million capital and was the first German bank to re-establish itself in Latin America after the war, by forming BANCO ALEMÁN TRANS-ATLANTICO in Buenos Aires. It has agencies in Sao Paulo, Rio de Janeiro, Santiago de Chili, Bogota, Mexico, and Caracas. In Luxembourg, it holds shares in a concern financing economic development in Latin America: Adela Investment Co SA (see No 379), while in Spain it holds shares in Banco Comercial Transatlantico and Immobiliaria Comtrans SA, both in Barcelona.

\*\* An investment company called F.I.A. FINANZIARIA ITALO AMERICANA SpA has been formed in Milan with an authorised capital of Lire 650 million, and with branches in Geneva (under M. R. Guilleron) and Hartford, Connecticut (under M. J. Spatafora). The new firm is directed by Madam A. Nivellini of Bagnoli, Ravenna.

Most of the capital for the new company has been put up by Messrs C. Malatia, Ravenna, and C. Pirovano, Milan, and it will control three Geneva companies: T.W.T. Trans World Trading Srl, H.M.E.-Helectro Medical Engineers Srl, and P.A.I.-Pubblicazioni Artistiche Internazionali Srl.

\*\* Three French banks active in the Western Atlantic overseas departments, have, as was agreed some months ago, completed a merger. The three are: BANQUE DE LA GUADELOUPE SA, Pointe a Pitre, UNION DE BANQUE SA, Paris, and BANQUE DE LA MARTINIQUE SA, Fort de France, with the latter absorbing the other two (assets respectively of Ff 9.924 and 1.44 million). Banque de la Martinique SA already controlled the other two banks: it has now been re-named BANQUE DES ANTILLES FRANCAISES SA, has transferred its head office to Paris, and raised its capital to Ff 9.7 million.

\*\* The financial group S.M.E. -STE MERIDIONALE FINANZIARIA SpA, Naples (see No 412), is bidding for control of the real-estate firm MACCARESE SpA, Rome. This company reduced its capital to Lire 135 million in 1966 and then raised it to 2.5 thousand million. It owns more than 10,000 acres of farming land in Maccarese, Agro Romano.

S.M.E., capital Lire 122.3 thousand million, belongs to the state group I.R.I., which has, directly and indirectly, a 40.7% interest in it. Its chief private shareholder (14.2%) is the BASTOGI group, Florence (see No 412). S.M.E. holds investments of Lire 54.3 thousand million, including 16.4% in ITALSIDER SpA and 12.1% in CEMENTIR SpA, and added in 1966 large purchases of shares in S.I.P. SpA, Turin (capital Lire 360 thousand million), and OCREN SpA, Naples (capital Lire 3.5 thousand million - see No 384). S.M.E. controls Generale Supermercati, formerly SOC. Romana Supermarkets, and has interests in Sta Beni Stabili Taranto (50% of its capital of Lire one thousand million) and Infrasad SpA, formed jointly with the Banco di Napoli.

FOOD & DRINK
--------------

\*\* Mr. John Peter Bauer has formed two companies in Frankfurt to import and wholesale food and agricultural products. These are called BAUER INTERNATIONAL (EUROPA) GmbH (capital DM 100,000) and TRANSCONTINENTAL PACKING (EUROPA) GmbH (capital DM 50,000): both have Herr Ulrich Heller, Frankfurt, as managing director. Mr. Bauer heads the four New York import/export concerns B.S.N. International Sales Corp (see No 331), J. Bauer Transcontinental Packing Corp, Bauer International Corp and Poultry & Dairy International Sales.

\*\* The American group W. R. GRACE & CO, New York, further to its Italian rationalisation programme (see No 411), has decided to wind up its Milan food and confectionery sales subsidiary VAN HOUTEN (ITALIANA) Srl, and appointed M. P. Monzeglis as liquidator. The company in question was formerly based in Como, and was formed in 1963 by the Weesp chocolate group Koninklijke Fabriek C. J. Van Houten & Zoon NV, which came under the control of W. R. Grace a few months ago.

Through the Panama holding company Bosen SA, the Dutch group controls a number of sales and manufacturing companies abroad, in particular C. J. Van Houten & Zoon AG, Krefeld, Ste Commerciale Homac SA, Zaventem, Chocolaterie Modele SA, Antwerp, C. J. Van Houten & Zoon Sarl, Boulogne sur Seine, Van Houten Ltd, London, etc...

\*\* Having agreed in May of this year to join forces for sales of cocoa and chocolate in the Common Market, the American A.C. ISRAEL COCOA INC, New York, and the British WOODHOUSE DRAKE & CAREY LTD, London, have jointly formed Woodhouse A.C. Israel Cacao Nederland NV in Amsterdam with Fl 500,000 authorised capital. The latter is directed by Mr. O. B. Blaisse, Laren, Noord-Holland, and its board includes Messrs. Coventry H. Woodhouse and A. N. Fischel.

\*\* DISTILLERIE DE NARBONNE SA (distillery and oil extraction works at St. Louise, Aude) has merged with, and absorbed the cider, marc and fruit distillery concern DISTILLERIES DE COSSE-LE-VIVIEN SA, Paris (factory at Cosse-le-Vivien, Mayenne - gross assets of Ff 7.25 million). The former, which is also based in Paris, has now changed its name to VERNIERS SA, and raised its capital to Ff 5 million.

GLASS
-------

\*\* EMANUEL UHRMANN, Munich (furnaces for the glass industry), has formed an engineering company in Munich under the name of Uhrmann Industriefenbau GmbH (capital DM 20,000), which he himself will manage. The new company holds shares in a similar firm recently formed in Austria, Uhrmann GmbH, Vienna. This has Sch 100,000 capital, and is managed by Herren Alfred Uhrmann, Munich, and Robert Herzer, Vienna.

\*\* Three German bottle glass concerns, GLASWERKE TETTAUGRUND GmbH, Tettau, Kronach (factories at head-quarters and at Burfholzhausen, Taunus), CARL AUGUST HEINZ GLASHUETTENWERK, Kleintettau, Kronach (owned by the Heinz family), and CHRISTIAN HAMMERSCHMIDT GLASHUETTENWERKE, Kleinkettan, have decided to merge. The first has 535 employees and an annual turnover of DM 5 million; the second has factories at head-quarters and Schieden, Eifel, and employs 410 people, whilst the third is owned by the Hammerschmidt family, has 635 on its payroll, and three factories, one of them at Frankfurt.

OIL, GAS & PETROCHEMICALS
---------------------------

\*\* The Paris petroleum group E.R.A.P. (see No 413) has taken over the Belgian SA DES COMBUSTIBLES DE LA MEUSE & DES PRODUITS PETROLIERS EUROP-COMBUMEUSE & EUROP, Flawinne, Namur province, the former board of which have all been dismissed, and replaced by MM. Pierre Fontaine, J. Meunier, P. Caraud, N. Anselot, P. Simonnet and A. Rozier.

The Belgian company was formed in 1959, and is now controlled by ELF BELGIQUE SA, Anderlecht (headed by M. Noel Anselot - see No 412), itself a subsidiary of Elf Distribution SA (formerly U.G.D.-Union Generale de Distribution de Produits Petroliers) and of U.G.P.-Union Generale des Petroles SA, and SOCAP-Ste Commerciale Auxiliare des Petroles SA, Paris.



\*\* STANDARD OIL CO OF NEW JERSEY's Italian interests are to be reorganised around its Rome and Genoa subsidiary ESSO STANDARD ITALIANA SpA (authorised capital raised recently to Lire 50,000 million - see Nos 412 and 420). This company will absorb a distribution company in Sardinia, SARDIP - Sarda Distribuzione Petroli ApA, Sassari (capital Lire 100 million - see No 412). Acting on behalf of SNAM (of the ENI group), Esso Standard Italiana also granted a contract recently to the Rome engineering group C.T.I.P. Cia Tecnica Industrie Petroli SpA to build a 100,000 barrels a day factory for liquid gas from the group's reserves in Libya.

The American group's most recent moves in the Common Market have been: 1) a decision to invest Fl 280 million in doubling the capacity of its refinery at Botlek-Rotterdam; 2) the setting up of a prospecting and trial boring centre at Port Revel, Isere, a move carried out by the new subsidiary Esso R.E.M. Sarl; 3) the suspension of work by Esso Chemie GmbH, Hamburg, on a petrochemical complex near the Cologne refinery, costs having risen from the estimated DM 300 million to 400 million.

### PHARMACEUTICALS

\*\* The Berlin pharmaceuticals and cosmetics concern, GOEDECKE AG (trademark "Uralt Lavendel" - capital DM 17.2 million), which has factories at head office and Fribourg, has taken a 90% majority shareholding in the chemicals and pharmaceuticals firm of DIWAG CHEMISCHE FABRIKEN GmbH (capital DM 2 million - see No 252 252). The latter's chief subsidiary is Sanapol Werke GmbH, Bendorf, Rhineland, which since 1963 has handled all the group's industrial paints and varnishes activities, making a DM 6.7 million turnover in 1966. Diwag's other interests are the Swiss investment and portfolio company, Diwag Farben Holding GmbH, Zug (capital Sf 460,000), in which it is linked with the Zürich Bank in Baden (33.3%); and Diwag France Sarl, Romainville, Seine St Denis, which is under the almost outright control of the Swiss company.

Gödecke (1966 turnover of DM 60 million) is itself controlled by the Wilmington, Delaware group INTERNATIONAL AFFILIATED CORP, and by GUSTAV LOHSE AG, Berlin, a member of the American group, WARNER-LAMBERT, Morris Plains, New Jersey.

\*\* The American chemicals and pharmaceuticals group MERCK & CO INC, Rahway, New Jersey (see No 320) has expanded its interests in France by founding a new subsidiary in Paris, MERCK-FRANCE, STE DE PRODUITS CHIMIQUES SA, capital Ff 2.1 million, with M. J. Humbert as chairman.

The activities of the group in France date back several years to association agreements made with Laboratoires Delagrangé, Paris. Now independent of this company, the American group controls three firms in Paris, with laboratories and factories at Dijon and Chenove: Merck, Sharp & Dohme SA, Cie Chimique Merck, Sharp & Dohme SA, and Laboratoires Merck, Sharp & Dohme SA, the most important, with capital of Ff 30 million. This company holds in turn a 49% participation in LABORATOIRES CHIBRET SA, Clermont-Ferrand (see No 242). The Chibret firm has its own subsidiary in West Germany, Chibret Pharmazeutische AG, Munich, and the Spanish Licensee DAVUR SA, Madrid.

\*\* The alliance decided on some months ago in the Dutch pharmaceutical industry between KONINKLIJKE PHARMACEUTISCHE FABRIEKEN v/h BROCADES-STEEHMAN & PHARMACA NV, Meppel and Amsterdam (see No 414), and KON NEDERLANDSCHE GIST- & SPIRITUSFABRIEK, Delft, will begin to operate shortly. Neither side will lose its legal autonomy. Both will be covered by a common holding company, GIST-BROCADES NV, The Hague, with regional management at Delft, having an authorised capital of Fl 125 million (29.55 million paid up). The combined turnover of the two groups rose to Fl 315 million in 1966.

PLASTICS
----------

\*\* The Swiss group GEORG FISCHER AG, Schaffhausen (see No 391), and the French CIE DE PONT-A-MOUSSON SA, Nancy, Meurthe-et-Moselle (see No 421), have taken equal shares in raising the capital of their joint French subsidiary STE DE METALLURGIE SA, Paris, to Ff 5 million, to make and sell in France and abroad the PVC tubing and connections developed by either partner. The company's name has also been changed to SOFIPLAST-Ste pour la Fabrication Industrielle des Plastiques SA, and its head-quarters removed to Boissy-le-Chatel, Seine-et-Marne. Its president is M. R. Gadaba, and it has taken over one of the factories belonging to SOFOM-Ste pour la Fabrication d'Objets Moules SA, Paris (see No 342), sited at Boissy, and making PVC mouldings.

SOFOM (capital Ff 2 million: 1966 turnover Ff 21.2 million), which has another factory for plastic tubing at Foug, Meurthe-et-Moselle, is under the 51% control of Pont-a-Mousson, with U.B.I.-Union Bancaire & Industrielle SA, and 84% subsidiary of Sape-SA de Participations & d'Etudes, the group's holding company (see No 414) retaining a further 22%. The Swiss partner is known the world over for its PVC linkages, and it has a number of factories producing these abroad, the main ones being at Huntingdon, Britain (controlled by the 51% subsidiary of Georg Fischer Plastics Ltd - see No 328), and at Singem a Hohentweil in West Germany (run direct, as a branch).

\*\* THE DE LA RUE CO LTD, London, has extended its French interests (see No 386) by forming a sales company at Choisy-le-Roi, Val-de-Marne, called SA des Produits Industriels Formica (SAPIF), with M. Paul Mullot as president. This firm will distribute plastic and laminated panels produced at Quillan, Aude, by another member of the group, Formica SA, Paris (see No 367).

The Paris firm was formed in 1951, and is a direct subsidiary of Formica International Ltd, London (controlled 60-40 by De La Rue and American Cyanamid - see No 363). Until now Formica SA, which commands about 50% of the laminated panels market in France, had been selling its goods through a network of exclusive agents - timber and materials merchants - who sold to manufacturers, contractors and various types of company (direct sales, however, to certain authorities, ship-yards, etc.). In its turn, Formica International controls a large number of foreign manufacturing companies (Wahn in West Germany, Galdocano in Spain, etc.) and sales concerns like Formica (Nederland) NV, The Hague (represented in the new Sapif), Formica Belgium SA, Brussels, etc.

PRINTING & PUBLISHING

\*\* The Munich publishing house of NYMPHENBURGER VERLAGSBUCHHANDLUNG (the property of Herr Berthold Spangenberg) has gained control of a similar firm in Munich called VERLAG HEINRICH ELLERMANN KG.

Nymphenburger plans to form a new company, to which it will make over the working capital and the name of the latter, and for which the main backer will be Spangenberg Verlag GmbH. Nymphenburger will handle advertising and distribution for the new concern; and the plan is thus to increase considerably the range of books it offers for younger readers.

SERVICES

\*\* The international organisation and programmed apprenticeship consultancy concern I.B.I.-INSTITUT BEDAUX INTERNATIONAL SA, Lausanne (see No 301) has partially re-organised its common market interests: 1) it has changed the name of its Milan subsidiary Bedaux Italiana SpA to Bedaux Consultants SpA, and raised its capital to Lire 50 million; 2) it has wound up its Brussels subsidiary Bedaux Belgique SA (formed in 1960), which it controlled through the Luxembourg holding company SINOR-STE INTERNATIONALE D'INVESTISSEMENT POUR L'ORGANISATION DE LA RECHERCHE SA.

\*\* The American ERNST & ERNST INTERNATIONAL (subsidiary of the New York corporation ERNST & ERNST - see No 396) and the Swiss WHINNEY, MURRAY & CO, Zurich, have made their Paris agency a joint subsidiary under the name of Whinney Murray Ernst & Ernst Sarl (capital Ff 20,000). This company is managed by M. Jean Patte, and it will continue to provide administration, and organisation and methods consultancy services for manufacturing and commercial concerns.

The two companies' interests are widely represented in the Common Market with Whinney Murray Ernst & Ernst, Hamburg (branches in Düsseldorf and Frankfurt) and offices in Brussels (see No 396), Rome, Milan and The Hague.

\*\* The international accountancy concern PRICE WATERHOUSE & CO, New York has added a Munich branch to the associated concern PRICE WATERHOUSE & CO WIRTSCHAFT-PROEFUNGSGESELLSCHAFT (branches in Frankfurt and Düsseldorf) to its existing German interests. The New York concern has a number of European associates using its name, in Paris, The Hague, Brussels, Milan, Rome, Zurich, London, Madrid, Barcelona, etc...

SHIPBUILDING

\*\* The growing use of electronic instruments for navigation has induced the Berlin group SIEMENS AG (see No 415) to secure a 25% interest in the Hamburg naval dockyards of BLOHM & VOSS AG (see No 356). This coincided with the total absorption of the ship-building firm H. C. STULCKEN SOHN KG, Hamburg (see No 339) and its

wholly-owned subsidiary OTTENSENER EISENWERK GmbH by Blohm & Voss and with the expansion of the latter's capital from DM 23 to 30.7 million. This is now distributed as follows: 25% to Siemens, 33% each to the Blohm group (through VERWALTUNGS-GES. ELBE, Hamburg) and THYSSEN AG (through PHOENIX RHEINROHR AG, Düsseldorf) and 9% to the von Dietlein family, former owners of H. C. Stülcken Sohn.

Similarly, the second largest of the West German electrical and electronic firms, ALGEMEINE ELEKTRIZITAETS-GESELLSCHAFT AEG-TELEFUNKEN, Berlin, had already secured a 31% interest in the DEUTSCHE WERFT AG shipyard, Hamburg, which is combining with KIELER HOWALDTSWERKE AG, Kiel, and HOWALDTSWERKE AG, Hamburg, in a consortium to become effective from the end of 1968 (see No 358).

\*\* One of Italy's leading ship-fitters, Sig Sebastiano Cemeli, Genoa, has set up in Milan the CIA DI NAVIGAZIONE CERVARA SpA, for construction, fitting-out and transportation of sea and river vessels. He shares control with Sig. G. Carcassi, Genoa, and Lire 1 million of the authorised capital of Lire 299 million has been paid up.

### TEXTILES

\*\* The Swiss textiles and making-up firm of JACOB ROHNER AG, Rebstein, St Gall, has formed a sales subsidiary in Milan under the name of Jacob Rohner Italia Srl, having paid up one-third of the Lire 890,000 capital (the balance remains in the hands of Herr Franz Oesch, the managing director). The new company will specialise in embroidery, stockings and printed household fabrics.

\*\* Affiliated to RHODIACETA SA (see No 398) and a subsidiary of RHONE POULENC SA, Paris, the firm of BEGY-STE EUROPEENNE DE BAS SANS COUTURE SA, Autun and Paris (see No 189) a manufacturing agreement in Israel with SABRINA LTD, of the CLAL INVESTMENT LTD group, for the production of hosiery goods at Kiryat Shmonehr from materials imported mainly from Benelux.

A common subsidiary, GIBOR LTD, will be formed for this purpose, with the French partner taking a 74% interest. The initial investment is \$2.5 million, for an estimated turnover of \$15 million, most of which will be realised from exports, handled by the French group's sales organisation.

### TOURISM

\*\* AIRTOURS INTERNATIONAL has been formed as the result of negotiations opened some time ago (see No 416) between four German travel agencies, in order to co-operate closely in the field of tourist air travel. The new concern is for charter flights, and it will work with the ADAC automobile club of Munich on foreign travel. The four travel agencies in question are DEUTSCHES REISEBUERO GmbH, Frankfurt (34%); AMTLICHES BAYERISCHES REISEBUERO GmbH, Munich (12%); AIRTOUR FLUGREISEN, Düsseldorf (27%) and HAPAG LLOYD REISEBUERO, Bremen (27%). These four will no longer organise their own air programmes, but work together

through Airtours International, which will also incorporate into the scheme the activities of FAST REISEN of Hamburg in this sphere: the agencies' other activities will not be affected.

This move is similar to the one carried out recently by the two largest German agencies, Touropa GmbH & Co KG, Ruhpolding (see No 416) and Scharnow-Reisen GmbH & Co KG, Hanover, each of which holds 25% in two air charter subsidiaries, Südflug - Süddeutsche Flug GmbH and Südflug International KG, both of Stuttgart (see No 403).

\*\* The tendency for German travel agencies to amalgamate (see above) has now been followed by the TOUROPA-SCHARNOW-HUMMEL consortium, which is to take over the business of the fifth largest West German agency, DR TIGGES FAHRTEN KG, Wuppertal (1966 turnover DM 32 million). The Wuppertal concern's sleeping partners, Dr Hubert Tigges and Herr Alvis Fischer, who will receive in return shareholdings in the Touropa and Scharnow agencies, have however kept their fifteen travel bureaux and their hotels (4 in West Germany, 4 in Switzerland and 3 in Italy) out of this deal, and these they will later group under a new company.

The takeover of Tigges Fahrten will come into effect when Touropa of Ruhpolding (see No 416) and Scharnow Reisen of Hanover (linked by 20% of crossed shareholdings) acquire their majority interest in Hummel Reise GmbH & Co KG, Hanover. The latter (see No 404) will receive in return a 20% in each of the former, and these will be directly held by its own backers, namely Reisebüro Stickrodt KG, Hanover; Verlagsreisebüro GmbH, Hamburg; Reisebüro Paul Lührs KG, Hamburg; Hermes Reisebüro Dr Ernst Kreger oHG and Reisebüro Robert Weinacht oHG, Hamburg.

TRADE
-------

\*\* The Canadian department store and supermarket chain of STEINBERG'S LTD, Montreal, which has had a French subsidiary since late in 1965, called Supermarches Montreal SA, Suresnes (capital raised 400% recently to Ff 2 million - see No 336), has now formed an investment company in France under the name of Ste Holding Francaise Steinberg & Fils SA (capital Ff 800,000). The new company has the director general of Cie Generale Francaise de Credit SA, Paris (see No 344) - M. Bernard L. F. Derode - as president, and its directors are Messrs Arnold Steinberg of Montreal, B. J. Desforges and E. G. Beraut. Generale Francaise de Credit is affiliated with the group, Neuflyze, Schlumberger, Mallet & Cie through Ste de Gestion Mobiliere SA (see No 335).

\*\* The transport group VELDER, Frankfurt (see No 359), has financed the expansion of its subsidiary in Antwerp CARL PRESSER & Co. INTERNATIONALE SPEDITION NV by raising its capital to Bf 2.6 million, half paid up by its Swiss holding company TRANSPORT VERWALTUNGS- & FINANCIERUNGSGESELLSCHAFT mbH, Zug (capital Sf 2 million - see No 354), and by SOTRANSID-STE DE TRANSPORTS SIDERURIQUES SA, Antwerp.

\*\* Two German shipping companies, HAMBURG-AMERIKANISCHE PAKETFAHR AG-HAPAG, Hamburg (see No 412), in which the DEUTSCHE BANK AG, Frankfurt, has a 63% interest, and NORDDEUTSCHER LLOYD, Bremen, have begun negotiations for the joint foundation in Hamburg of HAPAG-LLOYD CONTAINER UNIE to undertake a weekly container service between Europe and North America. With this object each company has already ordered two container ships, the first pair from the BLOHM & VOSS AG shipyard in Hamburg (see page 'O') and the second from BREMER VULCAN SCHIFFBAU & MASCHINENFABRIK, Bremen, with the stipulation of a subsidy from public funds.

Together with Deutsche Bundesbahn, Deutsche Speditions- & Behaelterges mbH, Hamburg, and Rudolf A. Oetker, Hamburg (see No 370), the two German firms are already basic partners in a comparable concern, Contrans Ges. Fuer Ueberseebehaelter mbH, Hamburg. They also operate Hapag-Lloyd Reisebuero, Hamburg, on a fifty-fifty basis.

\*\* Links existing since 1965 through NOUVELLE CIE DE PAQUEBOTS SA, Marseilles (which carried 43,600 passengers and 90,000 tons of freight on the West African coast in 1965 - see No 280), between the French shipping firms CIE DE NAVIGATION PAQUET SA, Marseilles, and CIE MARITIME DES CHARGEURS REUNIS SA, Paris (CHARGEURS REUNIS SA group: see No 407), are about to be strengthened. A regrouping mainly in the sphere of tourist cruises, and designed both to increase their competitive standing and to secure new capital equipment, will be paralleled financially by an exchange of holdings permitting the continued existence of both companies but giving control of both to the second.

In its ships and those of its subsidiaries PAQUET carried in 1966 64,500 passengers and 476,000 tons of freight. It owns two modern vessels, "Ancerville" and "Renaissance", and a chain of hotels in Morocco. It has control of Cie Francaise Des Croisieres and Service-Yachting SA, sharing the latter with Cie De Navigation Mixte, and it and C.G.T.-Cie Generale Transatlantique, share tourist offices in the United States, Canada and Mexico.

The capital of Maritime Des Chargeurs Reunis was raised to Ff 120 million after its recent absorption of a subsidiary, Le Materiel Aerien SA, which controls in turn U.T.H.-Union Touristique Hoteliere, a subsidiary formed in 1966. In 1966 Maritime carried over 2.7 million tons of freight. Three years ago it undertook a major regrouping. From this emerged the Cie Fabre-Ste Generale De Transports Maritimes SA, Marseilles (capital Ff 56.6 million), formerly Cie De Navigation Fraissinet & Cyprien Fabre. In 1965 this brought the ships "Foch", "General Mangin" and "Jean Mermoz" to Nouvelle Cie Des Paquebots.

This interpenetration by Maritime Chargeurs and Navigation Paquet will be

within the framework of S.C.I.M. -Ste Commerciale & Industrielle Du Maroc, a subsidiary of Paquet; the Chargeurs Reunis group will have 52% control and gain an important foothold in the Marseilles ship-builders on the board of which it is already represented by M. Landry de Barbarin.

VARIOUS
---------

\*\* The Swiss investment company PROCODE GmbH, Glarus, has taken 50% in forming E & G ROSENFELD Sas in Milan (share capital of Lire 10 million) to import, export and sell natural and treated furs and pelts. Messrs Eugenio Rosenfeld and Giorgio Rosenfeld, both of Milan, are partners in the new company.

LATE FLASH
------------

FOOD & DRINK: CHAMBOURCY DAIRY PRODUCTS LTD has just been formed in Britain, capital £11,000 for the sale here of yogurts and fresh cheeses supplied by CHAMBOURCY SA, Clamart, the second largest French group specialising in these products. It was formerly known as J. A. BENOIT SA, Marseilles (see No 402), and merged in 1966 with CHAMBOURCY-PARIS SA, Clamart, and SOLAITAM SA, Nice.

This French group, with sales of Ff 86.4 million in 1966, produced 225 million pots of yogurt, 14% of the total sold in that year, and 6,000 tons of fresh cheese (4%). It is marketed by several companies abroad: Chambourcy Ges. Für Molkereiprodukte mbH, Düsseldorf, Ceuppens Sprl, Brussels, and others.

August 17, 1967

T

INDEX OF MAIN COMPANIES NAMED

A.B.C.D., Palermo	C	De La Rue	N
A.C. Israel Cocoa Inc	L	Deutsch Asiatische Bank	J
AEG-Telefunken	P	Deutsche Bank	J,R
A.M.M.I.	D	Deutsche Uberseeische Bank	J
Abex Corp	I	Deutsche Werft	P
Acrow	H	Deutsches Reisebüro	P
Aerfer	H	Diwag Chemische Fabriken	M
Airtour Flugreisen	P	Dresdner Bank	E
Airtours International	P		
Albatros Superfosfaatfabrieken	D	E.F.I.M.	H
Alcoa	G	E.N.I.	C,D,M
American Bosch Arma	I	E.R.A.P.	L
Amtliches Bayerisches Reisebüro	P	Elf Belgique	L
Aquapulcher	C	Ellermann, Heinrich; Verlag	O
Arenco	F	Ernst & Ernst, New York	O
Avis	H	Esso Standard Italiana	M
Babcock & Wilcox	H	Fast Reisen.	Q
Banque de la Gaudeloupe	K	Fiat	H
Banque de la Martinique	K	Finanziaria Italo Americana	J
Bauer International	K	Finmeccanica	H
Bayer	D	Fischer, Georg	N
Begy	P	Fisons	D
Beloit Corp	J	Floirat	G
Benelux SA	G	Formica	N
Blohm & Voss	O,R		
Boge GmbH	I	G.F.A., Cologne	B
Bombrini Parodi-Defino	C	Gist- & Spiritusfabriek, Kon. Ned.	N
Braas	B	Glasco Corp	G
Bredero	B	Gödecke	M
Bremer Vulcan Schiffbau	R	Grace & Co, W. R.	K
British Manufacturing & Research	I	Groupe 1	C
Bull, Cie des Machines	E	Gunn (Holdings)	I
		Güttinger AG	F
C.T.I.P.	M		
Cameli, Sebastiano	P	Hammerschmidt, Christian	L
Camus & Cie, Raymond	C	Hapag, Hamburg	R
Chambourcy	S	Hapag Lloyd Reisebüro	P
Chargeurs Reunis	R	Heinz, Carl August	L
Cogedep	E	Hispano Suiza	I
Colman, Prentis & Varley	B	Hoesch	I
Combumeuse & Europ	L	Holland & Hannen & Cubitts	C
Compton Advertising	B	Humblet	C
Cosse-le-Vivien, Distilleries	L	Hummel Reise	Q
Covenant Industries	D		
Crouzet	E		



August 17, 1967

U

I.C.I.	D	Redland Holdings	B
I.R.I.	H	Resine Impianti	J
Imex International	G	Rhone Poulenc	P
Impay, Ste Metallurgique	I	Rocke International	F
Imperial Smelting Corp, London	D	Rohner, Jacob	P
Industrialisation Belge du Batiment	C		
Institut Bedaux International	O	S.M.E., Naples	K
International Affiliated Corp	M	S.N.I.	C
Itasse	C	S.T.I.C.	G
		Sabrina Ltd, Israel	P
Källe	F	Sardip	M
Kenya, Development Finance Co of	D	Scharnow-Reisen	Q
Kenyon & Eckhardt.	B	Schneider SA	I
		Schneider Radio-Television	G
Lorant Engineers	F	Schultze, Berlin	F
		Siemens AG	O
Maccarese	K	Šnam	M
Mazieres, Fonderies de	I	Sofom	N
Mecatex Holding	I	Solva	B
Merck & Co	M	Standard Oil, New Jersey	M
Metallurgie, Ste de	N	Steehman & Farmaca	N
Meys Associatie	G	Steelweld	I
		Steinberg's Ltd, Montreal	Q
Narbonne, Distillerie de	L	Stülcken Sohn	O
Navigation Paquet, Cie de	R	Svenska Tändsticks	F
Norddeutsche Kreditbank	J		
Norddeutscher Lloyd	R	Technit	H
Novak Electronics	E	Telco, Frankfurt	F
Nymphenburger Verlagsbuchhandlung	O	Tettaugrund, Glaswerke	L
		Thyssen	P
Omeca	H	Thyssenrohr International	D
Ottensener Eisenwerk	O	Tigges Fahrten	Q
		Touropa	Q
Paquebots, Cie Nouvelle de	R		
Passavant-Werke	J	U.M.C. Industries	G
Persta, Stahl Armaturen	H	Uhrmann, Emanuel	L
Philco Ford Corp	G	Union de Banque	K
Philips NV	E		
Phytochim	D	V.K.F.	D
Pistolesi, Ferroviarie	H	Van Houten	K
Polygram	E	Velder	R
Pont-a-Mousson, Cie de	N		
la Portuense	B	Wandererwerke	E
Presser, Carl, Antwerp	R	Warner-Lambert	M
Price Waterhouse & Co	O	Whinney, Murray & Co	O
Procodel, Glarus	R	Wolff, Otto	H
		Woodhouse, Drake & Carey	L

